

Request for Proposals (RFP)

Non-A&E Marketing Services

Issued by: Lane Council of Governments (herein after referred to as “Agency”)

RFP Number: 2023-0001

RFP Title: Safe Lane Transportation Coalition Marketing Services RFP

Issue Date: May 19, 2023

PROPOSAL CLOSING DATE and TIME: 07/07/2023 by 2:00 PM PST

Proposer Questions, RFP Protests, and Requests for Change: due via email no later than 7 calendar days prior to Proposal closing date.

A pre-Proposal conference will not be held.

Issuing Office; Purchaser/Single Point of Contact

Purchaser/Single Point of Contact for this RFP:	Jessica Mumme, Senior Financial Analyst
Address:	Lane Council of Governments 859 Willamette St, Suite 500 Eugene, OR 97401
E-mail:	procurement@lcog.org

Proposals and all other submittal requirements specified in [RFP section 2.4](#) must be submitted before the Proposal closing date and time to the above email address.

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Definition of Terms:

The following terms have the meaning provided in [OAR 125-246-0110](#): “Addendum” or “Addenda”, “Business Day”, “Closing”, “Contract”, “OAR”, “ORS”, “Proposal”, “Request for Proposal” or “RFP”, “Responsible”, “Responsible Proposer”, “Responsive”, “Writing”.

1.0 SOLICITATION PURPOSE & CONTRACT OVERVIEW

1.1. SUMMARY OVERVIEW & PROCUREMENT METHOD and SCHEDULE

Agency is issuing this Request for Proposals and any Addenda thereto (collectively, the “RFP”) to obtain Proposals from qualified consultant(s) for marketing services (“Services”). For further information regarding the Services needed, see sections 1.2 through 1.10 and Attachment B.

Proposers responding to this RFP do so solely at their expense, and Agency is not responsible for any Proposer expenses associated with the RFP.

Agency is using the Competitive Sealed Proposal method, pursuant to ORS 279B.060, OAR 137-047-0260, as well as any additional requirements of Agency’s rules/policies (to the extent Agency’s requirements do not conflict with State or Federal requirements).

Procurement Schedule	Date or Number of Days	Time Pacific Standard Time (PST)
Deadline for Proposer questions, RFP protests, and requests for change	No later than 7 calendar days prior to Proposal Closing Date	2 p.m. PST
Deadline for Agency response to Proposer questions	No later than 7 calendar days prior to Proposal Closing Date	2 p.m. PST
Proposal closing date	July 7, 2023	2 p.m. PST
Completion of Proposal evaluation	Est. 14 calendar days after Proposal Closing Date	Not applicable
Completion of interviews or follow-up questions (if conducted)	Est. 24 calendar days after Proposal Closing Date	Not applicable
Notice of intent to award	Est. 3 Business Days after all scoring complete	5 p.m. PST
* Negotiations completed	Est. 40 calendar days after intent to award	5 p.m. PST
Contract Start	Est. within 14 calendar days of negotiation completion	Not applicable

*** Proposer, by submitting a Proposal, commits to and will be expected to make best efforts to accommodate the negotiation schedule above if selected for intent to award. See Section 5 Negotiations.**

1.2. PROJECT BACKGROUND, LOCATION, and SCOPE of NEEDED SERVICES

The statement of work (SOW) will be developed and negotiated, within the scope advertised in this RFP, with the apparent successful Proposer for inclusion in the Contract. A draft SOW is provided in RFP Attachment B, which will be negotiated with the apparent successful Proposer for inclusion in the Contract.

Project Background:

Lane Council of Governments (herein after referred to as “Agency”) is inviting Proposals to provide the Safe Lane Transportation Coalition (“SLTC”) with marketing services focused on two regional transportation safety education campaigns over a three-year period. The SLTC is a collaborative group of individuals, organizations, and governmental agencies working to reduce fatalities and severe injury crashes in Lane County. The coalition utilizes the strengths and resources of its member’s organizations to establish transportation safety policies, programs, and practices. The SLTC adopts a harm reduction approach and implements strategies that address speed reduction, DUII prevention, and traffic safety education and outreach.

Speeding and impaired driving related crashes are a public safety concern for Lane County. Fatalities and severe life altering injuries that result from speeding and DUIIs are preventable, yet our community has accepted them as unavoidable. The most recent 5-year rolling data (2016-2020) shows that, on average, 5 speeding and 3 impaired driving involved fatalities occurred in the Central Lane Metropolitan area annually, while an additional 9 speeding and 6 impaired driving involved fatalities occurred elsewhere in Lane County. To stop preventable transportation related deaths, the community’s concept of acceptable driving behavior must change. The SLTC aims to create distinct, but parallel, transportation safety education campaigns that address transportation safety issues in Lane County.

Safe Lane Transportation Coalition’s primary transportation safety areas include the following:

1. **Speed Reduction Work Area** - Speeding is the leading contributing factor in fatal crashes in Lane County and a leading contributing factor in severe injury collisions.
2. **DUII Prevention Work Area** - Crashes from DUIIs are a primary cause of death in Lane County. As the access of mind-altering substances increases, the problem will keep growing through our community.
3. **Traffic Safety Education and Outreach Work Area** - Provide education on safety topics (including but not limited to sharing the road, youth biking training, distracted driving, infrastructure, etc.) to influence community members to make responsible transportation choices.

Safe Lane Transportation Coalition is committed to building a transportation network that is safe, inclusive, and equitable for all people consistent with the following definitions:

- An equitable transportation system that supports transportation options that are affordable, sustainable, safe, and easy to use; is accessible to all populations; and provides decision-making processes that incorporate inclusive public engagement.
- The World Health Organization defines equity as “the absence of avoidable or remediable differences among groups of people, whether those groups are defined socially, economically, demographically or geographically.” Equity recognizes that members of underrepresented groups experience unique barriers on obtaining equal access to resources that maintain or improve health outcomes.

Transportation-disadvantaged populations are historically underrepresented in decision-making processes, but often bare transportation burdens and other barriers to opportunity at disproportionate rates. These populations may have limited access to personal automobiles and be more reliant on walking, bicycling, and riding transit. In addition, these populations are often overrepresented among victims of collisions. For the purposes of this project, transportation-disadvantaged populations include:

- Youth
- Older adults
- Un-housed community members
- Low-income populations
- Black, Indigenous, and People of Color
- People with disabilities

- People with limited English proficiency

Description of the Project

The SLTC is requesting assistance in developing and marketing transportation safety education campaigns over a three-year period. Transportation safety education campaigns include, but are not limited to, DUII prevention and speed reduction throughout Lane County. The SLTC has developed the following frameworks for 1) a DUII prevention campaign and 2) a speed reduction campaign, and is seeking proposals to transform the frameworks into the following public safety campaigns:

DUII Prevention Campaign

The DUII prevention campaign normalizes not getting on a bike, walking in the roadway, and especially getting behind the wheel if alcohol or drugs have been consumed. Community members are to understand that if they are intoxicated or expect to be intoxicated, there are other options than getting behind the wheel and driving. Alternatives include designating a sober driver, hailing an Uber/Lyft/Taxi, or calling friends or family for a ride. There are two behavior changes this campaign addresses: 1) Community members understand that driving under the influence of alcohol and/or cannabis will severely increase the likelihood of causing harm to themselves, their family, and their community. 2) If community members are going to consume alcohol or cannabis, they are encouraged to make a plan for how they will get home safely. "Make a Plan" is the central idea and message this campaign aims to promote.

Speed Reduction Campaign

The speed reduction campaign normalizes driving a vehicle at a safe and responsible speed. Community members are to recognize the need for safe speed and choose to make their travel plans accordingly. There are two behavior changes this campaign addresses: 1) Community members understand that driving at excess speeds will severely increase the likelihood of crashing and causing life-altering harm to themselves, their family, and their community. 2) Community members choose to prioritize community safety, regardless of their personal desire to speed, because they want to live in safe community.

Scope of Services

See ATTACHMENT B - STATEMENT of WORK

1.3. PROJECT PHASES

Agency anticipates the contracted Services will be a phased development as follows:

If a contract is awarded, agency anticipates the contracted Services will be a phased development as follows:

- Phase I - Strategic Planning: Gain an understanding of SLTC, ongoing projects, and its audiences.
- Phase II - Communication Planning: Develop public information and education communication effort.
- Phase III - Execution: Implement marketing strategies identified in Phase II.

1.4. PERIOD OF PERFORMANCE

The schedule for performance of Services needed under the prospective contract is approximately May 2023 to April 2026..

1.5. QUANTITY OF CONTRACTS AWARDED & OFFER PERIOD

It is anticipated that 1 Contract will be Awarded from this RFP (if Agency makes an Award). A Proposer's Proposal is a firm offer, irrevocable, valid and binding on the Proposer for not less than 180 days following the Proposal Closing Date for this RFP. Agency may request, either orally or in Writing, that Proposer extend the offer period in Writing.

1.6. FUNDING SOURCE(S):

This procurement includes funding from Federal Highway Administration (FHWA).

1.7. CONTRACT NOT TO EXCEED AMOUNT & METHOD OF COMPENSATION

Proposers are advised that the award and potential dollar amount of the Contract, including as may be amended within the Scope of Work identified in this RFP, are contingent upon Agency receiving approval of funding for use under this RFP as determined by Agency in its sole discretion.

The anticipated initial value of the contract awarded from this RFP is estimated to be in the range of \$100,000 to \$114,000. Contingent upon Agency's need, Consultant's performance, and the availability of approved funding, Agency reserves the right to amend the contract (within the scope of the Project described in this RFP) for additional tasks, Project phases and compensation as necessary to complete the Project.

The method of compensation will be determined by Agency and may be any of the following methods (may include more than one method - "Mixed"):

- Time and Materials, up to a maximum NTE amount;
- Fixed Price for all Services;
- Fixed Price per Deliverable;
- Fixed Price per Milestone.

1.8. DISADVANTAGED BUSINESS ENTERPRISE ("DBE") PARTICIPATION

ODOT's DBE Policy Statement is posted at the following Internet address:

<https://www.oregon.gov/ODOT/Business/OCR/Pages/Disadvantaged-Business-Enterprise.aspx>

The DBE Policy Statement applies and is incorporated with the same force and effect as though fully set forth in this RFP.

No Goal. A DBE Participation Goal has not been established for this procurement. See RFP Attachment C - Sample Contract, Exhibit E for information on reporting requirements and how credit for DBE participation is determined for no-goal contracts.

1.9. INSURANCE REQUIREMENTS

See Exhibit C of the Sample Contract (RFP Attachment C) for the insurance requirements that will apply to the prospective contract from this RFP.

1.10. CONTRACT TERMS & CONDITIONS

See RFP Attachment C - Sample Contract, which is incorporated in the RFP by this reference, for the terms and conditions that will apply to the prospective contract from this RFP. Unless an official Addendum has modified or reserved the right to negotiate any terms and conditions contained in the Sample Contract or exhibits thereto, Agency will not negotiate any term or condition with the apparent successful Proposer(s) after the solicitation protest deadline, except the SOW and pricing. Changes to standard contract terms and conditions may be subject to approval by ODOT.

By Proposal submittal, the apparent successful Proposer agrees to be bound by the terms and conditions as set out in the Sample Contract associated with this RFP, and as they may have been modified or reserved by Agency for negotiation. **Any Proposal that is conditioned on Agency's acceptance of any other terms and conditions or rights to negotiate will be rejected.**

2.0 INSTRUCTIONS TO PROPOSERS & SUBMITTAL REQUIREMENTS

2.1 PROPOSER QUESTIONS, RFP PROTESTS and REQUESTS FOR CHANGE

All questions, RFP protests or requests for change relating to any aspect of this RFP or the associated Project must be submitted in Writing via e-mail to the Purchaser/Single Point of Contact identified on page 1 of this RFP. RFP protests and requests for change submitted after the protest due date on page 1 of this RFP will not be considered. RFP protests or requests for change must be in conformance with requirements set forth in **ORS 279B.405**. The foregoing procedures and deadline shall also apply to protests and requests for change respecting the contents of Addenda to the RFP, unless the Addenda specify a different deadline. **Failing to follow the foregoing requirements regarding the Single Point of Contact for inquiries may result in Proposal rejection by Agency.**

Answers to substantive questions and/or any changes to the RFP will be issued as official Addenda to this RFP, no later than 7 calendar days prior to the Proposal Closing Date.

2.2. ADDENDA

When appropriate, as determined by Agency in its sole discretion, changes to the Proposal Due Date and time or revisions, additions, substitutions, clarifications of the RFP or attached terms and conditions will be issued as Addenda to this RFP. Modifications to this RFP shall be binding on Agency and Proposer only if in the form of written Addenda issued by Agency. Any such Addenda are incorporated into this RFP as if fully set forth herein. Except for officially issued Addenda, no person has been authorized to provide any other written or oral representation, clarification, warranty or assurance with respect to this RFP or the project.

Agency shall advertise Addenda, if any, at the following website:

<https://www.lcog.org/transportation/page/safe-lane-coalition-marketing-campaign> Anyone who has downloaded or received a copy of this RFP will only be alerted to the existence of any Addenda by monitoring and downloading from the above website, or by checking with the Purchaser/Single Point of Contact for this RFP. Agency is not responsible for sending Addenda to any potential Proposers.

2.3. MINIMUM QUALIFICATIONS

2.3.1 Maximum Subcontracting. Proposers are advised that, to be considered for award, the prime consultant must have qualified employees and capacity to self-perform (without subconsultant assistances) at least 51 percent of the Contract value for the proposed services (this does not apply to Construction Contract Administration and Construction Engineering & Inspection ("CA/CEI") phase which may be subcontracted without the 51% self-performance requirement. The prime must have qualified employees to self-perform and quality control ("QC") the core deliverables required under the Contract. For example, if a bridge design project includes some survey, environmental, and geotechnical services, Agency intends to select a firm with employees qualified to perform bridge design, instead of selecting a survey, environmental, or geotechnical firm that will subcontract the bridge design.

2.3.2 References. Proposers must have completed in the last 3 years at least 3 projects similar in nature to the Services described in this RFP. Provide references for the similar work in the fields provided on the Proposal Coversheet - RFP Attachment A.

2.4. PROPOSAL & SUBMITTAL REQUIREMENTS

2.4.1 Time, Date and Place for Submission. Proposals and all required submittal items must be submitted at the email and received on or before the Proposal closing date and time specified on page 1 of this RFP (or such other deadline as may be revised by Addenda issued by Agency). Agency will not accept Proposals submitted after the Proposal closing date and time.

In the event of a system failure that interferes with the ability of Proposer to submit Electronic Submittals, to protest or to otherwise participate in the procurement, Agency may cancel the procurement or may extend the date and time of receipt of Electronic Submittals by issuing an Addendum immediately after the electronic mail system becomes available.

2.4.2 Technical Proposal Page Limit, Font Size. The Technical Proposal is limited to **20 pages** and must use a minimum **12 point font** for substantive text (including text in tables or resumes, if any). Any pages exceeding this limit will not be provided to the evaluation committee or considered in the evaluation. One page is defined as: one side of any 8-1/2" x 11" page, partial page, tab, index or table of contents that contains substantive text, tables, graphics, charts, resumes, etc. Any page over this size will be counted as 2 pages.

The following items do not count toward the page limit:

- Attachment A - Proposal Cover Sheet.
- Pricing information required in section 2.4.5.
- Any additional forms required in section 2.4.6.
- Samples of logos, graphic designs and outreach materials required in section 3.2.

2.4.3 Technical Proposal Contents. The Technical Proposal must address each of the evaluation criteria in section 3.2 and any other Technical Proposal requirements set forth in this RFP [**Searchable PDF or Microsoft Word format**].

Proposals should not include extensive artwork or other materials not essential to the utility and clarity of the Proposal. Do not include marketing or advertising material in the Proposal unless required by the RFP. **Do not include pricing information in the Technical Proposal.** All pricing information must be submitted as required in section 2.4.5.

2.4.4 Signed Proposal Coversheet. Proposer shall submit a completed Proposal Coversheet (RFP Attachment A) bearing the signature of Proposer's authorized representative (**PDF format**).

By submitting a Proposal in response to this RFP, Proposer (and if selected for award, also as the Contractor) agrees with Agency that signatures showing on PDF documents submitted or exchanged via email are "Electronic Signatures" under ORS Chapter 84 and bind the signing party and are intended to be and can be relied upon by the parties.

2.4.5 Pricing Information. The required pricing information must be submitted as a separate **Microsoft Excel file**. The file should be clearly named to identify it as pricing information for the Proposer (example: XYZcorp_Pricing.xlsx).

Submit pricing information in the form of a detailed Price Proposal that includes all labor costs and direct non-labor expenses to complete the Services and deliverables identified in this RFP within the required schedule. The Price Proposal must be prepared using the BOC-nbr form available at: <https://www.oregon.gov/odot/Business/Procurement/DocsPSK/bocnbr.xlsx>

The Price Proposal must include:

- Fully burdened billing rates (inclusive of labor cost, overhead, and profit) for Proposer staff and any subcontractor staff that will be performing the Services. The fully burdened billing rates submitted in the Price Proposal shall remain fixed and in effect (without escalation) for not less than the first 12 months of the Contract.
- For Proposer and any subcontractors, the proposed number of hours and staff assignments (classifications and names) with line-items for each element of the work (tasks and subtasks).
- For Proposer and for any subcontractors, an itemization of any necessary non-labor expenses such as travel, reproduction costs, equipment rental, etc., for each task/subtask. Such expenses

must not be for costs included as overhead in Proposer's or subcontractor's fully burdened labor rates. Agency will not pay or reimburse any expenses incurred by Contractor during the completion of the Services except as authorized in the Statement Work or elsewhere in this Contract. Any such authorized travel expenses must comply with the Oregon Travel Policy available on the Internet at:

<https://www.oregon.gov/das/Financial/Acctng/Documents/40.10.00.pdf>

2.4.6 Additional Required Forms/Documents. The following must be submitted with the Proposal package, but separate from the Technical Proposal document (these items do not count toward the Proposal page limit):

- **Subcontractor Solicitation and Utilization Report - SSUR** available at: <https://www.oregon.gov/ODOT/Forms/2ODOT/2721.pdf>. Submit a completed, signed SSUR (PDF format). Also email a copy of the completed, signed SSUR directly to ODOT Office of Civil Rights (ocr.psk@odot.oregon.gov) within 10 Business Days following Proposal submittal deadline. **If unable to open form, see [instructions for changing browser settings](#).**
- **Conflict of Interest (COI) Disclosure Form** available at: https://www.oregon.gov/ODOT/Business/Procurement/DocsLPA/COI_LPA.docx. Submit a completed, signed COI Disclosure Form (PDF format).

(Note: Proposers should review [section 4](#) of this RFP to ensure they can comply with submittal requirements for the apparent successful Proposer.)

2.4.7 Proposal Package.

Provide all required submittal items electronically to the Purchaser/Single Point of Contact via the email specified on page 1 of the RFP. Include the RFP number and RFP Title on the email subject line.

Electronic File Size. Proposer shall make reasonable efforts to compress or optimize files to not exceed a combined **total of 20 megabytes for all submittals**. For tips on reducing file size, see information at the following links: [How to reduce PDF file size](#); [How to reduce the size of Word documents that contain images](#).

Electronic Signatures. By submitting a Proposal in response to this RFP, the Proposer (and if selected for award, also as the Consultant) agrees with the Agency that signatures showing on PDF documents submitted or exchanged electronically are "Electronic Signatures" under ORS Chapter 84 and bind the signing party and are intended to be and can be relied upon by the parties.

2.4.8 Public records exemptions. When applicable, if Proposer believes any of its Proposal is exempt from disclosure under Oregon Public Records Law (ORS 192.311 through 192.478), Proposer shall also submit with the Proposal package:

- an additional fully redacted electronic version of its Proposal, clearly identified as the redacted version.
- a memorandum citing the statutory justification for each specific area of the Proposal that Proposer claims to be exempt.

Identifying the Proposal in whole as trade secret, confidential or otherwise exempt from disclosure is not acceptable. Any content in the Proposal which Proposer believes to be a trade secret or exempt from public disclosure must be so indicated in conformance with the requirements of this section and [section 6.4](#) of this RFP.

2.4.9 Proposal Withdrawals or Modifications.

A Proposal may be withdrawn or replaced with a modified Proposal by written request from Proposer, provided the request (and any modified Proposal) is signed by Proposer's authorized representative and received by Agency prior to the Proposal closing date and time.

3.0 EVALUATION PROCESS & CONSULTANT SELECTION

3.1 EVALUATION PROCESS

3.1.1 Proposal Opening. There will be no public opening of Proposals. Proposals received will not be available for inspection until after the evaluation process has been completed and the Notice of Intent to Award is issued. However, Agency will record and make available upon request the identity of all Proposers after opening.

3.1.2 Responsiveness Review. Proposals submitted by the Proposal Closing Date and time will receive an initial review by Agency for Responsiveness to all requirements (allowing for minor informalities) set forth in the RFP and RFP Coversheet. Any Proposal not meeting RFP requirements may be found non-Responsive and rejected.

3.1.3 Technical Proposal Evaluation. Technical Proposals found to be Responsive will be forwarded to an evaluation committee of at least 3 members that will independently review, score and rank Technical Proposals in accordance with the criteria and point allocation in section 3.2. Evaluators will independently judge the merits of each Technical Proposal by comparing the requirements and criteria stated in the RFP with the Responsiveness and the relevance of information, experience, and qualifications presented in the Technical Proposal.

If necessary, the Purchaser may request via email further clarification from Proposer to assist the evaluation committee in gaining additional understanding of Proposal. A response to a clarification request must be in Writing and may only clarify or explain portions of the already submitted Proposal and may not contain new information not included in the original Proposal. Clarifications may not be used to rehabilitate a non-Responsive Proposal.

Score for Technical Proposal = Total of the Technical Proposal scores (RFP section 3.2) from all evaluators for a given Proposer, divided by the number of evaluators.

3.1.4 Price Proposal Evaluation. The pricing information required in RFP Section 2.4.5 will be opened (and scored as set forth in RFP section 3.3) following completion of evaluation and scoring of Technical Proposals.

3.1.5 Optional Interviews/Follow-up Questions. Agency may, in its sole discretion, conduct and score interviews with the top 3 ranked Proposers based on scoring of Technical Proposals and pricing information. However, Agency, in its sole discretion, may select fewer or more than the top 3 ranked Proposers for interviews if there is a natural break in scores. As an alternative to interviews, Agency may elect to send follow-up questions via email to the top ranked Proposers. Agency must receive Proposers' responses to the follow-up questions by the deadline set forth in the email to Proposers. Agency may conduct face-to-face or teleconference interviews if determined necessary after conducting written follow-up questions.

If interviews/follow-up questions are conducted, the following will apply:

- A minimum of 3 evaluators shall score the interviews/follow-up questions;
- Evaluation and scoring will be based on the criteria in section 3.2;
- Interviews/follow-up questions will have a maximum total score of 30 points;
- The number of Proposers selected for interviews/follow-up questions is at the sole discretion of Agency;

- Interviews may require physical attendance at Agency’s offices; however, Agency may elect to conduct interviews via teleconference or video conference.
- **Interview score** = Total of the interview scores from all evaluators for a given Proposer, divided by the number of evaluators.

Further details regarding interviews or follow-up questions will be included with the notification of time and date of interviews, if conducted.

3.2 TECHNICAL PROPOSAL EVALUATION CRITERIA and POINTS AVAILABLE

	Evaluation Criteria	Maximum Points
1	<p>Proposer Experience Demonstrate experience, qualifications, capabilities, and capacity to complete the requested services. Responses must include:</p> <ul style="list-style-type: none"> • Describe proposer’s history of developing behavior change marketing campaigns. • Example of behavior change campaigns your firm has developed. Provide an overview and the results of the campaign along with samples of key messaging, logos, graphic designs and outreach materials associated with the campaign. • Describe proposer’s history of developing a marketing campaign for a government agency. • Example of marketing campaigns your firm has developed for a government agency. Provide an overview and the results of the campaign along with samples of key messaging, logos, graphic designs and outreach materials associated with the campaign. • Any sample of translation/bilingual services your firm has developed for a client. Provide original English text and the translated Spanish text. Describe the process when translating/interpreting English materials into Spanish. 	35
2	<p>Key Staff Qualifications and Experience Demonstrate proposer’s team qualifications including specific information for the proposed project manager and proposed key staff.</p> <p>Response should address the following:</p> <ul style="list-style-type: none"> • List names, titles, responsibilities, and availability of key members who are anticipated to perform Services. • Qualifications (including any specified licenses, certifications, and advanced degrees) and relevant individual experience for all key team members likely to perform Services, including sub-contractors. • Short description of Proposer’s experience using teams on similar or related projects. <p>Scoring will be based on relevance of the experience, qualifications, and technical competence of Project Manager and key staff proposed for use on this specific project.</p>	20
3	<p>Project Approach and Schedule Describe approach and schedule to meeting the deliverables and objectives of Phases I, II, III, within associated timeline.</p>	20
4	<p>Project Management</p>	

	Describe proposer’s team approach to prioritizing work for multiple clients, and adjusting your level of effort if needed, in order to meet a schedule while keeping a project within budget.	20
5	Clarity of Proposal and Conformity with Requirements Demonstrate a clear and concise understanding of the scope of Services being requested in the Statement of Work (Attachment B).	35

3.3 PRICING INFORMATION EVALUATION and POINTS AVAILABLE

Price Scoring	Maximum Points
Following scoring and ranking of Technical Proposals, Price Proposals (in conformance with the requirements in RFP section 2.4.5) will be opened and scored as follows: <ul style="list-style-type: none"> • Proposer with the lowest price will receive 50 points. • Proposer with the second lowest price will receive 30 points. • Proposer with the third lowest price will receive 15 points. • All other Proposers will receive 0 points. 	50

3.4 TOTAL SCORE and AWARD

SUMMARY OF CRITERIA and MAXIMUM SCORES

DESCRIPTION	MAXIMUM SCORE
Technical Proposal:	130
Proposer Experience	35
Key Staff Qualifications and Experience	20
Project Approach and Schedule	20
Project Management	20
Clarity of Proposal and Conformity with Requirements	35
Pricing Information	50
Subtotal: Technical Proposal and Pricing	180
Interviews/Follow-up Questions, if conducted (see section 3.1.5)	30
Maximum Total Score (for Proposal; Pricing; and Interviews/Follow-up Questions, if conducted)	210

3.4.1 Total Score for Proposer Ranking - The total scores for final Proposer ranking will be calculated as follows:

Average of all evaluators’ Technical Proposal scores plus score for Pricing Information plus (if conducted) Average of all evaluators’ interview/follow-up questions scores.

3.4.2 Method of Award - Unless all Proposals are rejected or the RFP is cancelled, tentative award will go to the Proposer determined to be the most Advantageous Responsive and Responsible Proposer. Generally this includes, but is not limited to, the Responsive and Responsible Proposer with the highest total score for Technical Proposal and pricing as calculated under 3.4.1 above.

3.5 REFERENCES

Agency reserves the right to investigate references including customers other than those provided in the Proposal or Proposal Coversheet (Attachment A). Investigation may include past performance of any Proposer with respect to its successful performance of similar projects, compliance with specifications and contractual obligations, its completion or delivery of a project on schedule, and its lawful payment to employees and workers or any other criteria as determined by Agency.

3.6 RESPONSIBILITY DETERMINATION

Agency will determine if an apparent successful Proposer is Responsible, pursuant to ORS 279B110, prior to award and execution of the Contract. At any time prior to Contract execution, Agency may reject any Proposer found to be not Responsible.

3.7 INTENT TO AWARD NOTICE

If an apparent successful Proposer is selected, Agency will issue an intent to award notice and will provide a copy of the notice (or electronically post) to all Proposers. Award to the apparent successful Proposer is subject to successful negotiation of the Contract.

3.8 RESERVED

4.0 APPARENT SUCCESSFUL PROPOSER SUBMISSION REQUIREMENTS

The submittal requirements in this section 4 apply only to a Proposer that receives intent to award notice following Agency’s evaluation and scoring of Proposals (and interviews, if conducted).

Failure to submit required submittal items in a timely manner may result in Agency rescinding the intent to award notice and issuing notice of intent to award to the next ranked Proposer.

4.1. CERTIFICATION REGARDING DEBARMENT & OTHER RESPONSIBILITY MATTERS

Within 5 Business Days of receipt of notice of intent to award, for contracts that will exceed \$150,000 (including as may be amended) the apparent successful Proposer shall submit a signed Certification Regarding Debarment, Suspension, Proposed Debarment, and Other Responsibility Matters form available on line at: <https://www.oregon.gov/ODOT/Business/Procurement/DocsPSK/CertFederal.pdf> (ref 48CFR 52.209-5)

4.2. CERTIFICATES OF INSURANCE

Prior to Contract execution, the apparent successful Proposer shall provide certificates of insurance via e-mail to the Purchaser/Single Point of Contact listed on page 1 of this RFP for insurance coverage required in Exhibit C of the Sample Contract (RFP Attachment C).

4.3. TAX ID NUMBER

The apparent successful Proposer shall provide their Taxpayer Identification Number (TIN) and backup withholding status on a completed [W-9 form](#) if either of the following apply:

- When requested by Agency prior to Contract execution, or

- When the backup withholding status or any other information of Proposer has changed since the last submitted W-9 form, if any.

4.4. BUSINESS REGISTRY NUMBER/REGISTERED AGENT

If selected for award, the apparent successful Proposer must be duly authorized by the State to transact business in the State before executing the Contract. The Proposer shall submit a current Oregon Secretary of State business registry number (unless operating as your real and true name). See [process for obtaining a business registry number](#). All Corporations and other business entities (domestic and foreign) must have a Registered Agent in Oregon. See requirements and exceptions regarding [Registered Agents](#). For more information, see [Oregon Business Guide, How to Start a Business in Oregon](#) and [Laws and Rules](#). The titles in this subsection are available at the following Internet site: https://www.filinginoregon.com/pages/business_registry/laws_rules.html.

4.5. RESPONSIBILITY INQUIRY FORM

The apparent successful Proposer shall submit a completed, accurate and signed Responsibility Inquiry form **within 5 Business Days** of receipt of Intent to Award notice (see form for additional information regarding Agency's responsibility review). The Responsibility Inquiry form is available at: <https://www.oregon.gov/ODOT/Business/Procurement/Pages/PSK.aspx> (under Miscellaneous Procurement Forms) and must be submitted via e-mail.

Consultant is responsible for any and all contractual matters, including performance of Services and the required deliverables included in the Contract, whether Consultant, a representative of Consultant, or subconsultant/subcontractor of Consultant produces them.

4.6. RESERVED

5.0 NEGOTIATIONS

Following notice of intent to award, Agency will negotiate in the best interest of Agency, including the SOW, appropriate staff classifications and hours for each task, pricing information, and any other provision(s) Agency has indicated in the RFP or any Addenda it will negotiate. This does not include negotiation of the standard terms and conditions of the Sample Contract, which are intended to be consistent from project to project. Agency, at its discretion, may conduct more than one round of discussions or negotiations. Any revisions to the SOW, delivery schedule, costs or any other changes resulting from negotiations must be reduced to Writing and reflected in the final Contract.

If Agency and apparent successful Proposer are unable for any reason to reach agreement within a reasonable amount of time, Agency may thereafter negotiate serially with the second ranked Proposer, and if necessary, with the third ranked Proposer, and so on until negotiations result in Contract award or the solicitation is terminated. Agency, in its sole discretion, may proceed with a new solicitation for the same Services or consider any other options available under the applicable rules, laws, and policies.

6.0 GENERAL TERMS & CONDITIONS FOR THIS RFP

6.1 NON-DISCRIMINATION

Agency, in accordance with Title VI of the Civil Rights Act of 1964, 78 Stat. 252. 42 U.S.C. 2000d to 2000d-4 and Title 49, Code of Federal Regulations, Department of Transportation, Subtitle A, Office of the Secretary, Part 21, Nondiscrimination in Federally-Assisted programs of the Department of Transportation issued pursuant to such Act, hereby notifies all Proposers that it will affirmatively ensure that all business enterprises will be afforded full opportunity to submit Proposals in response to this

solicitation and will not be discriminated against on the grounds of race, color, sex, or national origin in consideration for an award.

6.2 FUTURE WORK LIMITATIONS

(For these purposes, “Affiliate” or “Affiliates” of a consultant means any Pearson or entity that controls, is controlled by or is under common ownership or control with that consultant.)

If a consultant or any Associate of consultant enters into personal services contact(s) with Agency for purposes of advising or assisting in developing specifications, a scope or statement of work, an invitation to bid, a request for proposals or other solicitation documents and materials related to a given procurement, the consultant may not be eligible to propose/bid on the prospective procurement (based on a case-by-case assessment by Agency, ODOT or FHWA). See [Oregon Laws 2012, Chapter 53](#).

6.3 ELECTRONIC FILES LINKED OR ATTACHED

This RFP document must be viewed electronically to access files, attachments, forms, provisions or other documents that are: -

- included electronically (shown as icons) or provided via hyperlinks from the Internet in this RFP; or
- included as file attachments posted for this RFP in the eProcurement system used to advertise this solicitation.

All such files, attachments, forms, provisions or other documents are incorporated in this RFP with the same force and effect as though fully set forth in this RFP.

6.4 PUBLIC RECORDS

All Proposals are public record and are subject to public inspection after Agency issues the Notice of the Intent to Award. Application of the Oregon Public Records Law will determine whether any information is actually exempt from disclosure. All Proposals submitted in response to this RFP become the Property of Agency. By submitting a Proposal in response to this RFP, Proposer grants the State a non-exclusive, perpetual, irrevocable, royalty-free license for the rights to copy, distribute, display, prepare derivative works of and transmit the Proposal solely for the purpose of evaluating the Proposal, negotiating a Contract, if awarded to Proposer, or as otherwise needed to administer the RFP process, and to fulfill obligations under Oregon Public Records Law (ORS 192.311 through 192.478). Proposals, including supporting materials, will not be returned to Proposer unless the Proposal is submitted late.

6.5 USE OF RECYCLED PRODUCTS

Consultants/contractors shall use recyclable products to the maximum extent economically feasible in the performance of the Contract work set forth in this document.

6.6 RFP CANCELLATION

Agency may cancel this RFP or reject any or all Proposals in accordance with ORS 279B.100, if doing either would be in the public interest as determined by Agency. In no event shall Agency have any liability for the cancellation of this RFP.

6.7 COST OF SUBMITTING A PROPOSAL

Proposer shall pay all the costs in submitting its Proposal, including, but not limited to, the costs to prepare and submit the Proposal, costs of samples and other supporting materials, costs to participate in demonstrations, or costs associated with protests.

6.8 PUBLICITY

Any publicity giving reference to this Project, whether in the form of press releases, brochures, photographic coverage, or verbal announcement, shall be done only after prior written approval of the Agency.

ATTACHMENT A - PROPOSAL COVER SHEET

Part I - Proposer Information and References

RFP#:

Legal Name of Firm as provided to IRS:

DBA Name (if different than legal name):

DUNS Number:	Is Proposer registered as a foreign corporation in Oregon? <input type="checkbox"/> Yes <input type="checkbox"/> No
<input type="checkbox"/> Corporation <input type="checkbox"/> Professional Corporation <input type="checkbox"/> Ltd. Liability Company <input type="checkbox"/> Partnership <input type="checkbox"/> Limited Partnership <input type="checkbox"/> Ltd. Liability Partnership <input type="checkbox"/> Sole Proprietorship <input type="checkbox"/> Other:	
State of Incorporation/Organization:	
Mailing Address:	

Type name of authorized contact for this RFP: _____
Email address: _____
Telephone: _____ Fax: _____
Type name of person(s) authorized to sign Contract: _____

MINIMUM QUALIFICATIONS

Per RFP section 2.3.1 - Proposer has staffing and capacity to perform at least 51 percent of the work under the prospective contract using employees of the Proposing firm.	<input type="checkbox"/> Yes <input type="checkbox"/> No
Per RFP section 2.3.2 - Proposer has listed references below for 3 projects completed in the last 3 years that are similar in nature to the Services described in this RFP.	<input type="checkbox"/> Yes <input type="checkbox"/> No

REFERENCES

Provide references for 3 clients for which Proposer has provided, in the last 3 years, similar services to those described in this RFP (please verify contact information):	
1) Name of Client:	Reference Contact Person:
Telephone: _____	Email: _____
Project Title: _____	
Period of Performance: _____	Completed on Schedule: Yes <input type="checkbox"/> , No <input type="checkbox"/>
Contract Estimated Cost: _____	Contract Actual Cost: _____
Name of Proposer's Project Manager: _____	
2) Name of Client:	Reference Contact Person:
Telephone: _____	Email: _____
Project Title: _____	
Period of Performance: _____	Completed on Schedule: Yes <input type="checkbox"/> , No <input type="checkbox"/>
Contract Estimated Cost: _____	Contract Actual Cost: _____
Name of Proposer's Project Manager: _____	
3) Name of Client:	Reference Contact Person:
Telephone: _____	Email: _____
Project Title: _____	
Period of Performance: _____	Completed on Schedule: Yes <input type="checkbox"/> , No <input type="checkbox"/>
Contract Estimated Cost: _____	Contract Actual Cost: _____
Name of Proposer's Project Manager: _____	

ATTACHMENT A - PROPOSAL COVER SHEET

Part II - Proposer Certifications

By signing below, the authorized representative on behalf of Proposer certifies that:

1. Proposer agrees to and shall comply with the terms and conditions of the sample contract associated with this RFP and all requirements, specifications and terms and conditions contained within the RFP. Proposer acknowledges receipt of any and all Addenda to this RFP.
2. All contents of the Proposal (including any other forms or documentation, if required under this RFP) and this Proposal Cover Sheet, are truthful and accurate and have been prepared independently from all other Proposers, and without collusion, fraud, or other dishonesty. No attempt has been made or will be made by Proposer to induce any other person to submit or not submit a Proposal. Proposer understands that any statement or representation it makes, in response to this solicitation, if determined to be false or fraudulent, a misrepresentation, or inaccurate because of the omission of material information could result in a "claim" {as defined by the **Oregon False Claims Act**, ORS 180.750(1)}, made under the resulting Contract being a "false claim" {ORS 180.750(2)} subject to the Oregon False Claims Act, ORS 180.750 to 180.785, and to any liabilities or penalties associated with the making of a false claim under that Act.
3. Proposal is a firm offer for 180 days following the Proposal Due Date.
4. Proposer has available the appropriate material, equipment, facility and personnel resources and expertise, or ability to obtain the resources and expertise, necessary to demonstrate the capability of the firm to meet all contractual responsibilities.
5. Proposer has not been notified within the last 3-year period of any delinquent Federal, State or local taxes in an amount that exceeds \$3,000 for which the liability remains unsatisfied.
6. Proposer, its principals and major subcontractors (major subcontractor is defined as receiving 10% or more of the total Contract amount) have not presently, or within the last 3 years, been convicted of, indicted for, or otherwise criminally or civilly charged by a governmental entity with the commission of fraud or a criminal offense in connection with obtaining, attempting to obtain, or performing a public (Federal, state, or local) contract or subcontract; violation of federal or state antitrust statutes relating to the submission of bids or Proposals; or commission of embezzlement, theft, forgery, bribery, falsification or destruction of records, making false statements, tax evasion, or receiving stolen property.
7. Proposer has not and will not discriminate in its employment practices with regard to race, creed, age, religious affiliation, sex, disability, sexual orientation or national origin. And, pursuant to ORS 279A.110, Proposer has not and Proposer will not discriminate against a subcontractor in the awarding of a subcontract because the subcontractor is a disadvantaged business enterprise, a minority-owned business, a woman-owned business, a business that a service-disabled veteran owns or an emerging small business certified under ORS 200.055.
8. Proposer's employees and agents are not included on the list entitled "Specially Designated Nationals and Blocked Persons" maintained by the Office of Foreign Assets Control of the United States Department of the Treasury and currently found at <https://www.treasury.gov/resource-center/sanctions/SDN-List/Pages/default.aspx>
9. Proposer and its Principals, and any of its prospective subcontractors for this award are not presently debarred, suspended, disqualified, proposed for debarment or declared ineligible for the award of contracts by any federal agency or agency of the State of Oregon, and does not have an Active Exclusion on the System for Award Management (SAM) which is available at <https://sam.gov/>.
10. Proposer, acting through its authorized representative, has read and understands the RFP instructions, specifications, and terms and conditions contained within the RFP (including the sample contract) and all Addenda, if any. The Proposal submitted is in response to the specific language contained in the RFP, and Proposer has made no assumptions based upon either (a) verbal or written statements not contained in the RFP, or (b) a previously-issued RFP, if any.

Signature: _____ Date: _____
(President or Authorized Representative of Proposer)

Print Name: _____ Title: _____

ATTACHMENT B - STATEMENT of WORK

A. PROJECT DESCRIPTION and OVERVIEW of SERVICES

Lane Council of Governments (herein after referred to as “Agency”) is inviting Proposals to provide the Safe Lane Transportation Coalition (“SLTC”) with marketing services focused on two regional transportation safety education campaigns over a three-year period. The SLTC is a collaborative group of individuals, organizations, and governmental agencies working to reduce fatalities and severe injury crashes in Lane County. The coalition utilizes the strengths and resources of its member’s organizations to establish transportation safety policies, programs, and practices. The SLTC adopts a harm reduction approach and implements strategies that address speed reduction, DUII prevention, and traffic safety education and outreach.

Speeding and impaired driving related crashes are a public safety concern for Lane County. Fatalities and severe life altering injuries that result from speeding and DUIIs are preventable, yet our community has accepted them as unavoidable. The most recent 5-year rolling data (2016-2020) shows that, on average, 5 speeding and 3 impaired driving involved fatalities occurred in the Central Lane Metropolitan area annually, while an additional 9 speeding and 6 impaired driving involved fatalities occurred elsewhere in Lane County. To stop preventable transportation related deaths, the community’s concept of acceptable driving behavior must change. The SLTC aims to create distinct, but parallel, transportation safety education campaigns that address transportation safety issues in Lane County.

Safe Lane Transportation Coalition’s primary transportation safety areas include the following:

1. **Speed Reduction Work Area** - Speeding is the leading contributing factor in fatal crashes in Lane County and a leading contributing factor in severe injury collisions.
2. **DUII Prevention Work Area** - Crashes from DUIIs are a primary cause of death in Lane County. As the access of mind-altering substances increases, the problem will keep growing through our community.
3. **Traffic Safety Education and Outreach Work Area** - Provide education on safety topics (including but not limited to sharing the road, youth biking training, distracted driving, infrastructure, etc.) to influence community members to make responsible transportation choices.

Safe Lane Transportation Coalition is committed to building a transportation network that is safe, inclusive, and equitable for all people consistent with the following definitions:

- An equitable transportation system as one that support transportation options that are affordable, sustainable, safe, and easy to use; is accessible to all populations; and provides decision-making processes that incorporate inclusive public engagement.
- The World Health Organization defines equity as “the absence of avoidable or remediable differences among groups of people, whether those groups are defined socially, economically, demographically or geographically.” Equity recognizes that members of underrepresented groups experience unique barriers on obtaining equal access to resources that maintain or improve health outcomes.

Transportation-disadvantaged populations are historically underrepresented decision-making processes, but often bare transportation burdens and other barriers to opportunity at disproportionate rates. These populations may have limited access to personal automobiles and be more reliant on walking, bicycling, and riding transit. In addition, these populations are often overrepresented among victims of collisions. For the purposes of this project, transportation-disadvantaged populations include:

- Youth
- Older adults
- Un-housed community members
- Low-income populations

- Black, Indigenous, and People of Color
- People with disabilities
- People with limited English proficiency

Description of the Project

The SLTC is requesting assistance in developing and marketing transportation safety education campaigns over a three-year period. Transportation safety education campaigns include, but are not limited to, DUII prevention and speed reduction throughout Lane County. The SLTC has developed the following frameworks for 1) a DUII prevention campaign and 2) a speed reduction campaign, and is seeking proposals to transform the frameworks into the following public safety campaigns:

DUII Prevention Campaign

The DUII prevention campaign normalizes not getting on a bike, walking in the roadway, and especially getting behind the wheel if alcohol or drugs have been consumed. Community members are to understand that if they are intoxicated or expect to be intoxicated, there are other options than getting behind the wheel and driving. Alternatives include designating a sober driver, hailing an Uber/Lyft/Taxi, or calling friends or family for a ride. There are two behavior changes this campaign addresses: 1) Community members understand that driving under the influence of alcohol and/or cannabis will severely increase the likelihood of causing harm to themselves, their family, and their community. 2) If community members are going to consume alcohol or cannabis, they are encouraged to make a plan for how they will get home safely. "Make a Plan" is the central idea and message this campaign aims to promote.

Speed Reduction Campaign

The speed reduction campaign normalizes driving a vehicle at a safe and responsible speed. Community members are to recognize the need for safe speed and choose to make their travel plans accordingly. There are two behavior changes this campaign addresses: 1) Community members understand that driving at excess speeds will severely increase the likelihood of crashing and causing life-altering harm to themselves, their family, and their community. 2) Community members choose to prioritize community safety, regardless of their personal desire to speed because they want to live in safe community.

Agency Responsibilities

Agency will be responsible for contract administration and coordination with SLTC.

B. STANDARDS and GENERAL REQUIREMENTS

1. RESERVE

2. Software and Format Requirements

Software standards and formats include but are not limited to the following:

- Each draft and final text-based or spreadsheet-based deliverable shall be provided in MS Office file formats (i.e., MS Word, Excel, etc.) and must be fully compatible with version used by Agency.
- Consultant shall submit draft and final deliverables in electronic format via e-mail (and hard copy if requested).
- Consultant shall also submit any graphic files accompanying reports separately in .jpg or .tif formats unless specified differently by Agency.

Consultant's software shall produce deliverables that are fully compatible, readable and useable by Agency software, requiring no modification or translation of Consultant's deliverables. No loss of data integrity or accuracy shall result from any transfer of data. Compressed data shall be in a "self-expanding executable" format. Additional format requirements may be listed elsewhere in the Statement of Work or in the Contract.

3. **Professional Licenses, Registrations and Qualifications**

- Agency may require Consultant's Personnel to demonstrate a competency in the particular area/discipline to which they are assigned. This may include, but is not limited to, submittal of license number, resume, and work samples from previously completed projects.

4. **RESERVED**

5. **RESERVED**

6. **RESERVED**

C. **REVIEW, COMMENT and SCHEDULE OVERVIEW**

- Consultant shall coordinate with Agency staff as necessary and shall revise draft deliverables to incorporate draft review comments.
- Consultant shall incorporate comments within 10 business days from receipt by Agency and return the revised deliverables to Agency staff, unless a different timeframe is specified for specific tasks or otherwise agreed to in writing by Agency.

D. **PROJECT COOPERATION**

Consultant shall only be responsible for those obligations and deliverables identified as being assigned to Consultant (or its subconsultants) in this Contract and the Statement of Work. All work assigned to other entities, other than subconsultants, is not subject to this Contract, but shall be the subject of separate Intergovernmental Agreements or contracts which will contain the obligations of those entities. Any tasks or deliverables assigned to a subconsultant shall be construed as being the responsibility of Consultant. Any Consultant tasks or deliverables which are contingent upon receiving information, resources, assistance, or cooperation in any way from another entity (other than subconsultants) as described in this Statement of Work shall be subject to the following guidelines:

- a. At the first indication of non-cooperation, Consultant shall provide written notice to Agency's Project Manager (APM) of the specific acts or inaction indicating non-cooperation and of any deliverables that may be delayed due to such lack of cooperation by other entities referenced in the Statement of Work.
- b. APM shall contact the non-cooperative entity/s to discuss the matter and attempt to correct the problem and expedite items determined to be delaying Consultant/project.

If Consultant has followed the notification process described in section "a", and delinquency or delay of any deliverable is found to be a result of the failure of other referenced entities to provide information, resources, assistance, or cooperation, as described in the Statement of Work, Consultant will not be found in breach or default with respect to delinquencies beyond any reasonable control of Consultant; nor shall Consultant be assessed or liable for any damages arising as a result of such delinquencies. Neither shall Agency be responsible or liable for any damages to Consultant as the result of such non-cooperation by other entities. Agency's Contract Administrator will negotiate with Consultant in the best interest of the government, and may revise the delivery schedule to allow for delinquencies beyond any reasonable control of Consultant. Revised delivery dates beyond the expiration date require an amendment to the Contract.

E. **TASKS, DELIVERABLES and SCHEDULE**

Task 1: Review Current Transportation Safety Programs and Policies

Consultant shall coordinate with Safe Lane Transportation Coalition to conduct one kick-off meeting to: 1) Gain an understanding of SLTC, SLTC projects, transportation safety topics and review relevant data that includes, but not limited to, Driving Under the Influence/Impaired Prevention and Speed Reduction. 2) Become familiar with regional transportation safety polices that include, but are not limited to, Central

Lane Metropolitan Planning Organization Transportation Safety Action Plan, City of Eugene’s Vision Zero Action Plan, and Lane County’s Transportation Safety Action Plan.

Consultant shall develop a draft Strategic Plan addressing each identified transportation safety topic and their target market. Consultant shall incorporate an equity framework into the strategic plan that meets the expectations of the Statement of Work.

Consultant Deliverable:

- One kick-off meeting with SLTC within 14 days following NTP
- Draft strategic plan within 4 weeks following the kickoff meeting
- Final strategic plan within 2 weeks following receiving feedback of draft Strategic Plan

Quantity Estimate:

- 1 Kick-off meeting
- 1 Draft strategic plan
- 1 Final strategic plan

Task 2: Communication Planning

Based on the Strategic Plan from Task 1, Consultant shall coordinate with SLTC to develop a comprehensive and coordinated public information and education communication effort for the duration of three years, based on social norming principles for each identified transportation safety topic.

Safe Lane Transportation Coalition will recruit and schedule two focus groups, while the Consultant shall conduct the 2 focus groups to understand community members attitudes, feelings, beliefs, and reactions to transportation safety messaging.

All elements of the communication plan shall incorporate diversity, equity, and inclusion. Communication Plan may include, but is not limited to:

- Assistance developing campaign messages
- Assistance developing outreach tools and collateral (e.g., graphic designs, printed materials)
- Assistance identifying public engagement and outreach strategies (e.g., outdoor media, social media, audio public service announcements, earned media campaign)
- Campaign timelines and platforms recommendations (e.g., professional guidance)
- Messages that are culturally competent and relevant to the intended audience, and accessible in formats for transportation-disadvantaged populations.

Consultant Deliverable:

- Conduct focus groups
- Communication plan within 5 of weeks following the last focus group

Quantity Estimate:

- 2 Focus group
- 1 Communication plan

Task 3: Graphic Design

As identified in Task 2, Consultant shall design, develop, and provide a graphic design representing each transportation safety campaign in English and culturally competent translations in Spanish. Graphics shall represent Lane County’s racial and ethnic makeup. Ensure designs incorporate transportation-disadvantaged populations, when applicable, to keep their safety in mind.

Consultant Deliverable:

- Graphic designs in English and Spanish for each transportation safety campaign

Annual Quantity Estimate:

- 2 Graphic designs in English
- 2 Graphic designs in Spanish

Task 4: Printed Material

As identified in Task 2, Consultant shall develop and provide digital outreach materials for each safety campaign in English and culturally competent translations in Spanish. Materials may include, but are not limited to, brochures and posters with artwork. Brochures designed to display in a minimum of 8½ x 11 inch size, and posters of a minimum of 11 x 17 inches. The sizes may be changed by consultant with pre-approval by SLTC. Ensure materials are accessible to people with vision impairments (e.g., large print materials, color blind friendly).

Consultant Deliverable:

- Brochures in English and Spanish for each transportation safety campaign
- Posters in English and Spanish for each transportation safety campaign

Annual Quantity Estimate:

- 2 Brochures in English
- 2 Brochures in Spanish
- 2 Posters in English
- 2 Posters in Spanish

Task 5: Outdoor Media

As identified in Task 2, Consultant shall design, develop, provide, and distribute outdoor media for a minimum of one month. The outdoor media postings must be two colors or more, prioritize available public service announcement space such as billboards, or similar advertising.

Consultant Deliverable:

- Outdoor media for each transportation safety campaign

Annual Quantity Estimate:

- 2 Outdoor media campaigns

Task 6: Social Media

As identified in Task 2, Consultant shall design, develop, and provide targeted social media content for multiple platforms in English and Spanish. Safe Lane Transportation Coalition and partner social media channels include Facebook, Instagram, and YouTube. A portion of the creative content such as videos, graphic art and photos, may be provided by SLTC.

Consultant Deliverable:

- Social media content in English and Spanish for each transportation safety campaign

Annual Quantity Estimate:

- 2 Social media campaigns in English
- 2 Social media campaigns in Spanish

Task 7: Radio Public Service Announcements

As identified in Task 2, Consultant shall design and develop radio public safety announcements (“PSAs”) for transportation safety campaigns in English and Spanish. Proposers shall generate and distribute PSAs to Lane County cable, broadcast, radio media, Spotify, Pandora, etc. The cost of the PSAs must

include talent fees for one year of broadcast and distribution, and allow for perpetual archival and educational display, presentation, and use. Identify Spanish-speaking audiences and media.

Consultant Deliverable:

- Audio PSAs in English and Spanish

Annual Quantity Estimate:

- 1 Audio PSA in English
- 1 Audio PSA in Spanish

Task 8: Earned Media Campaign

As identified in Task 2, Consultant shall develop compelling, concise, relevant, and culturally competent messages for each identified transportation safety topic that could earn media coverage for print, social, and electronic media throughout Lane County.

Consultant Deliverable:

- Press release for each transportation safety campaign
- Earned media coverage for each transportation safety campaign

Annual Quantity Estimate:

- 2 Press release
- 2 Earned media campaigns

Resources

Website: <https://safelanecoalition.org/>

Facebook: <https://www.facebook.com/SafeLaneCoalition>

ATTACHMENT C - SAMPLE CONTRACT

The Sample Contract (including its terms, conditions and Exhibits) is not physically attached but incorporated into this RFP with the same force and effect as though fully set forth herein.

Attachment C is available as a separate file posted with this RFP at the following Web address: <https://www.lcog.org/transportation/page/safe-lane-coalition-marketing-campaign> or may be requested by email from the Purchaser/Single Point of Contact listed on page 1 of this RFP.