



Baltimore Metropolitan Council

## REQUEST FOR PROPOSALS

Project

# Baltimore Regional Traffic Safety Campaign – Phase II

**Due Date:**

August 31, 2009

**Submit Qualifications to:**

Baltimore Metropolitan Council  
ATTN: Bala Akundi  
2700 Lighthouse Point East, Suite 310  
Baltimore, MD 21224

**Contact for More Information:**

Stephanie Yanovitz  
Telephone: 410-732-0500 x 1055  
E-mail: [syanovitz@baltometro.org](mailto:syanovitz@baltometro.org)

## **Table of Contents**

I. Introduction

II. Purpose

III. Scope of Work

### **PROPOSAL CONTENT**

Technical Proposal

Cost Proposal

### **SUBMISSION OF PROPOSAL**

### **CONSULTANT SELECTION CRITERIA**

### **MANDATORY STATEMENTS**

## **I. INTRODUCTION**

The Baltimore Metropolitan Council (BMC) is a private nonprofit organization committed to identifying regional interests and developing collaborative strategies through plans and programs which will improve the quality of life and economic vitality throughout the region. Our Board of Directors includes the Mayor of Baltimore City, the County Executives of Anne Arundel, Baltimore, Harford and Howard counties, and a Carroll County Commissioner.



The work of BMC staff includes transportation forecasting and analysis, economic and demographic research, computer mapping applications, air and water quality programs, cooperative purchasing, and rideshare coordination. In addition, BMC staff provides technical support to the **Baltimore Regional Transportation Board (BRTB)**.

The BRTB is the designated Metropolitan Planning Organization (MPO) for the Baltimore region. It consists of representatives from Baltimore City, Anne Arundel County, Baltimore County, Carroll County, Harford County, and Howard County, plus the City of Annapolis, the Maryland Department of Transportation, the Maryland Department of the Environment, and the Maryland Department of Planning.

## **II. PURPOSE**

To promote safety in the region, the BRTB initiated a “**Regional Safety Campaign**” in 2007 that would involve the region’s elected officials, local Public Information Officers (PIOs), State Highway Administration (SHA)/Maryland Department of Transportation (MDOT), and other stakeholders. The first phase of the safety campaign was completed in June 2008 with the unveiling of a series of radio spots aimed at the parents of teenagers at a high-profile press event. Information about this campaign can be found at [www.drivesafebaltimore.com](http://www.drivesafebaltimore.com).

On behalf of the BRTB, the BMC is seeking the services of a qualified public relations

consultant or consultant team to continue and expand the regional safety campaign initiated in 2007. The following sections provide the scope of work for this project:

### **III. Scope of Work**

It is anticipated that the selected consultant will be a full service communications firm with the ability to develop and implement a comprehensive public outreach and education campaign, to improve safety in the Baltimore region.

1. Work with BMC staff and the Regional Safety Subcommittee to develop a comprehensive media campaign to promote safety in the region.
2. Safety messages and other outreach material to include multiple emphasis areas including **aggressive driving, impaired driving, intersection safety, motorcycles, and young drivers**. BMC staff and the Regional Safety Subcommittee will determine priority areas for implementation during FY 2010.
3. The consultant shall develop new traffic safety public education and outreach campaign materials including development of creative concepts, a graphic identity and slogans.
  - The consultant shall justify to BMC the choice of the campaign creative concepts and the range of outreach activities recommended. Final selection and approval of the campaign will be made by BMC.
  - The consultant must develop or revise and implement the campaign elements, as approved by BMC, including, but not limited to: print, radio, and television ads, public service announcements, posters, brochures, flyers, bus cards, bus backs, and other campaign elements.
  - One or more campaign media may not be developed, revised, or executed if BMC determines it is not cost-effective, in order to focus resources on the more cost-effective media.
  - The consultant shall provide all goods and services necessary to design, execute, and place advertising and promotions, including, but not limited to providing typesetting, graphic design, printing, and securing of all supplies.
4. The consultant shall assist BMC in promoting regional cooperation on this project. The consultant shall propose ways to promote regional cooperation and participation.

5. The timing and content of the campaign should take into account, and benefit from, ongoing safety activities. BMC shall provide assistance to the consultant in coordinating these activities.

6. Develop Partnerships

- Recognizing the limits of what a comprehensive campaign can accomplish with the level of funding available, the consultant shall work to obtain additional resources by developing partnerships. The consultant shall seek both in-kind and financial contributions for the safety campaign.
- The consultant shall seek partnerships with other local and state groups and governments, federal agencies, and the media, as well as with business and volunteer organizations when BMC, in consultation with the consultant, determines that pursuing such partnerships would be cost-effective.
- Potential partners will be asked to endorse campaign objectives, distribute safety reminders to employees/members/customers, and provide monetary or other assistance. Possible organizations, agencies, community groups, and businesses that could be approached include transit operators, voluntary and service groups, retail businesses, large employers, health professionals, sites serving visitors, organizations serving minorities, ESOL classes, and commercial vehicle users.

7. Conduct Pre- and Post-Campaign Evaluations and Market Research

- The consultant shall develop and implement techniques for evaluating the effectiveness of the campaign in achieving the overall, intermediate, and short-term campaign objectives, assessing the quality of the materials used, and determining whether the campaign process and direction were successful. The consultant shall conduct both pre- and post-campaign surveys. The evaluation surveys must gauge the public's awareness of the targeted safety message(s) in the campaign, test themes and slogans, assess the best ways of reaching residents, and evaluate the effectiveness of the outreach and education campaign elements used. The evaluation shall gauge whether behavior has changed as a result of the campaign.
- The consultant shall propose and justify to BMC the type of evaluative methods it recommends. For any method proposed, the consultant shall describe the effectiveness and limitations of the evaluation

techniques, suggest timing to conduct the activities, and rate the techniques as to desirability.

- The consultant shall propose to BMC a method to include a representative sample of immigrants and non-English speaking populations in the evaluation surveys.
- As part of the evaluation, the consultant shall, during the course of the contract, maintain a status- or work-in-progress report as a record of all campaign activities, maintain materials and distribution lists, track the nature and extent of assistance received from governments and governments agencies, businesses and voluntary organizations, and track media cooperation and coverage obtained, estimating the value of free media coverage.

### **Consultant Qualifications**

- The BMC is seeking a full service communications firm with the ability to develop and implement a comprehensive public outreach and education campaign to improve safety in the Baltimore region.

## **PROPOSAL CONTENT**

The proposal should consist of two separate parts: (1) a Technical proposal; and, (2) 1 Cost Proposal (in a sealed envelope). They shall meet, at a minimum, the following requirements.

### **Technical Proposal**

The Technical proposal should contain the following:

- *Cover Letter* – signed by an executive with authority to commit the proposing firm and stating the period for which the proposal is valid.
- *Methodology* – describe how your firm would approach the items described in the scope of work.
- *Experience and Qualification* – qualifications with regard to the selection criteria identified in this RFP. Your summary should contain: (a) the information on projects of similar nature that you or your firm has completed, including brief descriptions, dates, and names of contact persons. Please include links to relevant work if possible, and (b) the resumes of proposed project manager and key team personnel.
- *Project Management* – Designation of a project manager and the responsibilities of the manager. Note that the resulting contract will require commitment of the specified staff. An outline showing estimated hours by each staff member by task shall be provided.
- *DBE Participation* – The program for assuring the maximum opportunity for participation by Disadvantaged Business Enterprises (DBEs) in accord with BMC's goals shall be presented. See the section of MANDATORY STATEMENTS for statement of DBE participation goals.
- *Other Information* – Any other material that the proposer wishes to provide.

### **Cost Proposal**

The Cost Proposal should be composed of two parts: Project Budget and Affidavits and Certifications.

*Project Budget.* When submitting your cost proposal, please address the items listed below.

- Provide your price quote as a fixed price in United States dollars. The price quote shall include the number of labor hours and cost by staff member and total hours and cost estimated for each task. Direct costs shall be itemized by category (e.g., media buy, online advertising, printing and reproduction, etc.) for the entire project. The contract type is anticipated as one-year, fixed price with partial payments paid based on task completion.
- *Affidavits and Certifications* – An original signed copy of Proposal Affidavit attached at the end of this RFP shall be included in the Cost Proposal.

- Proposals not meeting the above requirements will be rejected.

### **SUBMISSION OF QUALIFICATIONS**

All respondents shall submit **3 copies** of their technical proposal to:

Baltimore Metropolitan Council  
Attn: Bala Akundi  
2700 Lighthouse Point, Suite 310  
Baltimore, MD 21224-4774

The proposal must be received by BMC no later than 2:00 p.m. Eastern Daylight Time on **Monday, August 31, 2009**. Allow adequate time for mail or other carrier delivery. Proposals arriving after the deadline will not be accepted.

Please direct any questions to Stephanie Yanovitz by e-mail: [syanovitz@baltometro.org](mailto:syanovitz@baltometro.org) before **August 14, 2009**. Official answers to questions will be posted to the BMC web site ([www.baltometro.org](http://www.baltometro.org)) by **August 21, 2009**.

The BMC will not pay for the development and submission of proposals in response to this RFP. The BMC reserves the right to reject any proposals without cost or detriment to the BMC. BMC also reserves the right to cancel or reissue the RFP in whole or in part, and for any reason, at the discretion of the agency at any time prior to execution of the contract.

The Consultant shall not make changes in the specifics put forth in a proposal, including staff participation, without the prior written consent of the BMC.

### **TENTATIVE SCHEDULE**

RFP Issued:	July 22, 2009
Proposals Due:	August 31, 2009, 2:00 p.m. EDT
Consultant Selection:	September, 2009
Start of Work:	October, 2009
Completion of Work:	June 30, 2010

### **CONSULTANT SELECTION CRITERIA**

All proposals will be evaluated on the basis of technical merit and proposed cost. The evaluation of proposals will be conducted by a team to be designated by BMC. Evaluation team members may include members of the Regional Safety Subcommittee.

Technical merit includes work program and approach, as well as staff experience and qualifications. Teaming is permissible but the contract will be with a single prime

contractor.

The BMC reserves the right to negotiate with one or more respondents selected on the basis of the initial technical merit and proposed cost. Respondents may be asked to make personal appearances to provide additional information on proposals.

### **MANDATORY STATEMENTS**

#### **Public Information Act Notice**

Respondents should give specific attention to the identification of those portions of their proposals they deem to be confidential, proprietary information or trade secrets and provide any justification why such materials, upon request, should not be disclosed.

#### **Disadvantaged Business Enterprise Notice**

Disadvantaged business enterprises (DBEs) are encouraged to respond to this solicitation. It is the intent of the BMC that certified minority business enterprises and sub-contractors be given the opportunity to submit proposals to this RFP and will not be subject to discrimination on the basis of race, color, sex, or national origin in consideration for an award.

#### **Disadvantaged Business Enterprise Subcontract Participation Goal**

The Baltimore Metropolitan Council hereby notifies all respondents that in regard to any contracts entered into pursuant to this advertisement, MBEs and WBEs will be afforded full opportunity to submit expressions of interest in response to this notice and will not be subject to discrimination on the basis of race, color, sex or national origin, in consideration for an award.

It is the goal of the BMC that certified businesses participate in all federal-aid contracts. A DBE subcontract participation goal of **twenty (20) percent** of the total contract amount has been established for this procurement. Proposers must make a good faith effort to meet this goal. All offers submitted in response to this RFP must include a statement specifying the Maryland Department of Transportation (MDOT) has certified the DBE or DBEs utilized to meet this requirement. If the DBE has not been certified by MDOT but has been certified by other state transportation agencies receiving federal funding, the name of the agency should be included in the proposal. The BMC reserves the option to accept this certification in lieu of MDOT certification.

## **Required Terms and Conditions**

The following terms and conditions are required in contracts executed by the BMC.

- Parties to the Contract
- Scope of the Contract
- Compensation and Method of Payment
- Non-Hiring of Employees
- Disputes
- Maryland Law Prevails
- Non-Discrimination in Employment
- Contingent Fee Prohibition
- Multi-Year Contracts Contingent Upon Appropriations
- Termination for Default
- Termination for Convenience
- Delays and Extensions of Time
- Liquidated Damages
- Suspension of Work
- Retention of Records
- Compliance with Laws
- Truth in Negotiation Certification
- Contract Affidavit
- Insurance Coverage

---

**PROPOSAL AFFIDAVIT**

**A. (ANTI-BRIBERY AFFIRMATION). I HEREBY CERTIFY THAT**

(1) I am the (title) \_\_\_\_\_ and the duly authorized representative of (vendor) \_\_\_\_\_ and that I possess the legal authority to make this Affidavit on behalf of myself and the vendor for which I am acting.

(2) Except as described in paragraph 3 below, neither I, nor to the best of my knowledge, information, and belief, the above vendor, nor any of its officers, directors, or partners, nor any of its employees directly involved in obtaining contracts with the State or any county, bi-county, multicounty agency or subdivision of the State has been convicted of, or has pleaded nolo contendere to a charge of, or has during the course of an official investigation or other proceeding, admitted in writing or under oath acts or omissions committed after July 1, 1977, which constitute bribery, attempted bribery, or conspiracy to bribe under the provisions of Article 27 of the Annotated Code of Maryland or under the laws of any state or federal government.

(3) State "none" or, as appropriate, list any conviction, plea or admission described in paragraph 2 above, with the date; court official, or administrative body; and the sentence or disposition, if any:

\_\_\_\_\_.

(4) I ACKNOWLEDGE THAT this Affidavit is to be furnished to the Procurement Officer, and may be furnished to the Attorney General pursuant to Sections 16-201, et seq., of the State Finance and Procurement Article of the Annotated Code of Maryland. I acknowledge that if the representations set forth in this Affidavit are not true and correct, the Council may terminate any contract awarded and take any other appropriate action.

**B. (NON-COLLUSION AFFIRMATION). I HEREBY FURTHER AFFIRM THAT**

neither I nor, to the best of my knowledge, information and belief, the above firm nor any of its other representatives I here represent have:

(1) Agreed, conspired, connived or colluded to produce a deceptive show of competition in the compilation of the bid or offer being submitted herewith;

(2) In any manner, directly, or indirectly, entered into any agreement, participated in any collusion to fix the bid price or price proposal of the bidder or respondent herein or any competitor, or otherwise taken any action in restraint of free competitive bidding in connection with the contract for which the within bid or offer is submitted.

---

**C. (PROCUREMENT AFFIRMATION). I HEREBY FURTHER AFFIRM THAT**

(1) Neither the above business nor, to the best of my knowledge, information, and belief, any officer, controlling stockholders, partner, principal, or other person substantially involved in the contracting activities of the business has in the past five (5) years: (a) been convicted under state or federal statute of a criminal offense incident to obtaining or attempting to obtain or performing a public or private contract, fraud, embezzlement, theft, forgery, falsification or destruction of records, or receiving stolen property; (b) been found civilly liable under state or federal antitrust statutes for acts or omissions in connection with the submission of bids or proposals for a public or private contract; (c) been convicted of any violation of a state or federal antitrust statute; (d) been convicted under the provisions of Title 18 of the United States Code for violation of the Racketeer Influenced and Corrupt Organizations Act, 18 USC Section 1961 et seq.; or (e) the Mail Fraud Act, 18 USC Section 1341 et seq., for acts arising out of the submissions that would constitute grounds for conviction or liability under any statute described above. Also, the undersigned vendor was not founded or established or is not operated in a manner designed to evade the application or defeat the purpose of the Debarment Regulations, COMAR 21.08; is not currently suspended or debarred pursuant to COMAR 21.08 or by the action of any other public entity; and is not a successor, assignee, subsidiary, or affiliate of a suspended or debarred business.

(2)

(a) If the affirmation described in subsection (1) cannot be given and debarment proceedings have not been instituted against the business pursuant to COMAR 21.08, indicate the reasons why the affirmation cannot be given, including any conviction or admission described in subsection (1), above, with the date, court and sentence or disposition, if any; the name(s) of the person(s) involved, and their current positions and responsibilities with the business; the activity specified in COMAR 21.08 in which each person was involved; and the details of the person's participation in the activity, including the name(s) of an entity involved and the person's positions and responsibilities with the entity. (Attach additional sheets as necessary.)

---

---

(b) If the affirmation described in subsection (1) cannot be given, and debarment proceedings have been instituted against the business pursuant to COMAR 21.08, indicate the status of such proceedings.

**I ACKNOWLEDGE THAT** this Affidavit is to be furnished to the Procurement Officer and may be distributed to units of: (1) the State of Maryland; (2) counties or other subdivisions of the State of Maryland; (3) other states; and (4) the federal government. I further acknowledge that this Affidavit is subject to applicable laws of the United States and the State of Maryland, both criminal and civil, and that nothing in this Affidavit or any contract resulting from the submission of this bid or proposal shall be construed to supersede, amend, modify or waive, on behalf of the State of Maryland or any unit of the State of Maryland having jurisdiction, the exercise of any statutory right or remedy conferred by the Constitution and the laws of Maryland in respect to any misrepresentation made or any violation of the obligations, terms and covenants undertaken by the above firm in respect to (1) this Affidavit, (2) the contract, and (3) other Affidavits comprising part of the contract.

**I DO SOLEMNLY DECLARE AND AFFIRM UNDER THE PENALTIES OF PERJURY THAT THE CONTENTS OF THIS AFFIDAVIT ARE TRUE AND CORRECT TO THE BEST OF MY KNOWLEDGE, INFORMATION, AND BELIEF.**

(Date)

\_\_\_\_\_  
(Affidavit)