



## REQUEST FOR PROPOSALS

Project

### REGIONAL STREET SMART SAFETY CAMPAIGN

**Due Date:**

December 2, 2011  
2:00 PM EST

**Submit Proposals to:**

Baltimore Metropolitan Council  
ATTN: Bala Akundi  
Offices at McHenry Row  
1500 Whetstone Way, Suite 300  
Baltimore, Maryland 21230-4767

**Contact for More Information:**

Bala Akundi  
E-mail: [bakundi@baltometro.org](mailto:bakundi@baltometro.org)

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## **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 designated 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, the Maryland Transit Administration and the Maryland Department of Planning.

## **II. PURPOSE AND BACKGROUND**

The Baltimore region averages 1,700 pedestrian and 500 bicycle crashes each year, resulting in an average of 52 fatalities per year. In 2009, 44 pedestrians were killed in motor vehicle crashes. The Baltimore region represents 39% of the total fatalities and more than half the crashes and injuries across our state. Thirty-four percent of all pedestrian and bicycle crashes in Maryland occur in Baltimore City.

Street Smart is an annual public education, awareness and behavioral change campaign in the Baltimore-Washington regions. The program emphasizes education of

motorists and pedestrians through mass media. In addition, Street Smart is aimed at directing local enforcement to locations where enforcement can raise the awareness of the rights and responsibilities of drivers, pedestrians, and bicyclists to look out for one another on the roadway. The program is meant to complement, not replace, the efforts of state and local governments and agencies to build safer streets and sidewalks, enforce laws, and train better drivers, cyclists, and pedestrians.

The goals of the campaign are to change motorist, pedestrian and bicyclist behavior, and reduce pedestrian and bicyclist deaths and injuries, by:

1. Increasing public awareness and education of drivers, pedestrians, and bicyclists about safe usage of roadways, specifically in high crash corridors, to help reduce the number of pedestrian and bicycle injuries and deaths.
2. Coordinating and supporting intensive region-wide enforcement of pedestrian and bicyclist traffic safety laws – and making drivers, pedestrians, and cyclists aware of enforcement.
3. Building on awareness of pedestrian/bicycle traffic safety issues that have been established in prior campaigns in order to change behaviors.
4. Developing a program that can be easily replicated by other localities that want to decrease pedestrian and bicycle injuries and fatalities.

The 2011 Street Smart Campaign was launched in late June in Baltimore City and Howard County with a press event in Columbia featuring County Executive Ken Ulman, Howard County Police Chief William McMahon and representatives from the Maryland Department of Transportation, the Baltimore Metropolitan Council and Bicycle Advocates of Howard County. The campaign included the following activities/forms of outreach:

1. Banners over several high pedestrian density locations in Baltimore City
2. Increased law enforcement at various times in several locations across the region
3. Highly visible street teams with hand held billboards around high intensity crash locations in Baltimore City and Howard County
4. Bike to the Ballpark sponsorship
5. Radio and Television spots
6. Outdoor media (billboards and transit ads)
7. Internet advertising
8. Print media

A campaign summary report can be found at [www.drivesafebaltimore.com](http://www.drivesafebaltimore.com) (under related links in the left column).

### **III. SCOPE OF WORK**

#### **General Requirements**

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 pedestrian and bicyclist safety in the Baltimore region.

#### **Campaign Objectives**

1. Increase public awareness of pedestrian and bicyclist safety issues and help reduce the number of injuries and deaths in the region. The target audience for this campaign includes pedestrians, bicyclists, drivers, transit riders, and tourists.
2. Improve highway and transit user behavior to reduce the incidence of crashes, injuries and deaths through increased public awareness and education in conjunction with increased law enforcement.
3. Evaluate the campaign by conducting pre- and post-campaign surveys to determine public awareness and attitudes toward safety and to measure the change in awareness and attitudes as well as driving behavior that may result from the campaign.
4. Provide material that can be used by local governments in their own publications, local cable channels, etc.

#### **Tasks**

##### **1. Implement Street Smart Safety Campaign**

- A. The consultant shall use existing Street Smart campaign materials including creative concepts, graphic identity, and slogans. This campaign is being funded by a grant from the Maryland Highway Safety Office (MHSO) who owns the creative rights to the existing campaign material.
- B. If necessary, the consultant shall modify or revise the campaign elements, as approved by BMC and the Regional Street Smart Steering Committee, including, but not limited to: print, radio, and television ads, public service announcements, posters, brochures, flyers, bus cards, bus backs, and other campaign elements.
- C. The consultant will work with the Regional Street Smart Steering Committee to identify specific area(s) to be targeted for safety campaign using a data driven approach. Data will be provided by BMC, the Maryland Highway Safety Office (MHSO), local jurisdictions and law enforcement.

- D. The consultant shall propose effective ways to launch the campaign and get media coverage. It may include a press event featuring the region's elected officials.
- E. The consultant shall develop a work plan with a timeline for the completion of all tasks. The consultant shall adhere to the schedule outlined in the approved work plan, unless changes to the work plan are approved by BMC.
- F. The consultant shall develop a plan that maximizes the use of free media through highly visible events. The consultant shall use free media to the greatest extent possible, including negotiating free matching advertising time.
- G. The consultant shall assist BMC in promoting regional cooperation on this project. The consultant shall propose ways to promote regional cooperation and participation. The consultant may be requested to make a presentation to the BRTB and/or its safety subcommittee.
- H. 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.
- I. The consultant shall assist BMC in developing/hosting a new Street Smart web site and the use of social media.

## 2. 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 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.

## **PROPOSAL CONTENT**

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

### **Qualifications/Proposal**

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 pedestrian and bicyclist safety in the Baltimore region.

The Qualifications/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.
- *Suggested Work Program* – A discussion of each task to be undertaken, how it will be performed and suggested approach to maximize outreach and campaign effectiveness. Proposers may add or subdivide the tasks as necessary to fully describe their approach to the work. An overall schedule of work should be developed.
- *Experience and Qualification* – Please list your qualifications with regard to the selection criteria identified in this RFQ. 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.* The current budget identified to complete this effort is described below. When submitting your cost proposal, please address the items listed below:

- The maximum amount of funding available for FY 2012 is \$200,000. This includes staff labor hours and direct costs for media placement, surveys, reports, etc. At the discretion of the BMC and contingent on continued funding support for this campaign, the contract may be extended beyond FY 2012 in 1-year increments, not to exceed three.
- 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., PSA placement, online advertising, banners, billboards, etc.) for the entire project. The contract type is anticipated as 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 PROPOSAL**

All respondents shall submit **5 copies** of their qualifications/proposal and **3 copies** of the cost breakdown (separate envelope) to:

Baltimore Metropolitan Council  
Attn: Bala Akundi  
1500 Whetstone Way, Suite 300  
Baltimore, MD 21230-4767

The proposal must be received by BMC no later than 2:00 p.m. Eastern Standard Time on **Friday, December 2, 2011**. Allow adequate time for mail or other carrier delivery. Proposals arriving after the deadline will not be accepted. Please direct any questions to Bala Akundi by e-mail: [bakundi@baltometro.org](mailto:bakundi@baltometro.org) by November 16, 2011. Responses will be posted on the BMC web site at <http://www.baltometro.org/whats-new/requests-for-proposals>, by November 18, 2011.

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.

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**

RFQ Issued:	November 9, 2011
Proposals Due:	Friday, December 2, 2:00 p.m.
Consultant Selection:	December 2011
Start of Work:	January 2012
Completion of Work:	September 30, 2012

### **CONSULTANT SELECTION CRITERIA**

All proposals will be evaluated on the basis of qualifications/proposal and proposed cost breakdown. This is not a low-bid procurement. BMC staff along with members of the Street Smart working group will conduct the evaluation of proposals. The contract executed shall not exceed \$200,000 in value. 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 evaluation. 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 24.5 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

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**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.)

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(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.

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**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)