



**Lake Havasu Metropolitan  
Planning Organization**  
900 London Bridge Road, Bldg. B  
Lake Havasu City, AZ 86404  
(928) 453-2823

24 January 2019

**Re: Request for Quotes**

Dear Media Provider:

The Lake Havasu Metropolitan Planning Organization (LHMPO) is requesting quotes on an upcoming project known as: **LHMPO Safe Driving Educational Campaign 2019**.

***Organization Background***

LHMPO is the designated Metropolitan Planning Organization (MPO) for the Lake Havasu City, Portions of Mohave County, and Arizona Department of Transportation. As the regional MPO, LHMPO provides the forum for local elected officials and transportation experts to plan multimodal infrastructure within the LHMPO Planning Boundary area. Simply put, we are a transportation planning organization and we also contribute to the management of mobility in the region. For additional information on LHMPO please visit our website at: [www.lhmppo.org](http://www.lhmppo.org)

***Project Background***

Part of LHMPO's role across the communities we serve is to facilitate safe and efficient transportation and mobility in our region. As a part of this mission, we participate in the elevation of awareness about distracted driving and speeding / aggressive driving through educational campaigns that reach a targeted demographic with relevant information and strategies to reduce these dangers on our local roadways. The educational campaign contemplated in this RFQ will further that objective by placing vital public service announcements in front of the demographic which most needs to see and hear the message that distracted and aggressive driving kills.

***Elements of Project***

Attached on page 3 and 4 are specific line item details for the project that should be quoted upon individually, and should also include a residual total for the project.

As part the LHMPO Safe Driving Educational Campaign 2019, we want to use various forms of media to do the following:

- Develop eight (8) :30 Video Ads to run over a 12-month period;
- Create a customized digital campaign that will utilize Facebook Newsfeed, Online Targeted Video Campaign Management, Targeted Display Advertising, and Cable TV Advertising;
- Run the Campaign for 12 months, using targeted analytics to determine conversions and ROI.

Please submit your quote by Thursday, February 7<sup>th</sup> at 2pm via email to: [GallegosV@lhcaz.gov](mailto:GallegosV@lhcaz.gov)  
All quotes will be reviewed utilizing specific scoring criteria for overall ability to deliver the project in relation to the cost. Please note a selection will not be made solely on the lowest quote. Submittal of your quote does not imply an award of project, only that it will be reviewed. All companies that submit a quote will be notified by close of business on Tuesday March 12, 2019 of the results.

I am available to discuss this project in greater detail, so please feel free to contact me via telephone or email as listed below.

Thank you,



Vincent Gallegos  
Director

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