



Solicitation Information  
May 24, 2013

**BID NO: 7468368**

**TITLE: STATEWIDE SEATBELT OBSERVATIONAL AND PUBLIC AWARENESS SURVEYS**

**Submission Deadline: JUNE 14, 2013 @ 11:30 AM (Eastern Time)**

Pre-Proposal Conference: **YES** Date: **June 4, 2013** Time: **9:00 A.M.**  
Mandatory: **NO**  
Location: **RIDOT: TRAFFIC MANAGEMENT CENTER (TMC) CONFERENCE ROOM**  
**Two Capitol Hill, Providence, RI 02908**

SURETY REQUIRED: No  
BOND REQUIRED: No

Lisa Hill *Lisa Hill*  
Chief Buyer - DOT

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 four-page RIVIP Generated Bidder Certification Form attached may result in disqualification.

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

**STATE OF RHODE ISLAND  
DEPARTMENT OF TRANSPORTATION  
Office on Highway Safety**

**BID NO. 7468368**

**Statewide Seatbelt Observational and Public Awareness Surveys**

**DBE GOAL: 10%**

**Section A - INTRODUCTION:**

The Rhode Island Department of Administration / Office of Purchases, on behalf of the Rhode Island Department of Transportation / Office on Highway Safety (**RIDOT/OHS**), is soliciting proposals from qualified analytical and research firms to conduct **Statewide Seatbelt Observational and Public Awareness Surveys** in accordance with uniform observational seatbelt use survey criteria as established by the National Highway Traffic Safety Administration (**NHTSA**). Anticipated funding for this project will be divided under multiple NHTSA Federal Grant Programs: SECTIONS 405-OP and 402-OP designated **Occupant Protection** and SECTION 164-AL designated **Alcohol Related**. The purpose of the Observational and Public Awareness Surveys is **1)** to provide RIDOT/OHS and NHTSA an official measurement of the percentage of seatbelt use by drivers and front seat occupants in Rhode Island and **2)** to measure the extent of the "public awareness" impact of paid and earned media on highway safety seatbelt and alcohol impaired driving enforcement programs. This documented survey information will enable the State of Rhode Island to be eligible for future additional federal NHTSA funding.

The survey data to be collected and analyzed in accordance with NHTSA guidelines established under <http://www.gpo.gov/fdsys/pkg/FR-2011-04-01/pdf/2011-7601.pdf> will be based on, but may not be limited to the following:

- An observational seatbelt use study conducted annually in June (upon award for 2013 study only) utilizing a sampling frame of **120** sites totaling at least 85 percent of the State's population and which includes observations during daylight hours defined as "sunrise to sunset" for all days of the week.
- Currently NHTSA requires that additional enforcement waves for **"Mini-Pre"** Paid and Earned Media and Enforcement observational seatbelt use surveys be conducted for FFY 2013 and FFY 2014 as follows: for **FFY 2013** (ending 9/30/13) a "Mini-Pre" Paid observational survey shall be conducted in the months of SEPTEMBER; for **FFY 2014** (ending 9/30/14) "Mini-Pre" Paid observational surveys will be performed in NOVEMBER and MAY only. For the remaining contract years **FFY 2015** (ending 9/30/15) and **FFY 2016** (ending 9/30/16) "Mini-Pre" Paid observational surveys shall be conducted per standard protocol in the month of MAY only for each of these years. Each "Mini-Pre" Paid observational survey shall consist of a subset of **30** of the 120 aforementioned sites. These 30 sub-sites should be selected to be as representative of the State as possible, e.g., mix of rural/urban, various socio-economic strata, etc.
- **"Mini-Post"** Paid and Earned Media and Enforcement observational seatbelt use surveys conducted in October 2013 and December 2013 (FFY 2014) utilizing a subset of **30** of the 120 aforementioned sites. These 30 sub-sites should be selected to be as representative of the State as possible, e.g., mix of rural/urban, various socio-economic strata, etc. "Mini-Post" observational seatbelt surveys will not be required in FFY 2015 and FFY 2016.

- “Pre” and “Post” Registry of Motor Vehicles Intercept Surveys annually in May/June (seatbelt use) and August/September (alcohol impaired driving) annually within each contract year, except for FFY 2013, during which only a post survey will be conducted in June immediately following contract award. Additionally, NHTSA requires extra Intercept Surveys be conducted as follows in the following fiscal years only: **FFY 2013** in September (pre seatbelt use); for **FFY 2014** in October (“post” seat belt use) and November (“pre”) and December (“post”)seatbelt use. These surveys should be done at multiple RMV offices across the State to develop a representative sample of the State.

Respondents shall be advised that at the State’s discretion, services under this contract may include observational seatbelt surveys **during nighttime hours** for any or all of the survey data requested above. If nighttime observation is utilized, the selected AGENCY will be required to provide this additional data at no additional cost to the initial contract cost.

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 FOUR (4) YEARS. Detailed Cost Proposals will be considered for a maximum total of \$300,000.00.** Annual renewal of this contract shall be pending: (1) annual NHTSA federal fiscal year (FFY) funding approval and, (2) the State’s satisfaction and acceptance of the selected agency’s services and deliverables upon completion of each anticipated contract year. (Anticipated FFY contract years 2013, 2014, 2015, and 2016). At RIDOT’S discretion, this Contract may be extended annually for TWO (2) additional years pending availability of applicable NHTSA Grant funding and the State’s satisfaction with the selected AGENCY’S annual performance.

Miscellaneous charges such as copies, faxes, telephone and postage should be included in the cost proposal.

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 online through the *Rhode Island Vendor Information Program*, or “RIVIP”, @

<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 proposal and cost proposal must be two (2) separate documents.

All respondents are advised to review all sections of this Request carefully 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 NOTIFICATIONS:**

- All Respondents **MUST** register online at the RIVIP’S Internet website @ <http://www.purchasing.ri.gov>.

- A fully-completed signed *RIVIP Bidder Certification Cover Sheet* – All four pages **MUST** accompany **EACH** response submitted. Failure to make a complete submission inclusive of this four-page document may **result in disqualification**.
- Should there be a need for assistance in registering and/or downloading any document, call (401) 574-8100 for RIVIP HELP DESK technical assistance. Office Hours: 8:30 AM – 4:00 PM.
- The State does not require E-VERIFY compliance in any of its purchasing and/or hiring of services; however, Respondents are hereby advised that in line with the Federal Acquisition Regulations, any federal contract based on the services requested, may require that the State obtain evidence of E-VERIFY compliance from the successful Respondent.
- The Rhode Island Department of Transportation, in accordance with Title VI of the Civil Rights Act of 1964, 42 U.S.C. §§ 2000d - 2000d-4 and 49 C.F.R. Part 21, Nondiscrimination in Federally-Assisted Programs of the Department of Transportation – Effectuation of Title VI of the Civil Rights Act of 1964, issued pursuant to such Act, hereby notifies all Respondents that it will affirmatively ensure that in any contract entered into pursuant to this advertisement, Disadvantaged Business Enterprises shall be afforded full opportunity to submit bids in response to this invitation and shall not be discriminated against.
- 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(s) 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 RI Gen Laws 38-2, without exception, and will be released for inspection immediately upon request once an award is made.
- In accordance with RI Gen. Laws 7-1.1-1401, no foreign corporation (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 LOI/TECH LOCATED BEHIND THE FRONT PAGE OF EACH COPY OF THE PROPOSAL.**

- Any Respondent who does **NOT** have a current Certificate of Authority for the firm **MUST** acknowledge non-compliance with this requirement and confirm *in writing* that, if selected for the project, will expedite acquisition and obtain the Certificate of Authority **prior to award**. This letter of acknowledgement **MUST BE INCLUDED BEHIND THE FRONT PAGE OF EACH COPY OF THE PROPOSAL.**
- **This contract has been assigned a 10% Disadvantaged Business Enterprise (DBE) Goal.** In order to comply with this requirement, a detailed disclosure of RI certified DBE firm(s) and proposed task assignment(s) to be performed **MUST be included in TECHNICAL PROPOSAL SUBMISSION** along with a copy of current state certification letter(s). DBE certifications must be approved at the time of proposal submission to ensure DBE compliance and availability. The total cost of the DBE work assigned must meet or exceed 10% of Total Contract costs. Be advised that this requirement will apply for the lifetime of the contract; PRIME Consultants shall be responsible to submit a **MONTHLY DBE UTILIZATION REPORT** documenting aggregated TOTAL contract costs and TOTAL DBE participation to date. TWO (2) copies of the DBE Reporting documentation shall be forwarded directly to the RIDOT/Office of Business and Community Resources as well as a copy included with pertinent monthly progress report/ invoice package.

A list of current Rhode Island State certified DBE firms may be obtained through the State's MBE Office website @ [www.mbe.ri.gov](http://www.mbe.ri.gov). Any questions should be directed to:

RIDOT Office of Business and Community Resources  
 Room 108, Two Capitol Hill  
 Providence, RI 02903  
 (401) 222-3260

### **Section C – REQUIRED FORMS:**

Besides the **RIVIP Bidder Certification Cover Sheet** -as required at the State level and obtained through the RIVIP website, RIDOT also requires that the following **FOUR (4) FORMS** be completed and included in your submission package in line with federal regulations and departmental policy. These FORMS will be reviewed for completeness and at the point of award will be made part of contract document.

- **DEBARMENT FORM:** Must be completed and signed by an authorized agent of your Firm.
- **LOBBYING FORM:** Enter known project information on PAGE 1 (DESCRIPTION etc.); Firm must complete FORM and submit signed by an authorized agent of your Firm.
- **CONFLICTS DISCLOSURE STATEMENT:** In line with directions stated, completed FORM(s) must be signed and submitted accordingly.
- **W-9 FORM:** Must be completed and signed by authorized agent of your Firm. Form may be downloaded @ [www.purchasing.ri.gov](http://www.purchasing.ri.gov).

**ALL FORMS (Except W-9) ARE ATTACHED TO SOLICITATION AND MUST BE COMPLETED AND COPIES SUBMITTED ALONG WITH EACH TECHNICAL PROPOSAL SUBMISSION. ("ORIGINAL" & COPIES). PLEASE NOTE, FOR W-9 FORM ONLY, ONE (1) UNBOUND "ORIGINAL" COPY IS REQUIRED AT TIME OF SUBMISSION. COPIES OF W-9 NEED NOT BE INCLUDED IN INDIVIDUAL PROPOSAL SUBMISSIONS.**

**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. TECHNICAL PROPOSAL submission should contain a Table of Contents that cross-references each RFP requirement with specific page cited.**

**The TECHNICAL PROPOSAL submission must NOT contain any references to SURVEY COST. Inclusion of cost information within the Technical Proposal submission may result in disqualification.**

#### **Section D: INSTRUCTIONS FOR PROPOSAL CONTENT AND FORMAT:**

Upon review of the Scope of Work (SOW), an “**Original**” and **SIX (6) copies** of a completed **TECHNICAL PROPOSAL** must be submitted to the Division of Purchases by the deadline specified per the detailed instructions to follow. RIDOT requires that the Technical Proposal submission also be submitted not only in hard copy form but also on CD-ROM. Clearly labeled CD ROM should be attached to the **inside cover of each Technical Proposal submission.** RIDOT requires that the electronic version of said Proposals be submitted in Adobe PDF format. TECHNICAL PROPOSAL submissions must include at a minimum the following information for RIDOT OHS review and subsequent final selection recommendation:

- **Letter of Transmittal:** A Letter of Transmittal must accompany each response signed by an owner, officer, or other authorized agent of the firm.
- **RIVIP BIDDER CERTIFICATION FORM:** ALL FOUR (4) Pages **MUST** accompany each response submitted. Failure to make a complete submission of this document may result in disqualification. **(SEE GENERAL NOTIFICATIONS).**
- **Proposal Format:** TECHNICAL Proposal must be bound or contained in a single volume. All documentation submitted with the proposal must be contained in that single volume. Submission must be prepared on **8 1/2” x 11”** letter sized white paper sequentially numbered and limited in length to a total of **25 PAGES** – exclusive of exhibits, which must be tabbed and included in the bound submission. Font size shall be a minimum of **12 POINTS** for all submittals. ALL documentation in excess of 25 PAGE MAXIMUM will be removed and discarded. Submission must contain a Table of Contents that cross-references each requirement with specific pages in the document.
- **RIDOT Scope of Work and Addenda:** Respondents shall include as part of TECHNICAL Proposal a copy of RIDOT’S original RFP and any supplemental Addenda, as applicable.

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

- **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.
- ***DBE Goal Fulfillment***: This contract has been assigned a **10%** Disadvantaged Business Enterprise (DBE) Goal. In order to comply with this requirement, a detailed disclosure of RI certified DBE firm(s) and proposed task assignment(s) to be performed **MUST be included in TECHNICAL Proposal Submission** along with a copy of current state certification letter(s). DBE certifications must be approved at the time of technical proposal submission to ensure DBE compliance and availability. The total cost of the DBE work assigned must meet or exceed 10% of Total Contract costs. Be advised that this requirement will apply for the lifetime of the contract; PRIME Consultants will be responsible to submit a **MONTHLY DBE UTILIZATION REPORT** documenting aggregated TOTAL contract costs and TOTAL DBE participation to date. TWO (2) copies of the DBE Reporting documentation will be forwarded directly to the RIDOT/Office of Business and Community Resources as well as a copy included with pertinent monthly progress report/ invoice package.

A list of current Rhode Island State certified DBE firms may be obtained through the State's MBE Office website @ [www.mbe.ri.gov](http://www.mbe.ri.gov)

#### **PROJECT APPROACH AND WORK PLAN:**

- ***Project Approach***: Respondents are to provide a detailed technical synopsis of their proposed services based on the SOW requested by the RIDOT/OHS including any technical issues that will or may be confronted at each stage of the project. 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***: Respondent will submit to the RIDOT/OHS, for review and approval by NHTSA, a complete and comprehensive project work plan for delivery of anticipated survey results.
- ***Supplemental Information***: Respondents are encouraged to submit any other information deemed useful to provide RIDOT/OHS with sufficient relevant information to evaluate the firm's qualifications and technical approach to the project.

#### **COST PROPOSAL (THREE (3) "HARD" COPIES ONLY):**

- Respondent is to submit, separate from Technical Proposal, **THREE (3) COPIES** of a completed *signed and sealed* **COST PROPOSAL** using the required format attached.
- **COST PROPOSAL** shall reflect a Lump Sum **4-YEAR** contract budget itemized PER YEAR per defined PROJECT TASKS inclusive of proposed deliverables/activity milestones and anticipated delivery date associated with each task as defined in the Respondent's TECHNICAL PROPOSAL.
- **COST PROPOSAL** prices submitted will be considered *firm and fixed*. RIDOT will not increase the contract or any purchase order (either dollar amount or time) for items not included in the submitted proposal documents. The RIDOT reserves the right to purchase part of the proposal or the entire proposal.
- **COST PROPOSAL** must include a fee structure applicable to the Respondent's offer.

- Describe, in detailed narrative, all aspects of your pricing policy.

**Failure to fully disclose formatted FOUR (4) YEAR annual costs and pricing policy as cited could result in disqualification.**

#### **Section E: PRE-PROPOSAL CONFERENCE AND ON-LINE QUESTIONS:**

A **Pre-Proposal Conference** for the purpose of clarifying the Scope of Work 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 **JUNE 4, 2013 at 9:00 A.M.** in the RIDOT Transportation Management Center, Room 126, Two Capitol Hill, Providence, RI 02903. *Persons requiring the services of an interpreter for the hearing impaired may obtain those services by calling (401) 222-1205 forty-eight hours in advance of the Conference.*

Any pertinent questions subsequent to this solicitation may be posted at RIDOT'S "*Bidding Opportunities*" web page accessible at: <http://www.dot.state.ri.us/contracting/bids> and follow the link to "?" to submit questions for this 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 JUNE 8, 2013.**

#### **Section F: SUBMISSION REQUIREMENTS AND DUE DATE:**

All pages of the proposal are to be numbered in consecutive order.

**TECHNICAL PROPOSAL ("Original" plus SIX (6) COPIES)** and a *separately sealed COST PROPOSAL (THREE (3) COPIES)* are to be submitted simultaneously. RIDOT requires that the Technical Proposal submission be submitted not only in hard copy form but also on **CD-ROM**. Clearly labeled CD ROM should be attached to the **inside cover of each Technical Proposal submission**. RIDOT requires that the electronic version of said Proposals be submitted in **Adobe PDF format**.

Requested documentation is to be either mailed or hand-delivered in a sealed envelope marked "**BID 7468368 - Statewide Seatbelt Observational and Public Awareness Surveys by JUNE 14, 2013 no later than 11:30 A.M.**" 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 INSTRUCTIONS AND NOTIFICATIONS.**

## Section F: EVALUATION AND SELECTION

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

### SELECTION CRITERIA:

1. FIRM'S CAPABILITY, CAPACITY, AND QUALIFICATIONS	0-30 POINTS	} Technical Criteria
2. QUALITY OF THE PROJECT WORK PLAN	0-30 POINTS	
3. SUITABILITY OF APPROACH/METHODOLOGY	0-20 POINTS	
4. COST PROPOSAL (Evaluated separately)	0-20 POINTS	
<b>MAXIMUM SCORE</b>		<b>100 POINTS</b>

**TECHNICAL** and **COST Proposals** will be evaluated separately. **COST Proposals** will remain sealed at RIDOA/Purchases until such time as technical scoring has been completed.

***NOTE: Technical Proposals receiving scores of less than 60 POINTS out of the 80 eligible POINTS will not be scored for cost and will be disqualified from further consideration.***

The Review Committee will then evaluate the qualifying **COST Proposals** and the results will be integrated with the Technical review. This will result in a final ranking and recommended selection.

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

Notwithstanding the above, the State reserves the right to accept or reject any or all options, bids, proposals, to award on the basis of cost alone, and to act in its best interest.

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 the 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.

The State reserves the right to solicit separately for selected initiatives within this Scope of Work.

***The State reserves the right to make an award or multiple awards or to reject any or all proposals based on what it considers to be in its best interest.***

# SCOPE OF WORK

## Statewide Seatbelt Observational and Public Awareness Surveys

### SECTION 1 – BACKGROUND AND PURPOSE

Rhode Island's Highway Safety Program is mandated to address a wide range of highway safety problems that are related to human factors and the roadway environment, which contribute to the reduction of crashes, deaths, and resulting injuries.

It is the major goal of this Program to promote public compliance with occupant protection use laws, and to promote safety in general on our roadways. Highway safety is concerned with crashes and components of the traffic safety environment; namely people, vehicles and roads.

Beginning in 2013, States must measure seat belt use percentage rates following criteria (See Section 5 - REQUIREMENTS) established by the Secretary of Transportation, to ensure that the measurements are "accurate and representative." In accordance with that mandate, the determination of Rhode Island's seat belt use percentage rate is to be based on "passenger motor vehicles"- a category that includes passenger cars, pickup trucks, vans, minivans, and sport utility vehicles. Since May 2002, the RIDOT Office on Highway Safety (RIDOT/OHS) adopted the National Highway Traffic Safety Administration (NHTSA) "**Click-It or Ticket**" National slogan and has conducted high visibility enforcement and media campaigns since using that slogan. To evaluate the successfulness of these efforts, RIDOT/OHS, in cooperation with NHTSA, conducted observational, telephone and Registry of Motor Vehicles intercept surveys to determine the impact on public awareness, social attitudes and reported behaviors.

Currently, as a condition of eligibility for NHTSA funds awarded under Section 402 of the *Moving Ahead for Progress in the 21<sup>st</sup> Century* (MAP-21) (23 U.S.C. Chapter 4 – Highway Safety Act), the Rhode Island Highway Safety Plan for FFY 2013 includes a signed assurance to NHTSA that the State will continue to conduct an annual statewide safety belt use survey in accordance with criteria established by the US Secretary of Transportation for the measurement of State safety belt use rates to ensure that the measurements are accurate and representative. This survey design criteria is codified at 23 CFR Ch. III, Pt. 1340 and is accessible via the following link: <http://www.gpo.gov/fdsys/pkg/FR-2011-04-01/pdf/2011-7601.pdf>

The purpose of this RFP is to seek qualified research and analytical firms that have experience in working with State and Federal agencies and the capability to comply with the applicable Federal and State guidelines. Qualified firms must be capable of physically completing the surveys according to any established federal or state criteria, as applicable (See Section 5 - REQUIREMENTS), and submitting detailed analytical reports on survey results to RIDOT/OHS. Final Reports shall include, but may not be limited to, an Executive Summary, listing of methodology, site commentary, use of graphs and charts and a presentation of survey findings.

Respondent firms must have conducted similar studies of this scope and must demonstrate their expertise citing examples of past studies of similar nature.

### SECTION 2 – CONTRACT PERIOD

**The term of this contract is for FOUR (4) YEARS. Detailed Cost Proposals will be considered for a maximum of \$300,000.00.** Annual renewal of this contract shall be pending: (1) annual NHTSA federal fiscal year (FFY) funding approval and, (2) the State's satisfaction and acceptance of the selected vendor's services and deliverables upon completion of each anticipated contract year. At RIDOT'S discretion, this Contract may be extended annually for TWO (2) additional years pending availability of

applicable NHTSA Grant funding and the State's satisfaction with the selected AGENCY'S annual performance.

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

This RFP will result in a performance-based contract. Compensation will be based on the annual Cost Proposal of the successful Respondent. Scheduled payments will be triggered by the successful completion and formal acceptance of the **defined critical deliverables and activity milestones** as defined in the selected Respondent's accepted Technical Proposal. RIDOT will not increase the contract or any purchase order (either dollar amount or time) for items not included in the submitted proposal documents. RIDOT reserves the right to purchase part of the proposal or the entire proposal.

Detailed invoices indicating the submission of deliverables and completion of activity milestones are to be accompanied by (1) a listing of administrative and operating costs incurred to-date with appropriate back up and (2) updated value of current DBE participation as provided on MONTHLY DBE UTILIZATION REPORT documenting aggregated TOTAL contract costs and TOTAL DBE participation to date (3) Monthly progress report outlining work accomplished; hours and costs expended as well as any outstanding questions which require resolution. Payment invoices will be processed only if the required progress reports are current.

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

Successful Respondent will be compensated accordingly after survey results have been submitted and accepted by RIDOT/OHS following the completion of each campaign.

### SECTION 4 – OBJECTIVES

The main objectives of the proposed observational and awareness surveys are:

- To help RIDOT/OHS determine if "Public Awareness" is a major factor in helping to effect a positive change in Rhode Island's seatbelt usage rate presently officially documented at 77.5% as of June 2012.
- To determine the Program's impact of paid and earned media on the public during and as a result of the "**Click- It or Ticket**" and "**Drive Sober or Get Pulled Over**" media campaigns.
  - Campaigns during the contract term are as follows:
    - FFY 2013: May/June "**Click-It or Ticket**", August/September "**Drive Sober or Get Pulled Over**", September "**Click-It or Ticket**"
    - FFY 2014-16: May/June "**Click-It or Ticket**", August/September "**Drive Sober or Get Pulled Over**"

### SECTION 5 – REQUIREMENTS

Successful Respondent will be required:

- To develop an observational seatbelt survey that follows NHTSA established criteria which shall include the following requirements:
  - *probability based*
  - *sampling units (Approximately 120) that total at least 85 percent of the State's population*

- *observations during daylight hours for all days of the week:*
- Passenger vehicle occupant fatality-based county exclusion
- Covers all roads with limited exceptions
- Standard margin of error +/- 2.5 percentage points
- Quality control requirements include annual training of observers and unannounced site visits by monitors
- Statistician review for all

To access survey design criteria go to: <http://www.gpo.gov/fdsys/pkg/FR-2011-04-01/pdf/2011-7601.pdf>

- To provide all necessary equipment, personnel and training required to successfully and properly complete observational and awareness surveys and obtain the required results.
- To provide to RIDOT/OHS and NHTSA for review and approval a complete and comprehensive WORK PLAN for delivery of anticipated survey results
- To calculate and analyze statistical observation data and awareness data to develop the required Final Report.
- To attend meetings with the appropriate RIDOT/OHS Highway Safety Program Coordinator, as needed, to discuss any survey concerns or updated revisions

## **SECTION 6 – TASKS AND DELIVERABLES**

- **TASK 1 – “MINI-PRE” Paid And Earned Media Enforcement Observational Surveys**

The selected Respondent shall develop a “**MINI-PRE**” Paid and Earned Media and Enforcement observational seatbelt use survey conducted annually in **May**. In calendar year 2013 only, “mini-pre” surveys will be conducted in September 2013, and November 2013 utilizing a **subset of 30** of the 120 aforementioned sites. These 30 sub-sites should be selected to be as representative of the State as possible, e.g., mix of rural/urban, various socio-economic strata, etc. For FFY 2014, 2015 and 2016 “MINI-PRE” surveys will take place in MAY only.

**TASK 1 DELIVERABLES:**

Final Report (in both hard copy [5 COPIES] and electronic format) on survey findings to RIDOT/OHS Coordinator **within thirty (30) days after completion of EACH SURVEY conducted.** Final Reporting shall include, but may not be limited to an Executive Summary, listing of methodology, site commentary, use of statistical graphs and charts and a presentation of survey findings.

- **TASK 2 – “Comprehensive Statewide Seat Belt Use Survey”**

An observational seatbelt use study conducted annually in June utilizing a sampling frame of **120** sites totaling at least 85 percent of the State’s population and which includes observations during daylight hours defined as “sunrise to sunset” for all days of the week and at the State’s discretion, the option of including observations during nighttime hours.

**TASK 2 DELIVERABLES:**

Final Report (in both hard copy [5 COPIES] and electronic format) on survey findings to RIDOT/OHS Coordinator **within thirty (30) days after completion of EACH SURVEY conducted.** Final Reporting shall include, but may not be limited to an Executive Summary, listing of methodology, site commentary, use of statistical graphs and charts and a presentation of survey findings.

- **TASK 3 - “MINI-POST” Paid and Earned Media and Enforcement Observational Surveys**

The selected Respondent shall develop “**MINI-POST**” Paid and Earned Media and Enforcement observational seatbelt use surveys conducted in October 2013 and November 2013 utilizing a subset of **30** of the 120 aforementioned sites. These 30 sub-sites should be selected to be as representative of the State as possible, e.g., mix of rural/urban, various socio-economic strata, etc.

**TASK 3 DELIVERABLES:**

Final Report (in both hard copy [5 COPIES] and electronic format) on survey findings to RIDOT/OHS Coordinator **within thirty (30) days after completion of EACH SURVEY conducted**. Final Reporting shall include, but may not be limited to an Executive Summary, listing of methodology, site commentary, use of statistical graphs and charts and a presentation of survey findings.

- **TASK 4 – “PRE” And “POST” Registry Of Motor Vehicles Intercept Studies**

The selected Respondent shall develop “**PRE**” and “**POST**” Registry of Motor Vehicles intercept studies conducted annually in **May/June** (seatbelt use) and **August/September** (alcohol impaired driving) and also in September/October 2013 and November/December 2013 (seatbelt use). These surveys should be done at multiple RMV offices across the State to develop a representative sample of the State.

**TASK 4 DELIVERABLES:**

Final Reports (in both hard copy [5 COPIES] and electronic format) on survey findings to RIDOT/OHS Coordinator **within thirty (30) days after completion of each survey conducted**. Each Final Report shall include, but may not be limited to an Executive Summary, listing of methodology, site commentary, use of statistical graphs and charts and a presentation of survey findings.

***END OF SCOPE***

RFP 7468368

Statewide Seatbelt Observational and Public Awareness Surveys

**4 YEAR COST PROPOSAL: ITEMIZED PER YEAR**

(NOTE: YEAR 1 ONLY -- Estimated Start Date → upon issuance of PO (JULY EST.)

RESPONDENT NAME:

Street Address/PO Box

City/State/Zip

(Area Code) Phone #

Respondents 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 Respondent, and shall therefore include all associated costs of delivering services covered by this Request:

SURVEY TASK	COST PER TASK FFY2013 YEAR 1 8/2013 EST- 9/30/13	COST PER TASK FFY 2014 YEAR 2 10/1/2013 - 9/30/2014	COST PER TASK FFY 2015 YEAR 3 10/1/2013 - 9/30/2014	COST PER TASK FFY 2016 YEAR 4 10/1/2013 - 9/30/2014	TASK DELIVERABLE(S) / PROPOSED DUE DATE
SURVEY TASK 1	\$	\$	\$	\$	
SURVEY TASK 2	\$	\$	\$	\$	
SURVEY TASK 3	\$	\$	\$	\$	
SURVEY TASK 4					
	YEAR 1	YEAR 2	YEAR 3	YEAR 4	4-YEAR TOTAL
	\$	\$	\$	\$	\$

Narrative Disclosure

## **Certification for Federal-Aid Construction/Consultant Contracts**

IN ACCORDANCE WITH PUBLIC LAW 101-1210 SECTION 319 (DEPARTMENT OF THE INTERIOR AND RELATED AGENCIES) THE PROSPECTIVE PARTICIPANT CERTIFIES, BY SIGNING AND SUBMITTING THIS BID OR PROPOSAL, TO THE BEST OF HIS/HER KNOWLEDGE AND BELIEF, THAT:

1. No Federal appropriated funds have been paid or will be paid, by or on behalf of the undersigned, to any person for influencing or attempting to influence an officer or employee of any Federal agency, a Member of Congress, an officer or employee of Congress, or an employee of a Member of Congress in connection with the awarding of any Federal contract, the making of any Federal grant, the making of any Federal loan, the entering into of any cooperative agreement, and the extension, continuation, renewal, amendment, or modification of any Federal contract, grant, loan, or cooperative agreement.
2. If any funds other than Federal appropriated funds have been paid or will be paid to any person for influencing or attempting to influence an officer or employee of any Federal agency, a Member of Congress, an officer or employee of Congress, or an employee of a Member of Congress in connection with this Federal contract, grant, loan, or cooperative agreement, the undersigned shall complete and submit Standard Form-LLL, "Disclosure Form to Report Lobbying," in accordance with its instructions.

This certification is a material representation of fact upon which reliance was placed when this transaction was made or entered into. Submission of this certification is a prerequisite for making or entering into this transaction imposed by Section 1352, Title 31, U.S. Code. Any person who fails to file the required certification shall be subject to a civil penalty of not less than \$10,000 and not more than \$100,000 for each such failure.

**The prospective participant also agrees by submitting his or her bid or proposal that he or she shall require that the language of this certification be included in all lower tier subcontracts, which exceed \$100,000 and that all such subrecipients shall certify and disclose accordingly.**

**(R.I.D.O.T. APPENDIX C)**

## INSTRUCTIONS FOR COMPLETION OF SF-LLL, DISCLOSURE OF LOBBYING ACTIVITIES

This disclosure form shall be completed by the reporting entity, whether subawardee or prime Federal recipient, at the initiation or receipt of a covered Federal action, or a material change to a previous filing, pursuant to Title 31, U.S.C. Section 1352. The filing of a form is required for each payment or agreement to make payment to any lobbying entity for influencing or attempting to influence an officer or employee of any agency, a Member of Congress, an officer or employee of Congress, or an employee of a Member of Congress in connection with a covered Federal action. Use the SF-LLL-A Continuation Sheet for additional information if the space on the form is inadequate. Complete all items that apply for both the initial filing and material change report. Refer to the implementing guidance published by the Office of Management and Budget for additional information.

1. Identify the type of covered Federal action for which lobbying activity is and/or has been secured to influence the outcome of a covered Federal action.
2. Identify the status of the covered Federal action.
3. Identify the appropriate classification of this report. If this is a followup report caused by a material change to the information previously reported, enter the year and quarter in which the change occurred. Enter the date of the last previously submitted report by this reporting entity for this covered Federal action.
4. Enter the full name, address, city, state and zip code of the reporting entity. Include Congressional District, if known. Check the appropriate classification of the reporting entity that designates if it is, or expects to be, a prime or subaward recipient. Identify the tier of the subawardee, e.g., the first subawardee of the prime is the 1st tier. Subawards include but are not limited to subcontracts, subgrants and contract awards under grants.
5. If the organization filing the report in item 4 checks "Subawardee," then enter the full name, address, city, state and zip code of the prime Federal recipient. Include Congressional District, if known.
6. Enter the name of the Federal agency making the award or loan commitment. Include at least one organizational level below agency name, if known. For example, Department of Transportation, United States Coast Guard.
7. Enter the Federal program name or description for the covered Federal action (item 1). If known, enter the full Catalog of Federal Domestic Assistance (CFDA) number for grants, cooperative agreements, loans, and loan commitments.
8. Enter the most appropriate Federal identifying number available for the Federal action identified in item 1 (e.g., Request for Proposal (RFP) number, Invitation for Bid (IFB) number, grant announcement number, the contract, grant, or loan award number, the application/proposal control number assigned by the Federal agency). Include prefixes, e.g., "RFP-DE-90-001."
9. For a covered Federal action where there has been an award or loan commitment by the Federal agency, enter the Federal amount of the award/loan commitment for the prime entity identified in item 4 or 5.
10.
  - (a) Enter the full name, address, city, state and zip code of the lobbying entity engaged by the reporting entity identified in item 4 to influence the covered Federal action.
  - (b) Enter the full names of the individual(s) performing services, and include full address if different from 10(a). Enter Last Name, First Name, and Middle Initial (MI).
11. Enter the amount of compensation paid or reasonably expected to be paid by the reporting entity (item 4) to the lobbying entity (item 10). Indicate whether the payment has been made (actual) or will be made (planned). Check all boxes that apply. If this is a material change report, enter the cumulative amount of payment made or planned to be made.
12. Check the appropriate box(es). Check all boxes that apply. If payment is made through an in-kind contribution, specify the nature and value of the in-kind payment.
13. Check the appropriate box(es). Check all boxes that apply. If other, specify nature.
14. Provide a specific and detailed description of the services that the lobbyist has performed, or will be expected to perform, and the date(s) of any services rendered. Include all preparatory and related activity, not just time spent in actual contact with Federal officials. Identify the Federal official(s) or employee(s) contacted or the officer(s), employee(s), or Member(s) of Congress that were contacted.
15. Check whether or not a SF-LLL-A Continuation Sheet(s) is attached.
16. The certifying official shall sign and date the form, print his/her name, title, and telephone number.

Public reporting burden for this collection of information is estimated to average 30 minutes per response, including time for reviewing instructions, searching existing data sources, gathering and maintaining the data needed, and completing and reviewing the collection of information. Send comments regarding the burden estimate or any other aspect of this collection of information, including suggestions for reducing this burden, to the Office of Management and Budget, Paperwork Reduction Project (03-48-00-46), Washington, D.C. 20503.

# DISCLOSURE OF LOBBYING ACTIVITIES

Complete this form to disclose lobbying activities pursuant to 31 U.S.C. 1352 - 0348-0046  
(see reverse for public burden disclosure)

<p>1. Type of Federal Action:</p> <p><input type="checkbox"/> a. contract  <input type="checkbox"/> b. grant  <input type="checkbox"/> c. cooperative agreement  <input type="checkbox"/> d. loan  <input type="checkbox"/> e. loan guarantee  <input type="checkbox"/> f. loan insurance</p>	<p>2. Status of Federal Action:</p> <p><input type="checkbox"/> a. bid/offer/application  <input type="checkbox"/> b. initial award  <input type="checkbox"/> c. post-award</p>	<p>3. Report Type:</p> <p><input type="checkbox"/> a. initial filing  <input type="checkbox"/> b. material change</p> <p>For Material Change Only:  year _____ quarter _____  date of last report _____</p>
<p>4. Name and Address of Report Entity:</p> <p><input checked="" type="checkbox"/> Prime      <input type="checkbox"/> Subawardee  Tier ____, if known:</p> <p>Congressional District, if known: _____</p>	<p>5. If Reporting Entity in No. 4 is Subawardee, Enter Name and Address of Prime:</p> <p>Congressional District, if known: _____</p>	
<p>6. Federal Department Agency:</p>	<p>7. Federal Program Name/Description:</p> <p>CFDA Number, if applicable: _____</p>	
<p>8. Federal Action Number, if known:</p>	<p>9. Award Amount, if known:</p> <p>\$ _____</p>	
<p>10. a. Name and Address of Lobbying Entity:</p> <p>(if individual, last name, first name, mi): _____</p>	<p>10. b. Individuals Performing Services (including address if different from No. 10a)</p> <p>(last name, first name, mi): _____</p>	
<p>11. Amount of Payment (check all that apply)</p> <p>\$ _____      <input type="checkbox"/> actual    <input type="checkbox"/> planned</p>	<p>13. Type of Payment (check all that apply):</p> <p><input type="checkbox"/> a. retainer  <input type="checkbox"/> b. one-time fee  <input type="checkbox"/> c. commission  <input type="checkbox"/> d. contingent fee  <input type="checkbox"/> e. deferred  <input type="checkbox"/> f. other; specify: _____</p>	
<p>12. Form of Payment (check all that apply):</p> <p><input type="checkbox"/> a. cash  <input type="checkbox"/> b. in-kind; specify: nature _____  value _____</p>		
<p>14. Brief Description of Services Performed or to be Performed and Date(s) of Service, including officer(s), employee(s), or Member(s) contracted, for Payment indicated in Item 11 (Attach Continuation Sheet(s) SF-LLL-A, if necessary):</p>		
<p>15. Continuation Sheet(s) SF-LLL-A attached:    <input type="checkbox"/> yes    <input checked="" type="checkbox"/> no</p>		
<p>16. Information requested through this form is authorized by title 31 U.S.C. section 1352. this disclosure of lobbying activities is a material representation of fact upon which reliance was placed by the tier above when this transaction was made or entered into. This disclosure is required pursuant to 31 U.S.C. 1352. This information will be reported to the Congress semi-annually and will be available for public inspection. any person who fails to file the required disclosure shall be subject to a civil penalty of not less than \$10,000 and not more than \$100,000 for each such failure.</p>	<p>Signature: _____</p> <p>Print Name: _____</p> <p>Title: _____</p> <p>Telephone No: _____ Date: _____</p>	
<p><b>For Federal use Only:</b></p>	<p style="text-align: right;">Authorized for Local Reproduction Standard Form -- LLL-A</p>	

# DISCLOSURE OF LOBBYING ACTIVITIES

## CONTINUATION SHEET

Reporting Entity: \_\_\_\_\_ Page \_\_\_\_\_ of \_\_\_\_\_

**CONSULTANTS**

**CERTIFICATION REGARDING DEBARMENT, SUSPENSION  
AND OTHER RESPONSIBILITY MATTERS  
PRIMARY COVERED TRANSACTIONS FOR PRIME CONSULTANTS  
AND LOWER TIER PARTICIPANTS (SUBCONSULTANTS ETC.)**

Appendix B - - certification Regarding Debarment, Suspension, Ineligibility and Voluntary Exclusion – Lower Tier Covered Transactions

**INSTRUCTIONS FOR CERTIFICATION:**

1. By signing and submitting this proposal, the prospective lower tier participant is providing the certification set out below.

2. The certification in this clause is a material representation of fact upon which reliance was placed when this transaction was entered into. If it is later determined that the prospective lower tier participant knowingly rendered an erroneous certification, in addition to other remedies available to the Federal Government, the department or agency with which this transaction originated may pursue available remedies, including suspension and/or debarment.

3. The prospective lower tier participant shall provide immediate written notice to the person to which this proposal is submitted if at any time the prospective lower tier participant learns that its certification was erroneous when submitted or has become erroneous by reason of changed circumstances.

4. The terms "covered transaction," "debarred," "suspended," "ineligible," "lower tier covered transaction," "participant," "person," "primary covered transaction," "principal," "proposal," and "voluntarily excluded," as used in this clause, have the meanings set out in the Definitions and Coverage sections of rules implementing Executive Order 12549. You may contact the person to which this proposal is submitted for assistance in obtaining a copy of those regulations.

5. The prospective lower tier participant agrees by submitting this proposal that, should the proposed covered transaction be entered into, it shall not knowingly enter into any lower tier covered transaction with a person who is debarred, suspended, declared ineligible, or voluntarily excluded from participation in this covered transaction, unless authorized by the department or agency with which this transaction originated.

6. The prospective lower tier participant further agrees by submitting this proposal that it will include this clause titled "Certification Regarding Debarment, Suspension, Ineligibility and Voluntary Exclusion--Lower Tier Covered Transaction," without modification, in all lower tier covered transactions and in all solicitations for lower tier covered transactions.

7. A participant in a covered transaction may rely upon a certification of a prospective participant in a lower tier covered transaction that it is not debarred, suspended, ineligible, or voluntarily excluded from the covered transaction, unless it knows that the certification is erroneous. A participant may decide the method and frequency by which it determines the eligibility of its principals. Each participant may, but is not required to, check the Nonprocurement List.

8. Nothing contained in the foregoing shall be construed to require establishment of a system of records in order to render in good faith the certification required by this clause. The knowledge and information of a participant is not required to exceed that which is normally possessed by a prudent person in the ordinary course of business dealings.

9. Except for transactions authorized under paragraph 5 of these instructions, if a participant in a covered transaction knowingly enters into a lower tier covered transaction with a person who is suspended, debarred, ineligible, or voluntarily excluded from participation in this transaction, in addition to other remedies available to the Federal Government, the department or agency with which this transaction originated may pursue available remedies, including suspension and/or debarment.

#### **Certification Regarding Debarment, Suspension, ineligibility And Voluntary Exclusion - - Lower Tier Covered Participants**

1. The prospective lower tier participant certifies, by submission of this proposal, that neither it nor its principals is presently debarred, suspended, proposed for debarment, declared ineligible, or voluntarily excluded from participation in this transaction by any Federal department or agency.

2. Where the prospective lower tier participant is unable to certify to any of the statements in this certification, such prospective participant shall attach an explanation to this proposal.

**CERTIFICATION REGARDING DEBARMENT, SUSPENSION  
AND OTHER RESPONSIBILITY MATTERS  
PRIMARY COVERED TRANSACTIONS**

In accordance with the code of Federal Regulations, Part 49 CFR Section 29.510, the prospective primary participant \_\_\_\_\_ (name of Authorized Agent), \_\_\_\_\_ (Title), being duly sworn (or under penalty of perjury under the laws of the United States), certifies to the best of his/her knowledge and belief, that its principals:

- a. Are not presently debarred, suspended, proposed for debarment, declared ineligible or voluntarily excluded from covered transactions by any Federal department or agency;
- b. Have not within a three-year period preceding this proposal been convicted of or had a civil judgment rendered against them for commission of fraud or a criminal offense in connection with obtaining, attempting to obtain, or performing a public (Federal, State or local) transaction or contract under a public transaction; violation of Federal or State antitrust statutes or commission of embezzlement, theft, forgery, bribery, falsification or destruction of records, making false statements, or receiving stolen property;
- c. Are not presently indicted for or otherwise criminally or civilly charged by a governmental entity (Federal, State or local) with commission of any of the offenses enumerated in paragraph (1)(b) of this certification;
- d. Have not within a three-year period preceding this application/proposal had one or more public transactions (Federal, State or local) terminated for cause or default.

Where the prospective primary participant is unable to certify to any of the statements in this certification, such prospective participant shall list exceptions below.

Exceptions will not necessarily result in denial of award, but, will be considered in determining contractor responsibility. For any exception noted, indicate below to whom it applies, the initiating agency, and the dates of the action. Providing false information may result in criminal prosecution or administrative sanctions. If an exception is noted the contractor must contact the Department to discuss the exception prior to award of the contract.

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\_\_\_\_\_  
Signature of Authorized Agent

\_\_\_\_\_  
Date

## **CONFLICTS DISCLOSURE POLICY**

To ensure that the Rhode Island Department of Transportation (RIDOT) maintains the continued confidence and trust of the people of Rhode Island in carrying out its mission, prospective vendors must disclose any family (or other personal) relationships, associations or connections that the vendor, its affiliates, or employees, may currently have with any RIDOT employee. A Conflicts Disclosure Statement shall be submitted to RIDOT from the following:

- ❖ Owners;
- ❖ Directors;
- ❖ Principals;
- ❖ Officers, board members, or individuals with corporate authority;
- ❖ If the vendor is a partnership, the applicant's partners;
- ❖ If the vendor is a limited liability company, its members and managers;
- ❖ Employees with decision-making authority, including executive directors, managers or individuals in a similar position with corporate authority; and
- ❖ Shareholders with a controlling interest.

