



**Solicitation Information**  
27 Oct 06

**RFQ # 7002571**

**TITLE: Creative Media / Special Events Campaigns**

**Submission Deadline: 4 Dec 06 @ 11:30 AM (Eastern Standard Time)**

**PRE-BID/ PROPOSAL CONFERENCE: Yes Date: 15 NOV 06 Time: 10:00AM**

**Mandatory: No**

**Location: Rhode Island Department of Transportation, Traffic Management Center,  
Room 126, Two Capitol Hill, Providence, RI 02908**

**SURETY REQUIRED: No**

**BOND REQUIRED: No**

**Jerome D. Moynihan, C.P.M., CPPO  
Administrator of Purchasing Systems**

**Vendors must register on-line at the State Purchasing Website at  
[www.purchasing.ri.gov](http://www.purchasing.ri.gov)**

**NOTE TO VENDORS:**

Offers received without the entire completed three-page RIVP Generated Bidder Certification Form attached may result in disqualification.

**THIS PAGE IS NOT A BIDDER CERTIFICATION FORM**

## RHODE ISLAND DEPARTMENT OF TRANSPORTATION

### HIGHWAY SAFETY CREATIVE MEDIA/SPECIAL EVENT CAMPAIGNS AND REPORTS DBE GOAL: 10%

#### SECTION A – INTRODUCTION

In order to maintain and enhance the Office of Highway Safety programs, the Rhode Island Department of Administration/Office on Purchases, on behalf of the Rhode Island Department of Transportation's (RIDOT) Office of Highway Safety (OHS), is soliciting proposals from qualified marketing and public relations firms, who, under the guidance of the RIDOT OHS, will continue to develop and implement statewide, multifaceted Public Information and Education (PI&E), reporting and special event programmatic campaigns.

The major goals of this program are to reduce crashes, injuries and fatalities on our roadways. This proposal will develop and provide coordination for impaired driving prevention activities, promote public compliance with occupant protection use laws (seat belt/child restraints), provide required reporting to National Highway Transportation Safety Administration (NHTSA), facilitate the Traffic Records Committee activities and promote safety in general on Rhode Island roadways to include motorcycle/pedestrian/bicycle safety and work zone safety. The OHS is concerned with crashes and components of the traffic safety environment, namely people, vehicles and roads.

RIDOT OHS has the responsibility to develop and implement an enforcement program including the state and local police departments, implement age related safety activities and provide an effective PI&E program to encourage behavioral changes that will reduce serious injuries and save lives.

Campaigns may include, but are not limited to, the following topics:

- **Occupant Protection** – Increased use of appropriate child safety seat restraints and seat belts.
- **Alcohol Countermeasures** – Countermeasures to, and education and awareness of, the penalties and consequences associated with drunk driving and Driving While Intoxicated (DWI). In addition to specific targeted audiences, messages may be developed for drinking establishments, liquor stores and party hosts.
- **Police Traffic Services** – Adult and teenage driving problems, graduated licenses, road rage, excessive speed, aggressive driving and enforcement of motor vehicle statutes.
- **Motorcycle/Pedestrian/Bicycle Safety** – Highway safety problems as they relate to human factors and the roadway environment relating and contributing to motorcycle/pedestrian/bicycle fatalities and injuries. Outreach should address the public's attitudes, knowledge and behaviors regarding these issues as they relate to awareness of risks.
- **Data Collection and Compilation** – Facilitation of the Traffic Records Coordinating Committee (TRCC) and composition of the annual Highway Safety Plan and Year End Evaluation Reports, as required by the National Highway Traffic Safety Administration.
- **General Information Dissemination** – Upgrade of the OHS website and creation of three (3) two-paged (2) newsletters per year for general distribution.

This contract has been assigned a **10% Disadvantaged Business Enterprise Goal (DBE)**. Disclosure of DBE firm(s) proposed **MUST** be documented in the Technical Proposal. DBE Firms must be certified in the State of Rhode Island at the time of submission and copies of current Rhode Island state certifications must also be included.

Respondents are instructed to submit a **Technical Proposal** response along with a separate **Cost Proposal** both described in detail herein.

**The term of this contract is for two (2) years not to exceed a total amount of \$200,000.** The maximum term of any award resulting from this request shall be two (2) years pending federal approval of funding. At RIDOT's discretion, should some or all of these services be needed, one (1) additional year may be added to this contract through negotiation.

### **SUBCONTRACTING REQUIREMENTS**

Specific tasks within this proposal may be subcontracted to other entities upon express approval of RIDOT OHS.

Proposals received must be in accordance with guidelines as outlined in this request and the State's General Conditions of Purchase which can be accessed on-line through the Rhode Island Vendor Information Program, or "RIVIP" as it is known, @ [www.purchasing.ri.gov](http://www.purchasing.ri.gov)

***NOTE: This is a Request For Proposals (RFP), not an Invitation for Bid, responses will be evaluated on the basis of the relative merits of the proposal, in addition to price. There will be no public opening and reading of responses received by the Office of Purchases pursuant to this request, other than to name those offerors who have submitted proposals. Technical and Cost Proposal must be two separate documents.***

***All Respondents are advised to review all sections of this RFP and to follow instructions carefully as failure to make a complete submission as described elsewhere herein may result in rejection of the proposal.***

### **SECTION B – GENERAL INSTRUCTIONS AND NOTIFICATIONS TO RESPONDENTS:**

- All respondents **MUST** register online at the RIVIP' s Internet website @ [www.purchasing.ri.gov](http://www.purchasing.ri.gov)
- A fully completed signed **RIVIP Bidder Certification Cover Sheet** – All three-pages **MUST** accompany response submitted. Failure to make a complete submission inclusive of this three-page document may **result in disqualification**. A copy of this three-page certification form should be in all proposals (originals and copies) submitted to the State for consideration.
- Should there be a need for assistance in registering and/or downloading any document, call (401) 222-2142, ext. 134 for RIVIP HELP DESK technical assistance. Office Hours: 8:30 AM – 4:00 PM.

- All costs associated with developing or submitting documents in response to this Request and/or in providing oral or written clarification of its content shall be borne by the Respondent. The State assumes no responsibility for these costs.
- It is intended that an award pursuant to this Request will be made to a prime Respondent, who will assume responsibility for all aspects of the work. Joint venture and cooperative proposals will not be considered, but subcontract(s) are permitted provided that Sub-Respondent(s) proposed are clearly identified along with the type of work to be performed in response to this RFP.
- All pricing submitted will be considered to be *firm and fixed* unless otherwise indicated herein.
- Submissions in response to this solicitation are considered to be irrevocable for a period of not less than one hundred and twenty (120) days following the established due date and may not be withdrawn without the express written permission of the State Purchasing Agent.
- Responses misdirected to other State locations or which otherwise are not received by the State Division of Purchases by the established due date for any cause will be determined to be late and will not be considered. The office clock, for the purpose of registering the arrival of a document, is in the reception area of the Department of Administration (DOA), Division of Purchases, One Capitol Hill, Providence, Rhode Island.
- Respondents are advised that all materials submitted to the State for consideration will be considered to be public records as defined in Title 38 Chapter 2 of Rhode Island General Laws, without exception, and will be released for inspection immediately upon request once an award is made.
- During the life of this anticipated **TWO (2) year contract**, the State reserves the right to solicit separately for selected initiatives within this Scope of Work.
- In accordance with RI Gen. Laws 7-1.1-99, no foreign corporations (a corporation established other than in Rhode Island) has the right to transact business in this State until it has procured a Certificate of Authority to do so from the Office of the Secretary of State (401) 222-2357. **IF APPLICABLE, A COPY OF RESPONDENT'S CERTIFICATE OF AUTHORITY MUST BE INCLUDED AS PART OF THE SUBMITTED RFP LOCATED BEHIND THE FRONT PAGE OF EACH COPY OF THE PROPOSAL. FAILURE TO DO SO WILL RESULT IN AUTOMATIC DISQUALIFICATION.**
- **This project has been assigned a 10% Disadvantaged Business Enterprise (DBE) Goal.** A list of current Rhode Island State certified DBE firms may be obtained through the RIDOT website @ [www.dot.state.ri.us](http://www.dot.state.ri.us). Any questions should be directed to:

Office of Business and Community Resources  
Room 106, Two Capitol Hill  
Providence, RI 02903  
(401) 222-3260

**All information requested below must be organized in the exact order in which the following RFP requirements are presented with page numbers in consecutive order. RFP/COST PROPOSAL packages should contain a Table of Contents that cross-references each RFP requirement with specific page cited.**

## **SECTION C – INSTRUCTIONS FOR RFP SUBMISSION CONTENT AND FORMAT**

Respondents are instructed to submit – EACH under separate cover - the following documentation sealed and clearly labeled as to *Bid No.*, *Project Description and Content*:

**TECHNICAL PROPOSAL - *-(Original + 5 Copies and 6 Compact Discs - one to be included on the inside cover of each Technical Proposal)***

**Note: The Technical Proposal submission must NOT contain any references to component or system cost. Inclusion of cost information within the Technical Proposal submission may result in disqualification.**

Upon review of the Scope of Work (SOW), **Technical Proposal** submissions must include at a minimum the following information for RIDOT review and subsequent final selection recommendation:

### **BACKGROUND AND PREVIOUS EXPERIENCE:**

- ***Letter of Transmittal:*** A Letter of Transmittal must accompany each response signed by an owner, officer, or other authorized agent of the firm.
- ***Company Introduction:*** Respondents are to include a complete description and other relevant information documenting organizational structure and business background as well as the firm's expertise relative to the services requested.
- ***Relevant Experience:*** Respondents are to include a comprehensive listing of similar projects and/or clients served similar in concept to the project being proposed.
- ***Existing Workload:*** Respondents are to include a current listing of all projects contracted to perform.

### **ORGANIZATION AND STAFFING:**

- ***Staff Qualifications:*** Respondents are to include an overview of experienced personnel presently on staff including resumes, curricula vitae or statements of prior experience and/or qualification of key personnel to be assigned to project. Staff assignments and concentration of effort for each staff member are to be addressed.

- **Sub-Respondent(s):** As applicable, disclosure of any sub-respondent firm'(s) organizational structure and business background as well as the type of work they will perform must be documented in response to this Request. Full disclosure of the proposed team to be assigned this project is required in the Technical Proposal.

**PROJECT WORK PLAN:**

- **Project Approach:** Respondents are to provide a time frame for a TWO-year detailed technical synopsis of their proposed services based on the SOW requested by the RIDOT including any technical issues that will or may be confronted at each stage of the project. *Alternative* approaches and/or methodologies to accomplish the intended results of this procurement are encouraged. However, proposals that depart from or materially alter the terms, requirements or SOW as defined by this Request will be rejected and considered non-responsive.
- **Work Plan:** Respondents are to provide a detailed proposed project work plan for YEAR 1 AND YEAR 2; include a list of specific, activities and deliverables that will be utilized through out this project.
- **Supplemental Information:** Respondents are encouraged to submit any other information deemed useful to provide RIDOT with sufficient relevant information to evaluate the firm' s qualifications and technical approach to the project.

**COST PROPOSAL (Original + 5 Copies – INCLUSION OF A COMPACT DISK FOR THIS PORTION IS NOT REQUIRED)**

The **Cost Proposal** shall be separately sealed, and submitted at the same time as the Technical Proposal. **(SEE FORMAT ATTACHED)** The **Cost Proposal** shall be a single proposal consisting of the following elements detailed below:

**Cost Proposal** must include at a minimum the following information for RIDOT review and subsequent scoring.

- Respondent is to submit, separate from Technical Proposal, an “**original**” plus **FIVE (5) copies** of a completed *signed and sealed* **Cost Proposal**.
- Cost Proposal must include an **itemized annual amount for each year of the 2-year contract**. For each year, the Cost Proposal will include specific estimates for each deliverable, i.e. defined tasks, activities and/or milestones as proposed.
- Cost Proposal prices submitted will be considered *firm and fixed*.

- **Describe in detail your pricing policy inclusive of the following:** narrative inclusive of applicable hourly rates, percent of product mark-up and/or any other fee structure. Markup will be allowed on a percentage basis but will be limited to electronic and print media buys and creative and collateral costs. Markup will not be allowed on consulting fees, couriers and talent. Retainer fee is anticipated to include such miscellaneous charges such as copies, faxes, telephone and postage.

**Failure to fully disclose formatted 2-Years' annual costs and pricing policy as cited could result in disqualification.**

#### **Section D - PROPOSAL QUESTIONS AND SUBMISSION REQUIREMENTS**

A Pre-Proposal Conference for the purpose of clarifying the SOW and intent of this Request, as well as the evaluative criteria to be employed in the State's review of proposals received will be held on **Wednesday, November 15, 2006** at the Rhode Island Department of Transportation, Traffic Management Center, Room 126, Two Capitol Hill, Providence, RI 02908 at **10:00 A.M.**

Persons requesting the services of an interpreter for the hearing impaired may obtain those services by calling (401) 222-4971 forty-eight (48) hours in advance of the Conference.

#### **SECTION E - PROPOSAL QUESTIONS AND SUBMISSION REQUIREMENTS:**

A summary of the Pre-Proposal Meeting will be posted on the Internet as an addendum to this solicitation. It is the responsibility of all interested parties to download this information.

Questions regarding this RFP may be posted at RIDOT's "Bidding Opportunities" web page accessible at: <http://www.dot.state.ri.us/contracting/bids/> and following the link to "?" to access Questions and Answers for solicitation. Responses to questions submitted for the subject project will also be posted under the same questions menu.

A determination will be made by RIDOT, in coordination with the Division of Purchases, whether an addendum will be required. The Q& A Forum will **disable 5 FULL CALENDAR DAYS** prior to the due date for this project. **Therefore, questions will not be accepted after Midnight on Tuesday, November 09, 2006.**

**Technical Proposal ("original" plus five (5) copies) and a separately sealed Cost Proposal ("original" plus five (5) copies) are to be submitted simultaneously.**

Requested documentation is to be either mailed or hand-delivered in a sealed envelope marked **"RFP 700xxxx (BID NO. REFERENCED ON COVER SHEET) – HIGHWAY SAFETY CREATIVE MEDIA/SPECIAL EVENT CAMPAIGNS AND REPORTS** by **Monday, December 4, 2006 no later than 11:30 AM.** to:

**BY COURIER OR MAIL:**  
RI Department of Administration  
Division of Purchases (2<sup>nd</sup> fl)  
One Capitol Hill  
Providence, RI 02908-5855

**NOTE: Proposals received after the above-referenced due date and time will not be considered. [SEE GENERAL NOTIFICATIONS].**

**SECTION F - SELECTION CRITERIA:**

The State will establish a Technical Review Committee that will evaluate and score proposals received utilizing the following criteria:

- |   |                         |
|---|-------------------------|
| <b>1. STAFF QUALIFICATIONS</b>                            | <b>20 POINTS</b>        |
| <b>2. FIRM' S CAPABILITY, CAPACITY AND QUALIFICATIONS</b> | <b>20 POINTS</b>        |
| <b>3. QUALITY OF THE PROJECT WORK PLAN</b>                | <b>20 POINTS</b>        |
| <b>4. SUITABILITY OF APPROACH/METHODOLOGY</b>             | <b>20 POINTS</b>        |
| <b>5. COST PROPOSAL</b>                                   | <b><u>20 POINTS</u></b> |

**MAXIMUM SCORE: 100 POINTS**

**Technical** and **Cost** Proposals will be evaluated separately. **Cost** Proposals will remain sealed until such time as technical scoring has been completed.

***Technical Proposals receiving scores of less than 50 points out of the 80 eligible points will not be scored for cost and will be disqualified.***

The Review Committee will then evaluate the qualifying **Cost Proposals** and the results, combined with the Technical review, will result in a final ranking and recommended selection.

The findings will then be reviewed and accepted by the RIDOT Advisory Consultant Selection Panel. With the support of the DOT Director, the ranked findings and selection recommendation will be submitted to the State's Architectural/Engineering Consultant Services Selection Committee for final selection consideration.

At any point during the review process, any proposal found to be substantially non-responsive will be dropped from further consideration.

Evaluation will also consider commitment to Affirmative Action and DBE Participation. The State may, at its sole option, elect to require presentation(s) by Respondents clearly in consideration for award. Other submissions, certifications, or affirmations may be required, as appropriate.

**Section G- CONTRACT AWARD**

Upon final selection the **VENDOR** will be required to sign a Letter of Agreement based on this RFP, the **VENDOR'S** Technical and Cost Proposal Responses, and any other terms, conditions, operating procedures, reporting requirements and other technical provisions and administrative controls that need to be clarified. RIDOT will forward a *Recommendation to Award* to the Department of Administration/ Office of Purchases including the signed Letter of Agreement and all required

Insurance Certification. The Office of Purchases will review and determine whether to proceed to award at which time a purchase order will be issued. RIDOT will then issue formal Notice to Proceed.

The ranked findings and selection recommendation will be submitted to the State's Architectural/ Engineering Consultant Services Selection Committee, and forwarded to the Director of Administration for final selection consideration.

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## **SCOPE OF WORK**

### **HIGHWAY SAFETY CREATIVE MEDIA/SPECIAL EVENT CAMPAIGNS AND REPORTS**

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#### **SECTION 1 – BACKGROUND AND PURPOSE**

The Rhode Island Department of Transportation (RIDOT) Office on Highway Safety (OHS) is mandated to create, maintain and/or implement programs to address a wide range of highway safety problems that are related to human factors and the roadway environment.

It is the major goal of these programs to reduce crashes, injuries and fatalities on our roadways. OHS provides coordination for impaired driving prevention activities, promotes public compliance with occupant protection use laws and promotes safety in general on Rhode Island's roadways. Highway safety is concerned with crashes and components of the traffic safety environment, namely people, vehicles and roads.

For the past three years, Rhode Island has had the highest percentage of alcohol related fatalities in the nation. Unbelted fatal crash ejections have risen. Improper child restraint use remains unacceptably high. Road rage, motorcycle crashes and driving at excessive speeds have become major problems in Rhode Island, and in the nation as a whole.

The purpose of this RFP is to seek qualified marketing and public relations firms that have the expertise, personnel, ability and mechanics to develop statewide, multi-faceted paid and earned media PI&E highway safety programs; provide meeting facilitation assistance and improve the OHS website. The PI&E campaigns will emphasize the areas of impaired driving; seat belt/child safety seat use; work zone safety and motorcycle/pedestrian/bike safety. The campaigns and events will address and promote the safety and protection of individuals and families as well as raise awareness in Rhode Island's 39 communities of the state's seat belt, child restraint and drunk driving laws and their enforcement. In addition, facilitation services for the Traffic Records Coordinating Committee (TRCC) and an update of the OHS website are needed to enhance RIDOT's ability to acquire, analyze and share traffic safety data.

#### **SECTION 2 – CONTRACT PERIOD**

**The term of any award resulting from this Request shall be for two (2) years, not to exceed \$200,000.**

The maximum term of any award resulting from this request shall be two (2) years pending federal approval of funding.

At RIDOT's discretion, should some or all of these services be needed beyond the established contract term, one additional year may be added to this contract through negotiation.

### **SECTION 3 – COMPENSATION/INVOICE AND PAYMENT TERMS**

Compensation will be on a monthly cycle based on the total accepted cost proposal and satisfactory completion of all programmatic and reporting requirements. Each monthly invoice is to be accompanied by a detailed listing of administrative and operating costs incurred by latest month completed and year-to-date in a format mutually agreed upon by the OHS and the successful firm.

OHS will review and accept monthly invoices for payment processing in a timely manner conditional upon satisfactory completion and acceptance of (1) all programmatic requirements and (2) complete, accurate submission of scheduled deliverables.

The AGENCY will be expected to obtain prior approval from RIDOT OHS for all proposed campaign initiatives. RIDOT OHS will have no obligation to reimburse AGENCY for campaign initiatives for which prior approval was not sought.

### **SECTION 4 – CAMPAIGN AND PROGRAM OBJECTIVES**

The main objectives of the proposed highway safety public awareness campaigns will be:

- To reduce and prevent the incidences of traffic crashes and deaths, injuries and property damage;
- To heighten and promote safety awareness in Rhode Island's 39 cities/towns and among policy makers, community leaders, law enforcement and advocates;
- To create a message, format and/or icon that will promote the safety of individuals and families on our roadways;
- To promote national safety campaign event weeks;
- To provide programs to assess the effectiveness of safety campaigns;
- To facilitate the TRCC meetings to ensure appropriate minutes are kept; advance materials are distributed and follow up activities are completed; and
- To promote awareness of safety initiatives and assist in the sharing of safety data through an updated website.

### **SECTION 5 – CAMPAIGN ACTIVITIES AND DELIVERABLES**

Campaign activities to be included in this proposed highway safety proposal will:

- Develop and provide a creative platform that will include project design/slogan/icon and/or materials for the highlighted safety issues to support enforcement waves; national program week events and public education and outreach;
- Produce materials, conduct press events and assist in the development of measurement tools to determine the success of media outreach before and after major media campaigns;
- Create and/or produce public service/paid spots, posters banners, etc.;
- Generate earned media for the campaigns;
- Provide computer/data/data collection support, office space, office equipment, office support, travel, indemnification, insurance, performance bonds and supervision of sub respondents;

- Facilitate a maximum of five (5) TRCC meetings per year (ten (10) over two (2) years) including, but not limited to preparing meeting notices, agendas, minutes; meeting materials and follow up with members on assigned tasks; and
- Update the OHS website.

**NOTE: WHILE THIS PROJECT INCLUDES THE DEVELOPMENT OF MEDIA CAMPAIGNS AND MATERIALS, IT DOES NOT INCLUDE THE NEGOTIATION AND PURCHASING/PLACEMENT OF ADVERTISING TIME AND SPACE.**

## **SECTION 6 – AGENCY RESPONSIBILITIES**

The projected responsibilities of the AGENCY hired to implement this contract are listed as follows:

- AGENCY must possess ability to utilize all forms of electronic and print media and exercise marketing skills;
- AGENCY will be responsible for the provision of Professional Services, defined as Concept Development; Design Development and Design implementation;
- AGENCY will be responsible for this provision of Technical Services, defined as Production and Planning of Advertising products;
- Media ads/slogans/events planned by the AGENCY will be timed in accordance with highway safety program initiatives as well as national safety campaigns orchestrated through the OHS and NHTSA;
- AGENCY will be responsible for providing continuous creative counsel, planning and strategy, and product execution of highway safety campaigns, as appropriate for each of the identified safety program areas. NOTE: Contract does **NOT** include ad placement for print or electronic media;
- AGENCY will be expected to provide computer, data/data collection support, office space, office equipment, office support, travel indemnification, insurance, performance bonds and uniform and supervision of sub contract work and employees;
- AGENCY will submit to OHS for review and approval within forty-five (45) days from award of contract a complete and comprehensive project work plan for delivery of campaign duties, activities and deliverables;
- AGENCY will be expected to obtain prior approval from OHS for all proposed initiatives. OHS have no obligation to reimburse AGENCY for campaign initiatives, products or activities for which prior approval was not sought;
- During the life of this anticipated two (2) year contract, the State reserves the right to solicit separately for selected initiatives within this scope of work.

## **SECTION 7 - SUBCONTRACTING REQUIREMENTS**

Specific tasks within this proposal may be subcontracted to other entities upon express approval of RIDOT OHS.

THIS PAGE CONTAINS NO CONTENT

**RFP W/ COST PROPOSAL  
HIGHWAY SAFETY CREATIVE MEDIA CAMPIAGNS FOR THE  
RIDOT OFFICE ON HIGHWAY SAFETY (OHS)**

**2 YEAR COST PROPOSAL:**  
*ITEMIZED PER YEAR*

**NAME/ ADDRESS:**

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

*AGENCY must indicate in the space provided their firm fixed price or (fee) for each of the services and deliverables proposed below. These services and deliverables are the only charges that will be eligible to be paid to the AGENCY, and shall therefore include all associated costs of delivering services covered by this Request.*

Services/ Deliverables	YEAR 1	YEAR 2
1.		
2.		
3.		
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**TOTAL: 2 YEAR CONTRACT**

<i>YEAR 1</i>	<i>YEAR 2</i>	<i>TOTAL: 2 YEARS</i>
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**OFFICER/ AUTHORIZED AGENT:**

_____	_____
TYPE/ PRINT NAME	TITLE
_____	_____
SIGNATURE	DATE

**Narrative Disclosure:**