



Notice of Request for Quotes

Lake Havasu Metropolitan Planning Organization

Safe Driving Educational Campaign 2019

Issued: January 24, 2019

Request for Quotes Due: Thursday, February 7, 2019 by 2:00 pm

ADOT Project# MPD176569.19-500

Issued by the Lake Havasu Metropolitan Planning Organization

REQUEST FOR QUOTES
Lake Havasu Metropolitan Planning Organization
Safe Driving 2019 Educational Campaign

The Lake Havasu Metropolitan Planning Organization (herein referred to as “LHMPO”) invites qualified firms to submit quotes with detailed costs per service requested per the scope of this RFQ, and including number of intervals or occurrences per service, to provide creative and professional services for a Safe Driving 2019 Educational Campaign.

Quotes will be received until 2:00 pm on Thursday, February 7, 2019, at the LHMPO office, 900 London Bridge Road, Lake Havasu City, AZ 86404.

Any quotes received on or after 2:00 pm on the above stated date will be returned and will not be considered. This is **NOT** a bid process and selection of the final contractor will not solely be based on cost. Submittals must conform to the prepared Scope of Work, which is attached and also available upon request from the LHMPO office at (928) 453-2823 or by email GallegosV@lhcaz.gov

LHMPO reserves the right to reject any and all quotes and assumes no liability for the cost of preparing a response to this request.

Quotes will be accepted by email to GallegosV@lhcaz.gov or via standard mail or courier, with the outside of the proposal envelope to indicate the name and address of respondent, and addressed to LHMPO, 900 London Bridge Road, Lake Havasu City, AZ 86404. Please note on the outside of the envelope or in the subject line of the email: **Request for Quotes: Safe Driving 2019 Educational Campaign.**

INTRODUCTION AND BACKGROUND

The Lake Havasu Metropolitan Planning Organization (LHMPO) invites qualified firms to submit in response to the Request for Quotes (RFQ) a delineated proposal to provide creative and professional services for the Safe Driving 2019 Educational Campaign (herein referenced as the “Campaign”). The Campaign is intended to provide the following:

Creative Services

Production of eight (8) :30 second Video Ads over a 12-Month Period – To include finalized scripts, confirmed shoot dates, and production of six (6) high-definition commercials to be used for targeted display, Facebook Newsfeed and Cable TV.

Contractor will produce six (8) commercials over a 12-month period.

Targeted Display Advertising

Development and management of a customized digital campaign that will allow Lake Havasu Metropolitan Planning Organization to meet its goals. The project will be broken down into the following targeted display services:

- **Facebook Newsfeed**
 - Contractor will work with LHMPO to place video on Facebook Newsfeed to drive the awareness of the dangers of distracted driving and / or speeding and aggressive driving. The Facebook audience is social networking.
- **Online Targeted Video Campaign Management** - Contractor will work with LHMPO to develop videos to fit LHMPO’s needs and budget, to include ongoing management of the campaign for 12 months, measurement of the results of LHMPO’s investment, and documentation of improvements to LHMPO’s conversion rate. Contractor will deliver a monthly performance report to LHMPO and recommend new strategies to increase performance and viewership. This campaign will promote safe driving in Mohave County, with particular attention to minimizing distracted driving and speeding aggressive driving.
- **Targeted Display Advertising** - Retargeting campaign for desktop, tablet and mobile devices with video ads, using a combination and blend of the following tactics:
 - **Geo-Targeting**- Using data to ensure that the ads appear in front of users in LHMPO’S service area: Country, State/Province, County, City, Zip/Postal Code and Radius.
 - **Site Retargeting**- Marketing to people who visit the LHMPO website.
 - **Keyword Contextual Targeting**- Marketing to those who are searching for our services. Based on the keywords they have searched, display of our ad to those who have performed searches relevant to our services.
 - **Category Contextual Targeting**- Marketing on sites where our visitors are likely to be. As users browse the web, showing them our ads as they surf sites that are categorically relevant to LHMPO’S services.
 - **Geo-Fencing**- Targeting based on our location.

INSTRUCTIONS

The Lake Havasu Metropolitan Planning Organization invites interested firms to submit written quotes relating to this solicitation. The LHMPO staff will evaluate each quote based upon the enclosed scoring

process. The quotes will be ranked based on the merits of the submitted proposals, and then the top ranked firm(s) will be selected.

The Lake Havasu Metropolitan Planning Organization reserves the right to reject any or all quotes and to make any award which it considers to be in the best interest of the region. This quote is not a commitment to initiate a contract for services and is not to be considered a bid for services based on lowest cost.

Specific federal language is required to be in all LHMPO contracts/professional services agreements and will be provided to the selected firm during development of the final contract.

WITHDRAWAL OF QUOTES

Quotes may be withdrawn by written notice received at any time prior to the award.

DELIVERABLES/SUBMITTALS

One (1) bound hard copy **OR** One (1) electronic copy (PREFERRED) of the cost quote to be received no later than **2:00 pm, Thursday, February 7, 2019**. Email submittals should be sent to GallegosV@lhcaz.gov and should the firm choose to submit a hard copy, the submittal should be addressed to:

Lake Havasu Metropolitan Planning Organization
900 London Bridge Road
Lake Havasu City, AZ 86404

Submitted proposals become the property of Lake Havasu Metropolitan Planning Organization and will not be returned.

RESPONSIBILITIES/COMPLIANCE

The Contractor shall comply with the Title VI Civil Rights Act of 1964, and Title 49, Code of Federal Regulations, part 21.

There is NO DBE GOAL associated with this project. Contractors must also maximize DBE participation in ADOT Federal-Aid funded contracts, make good faith efforts to meet any DBE goals stated in contract solicitations and must adhere to commitments made to utilize DBEs as indicated in the firm's submittal.

The Contractor shall comply with the Title VI Civil Rights Act of 1964, and Title 49, Code of Federal Regulations, part 21.

The Contractor shall comply with the FAST Act and applicable requirements.

LATE SUBMITTALS

Any quotes received after the exact time specified above will not be considered.

PREPARATION

Quote submittal of no more than five (5) printed 8 ½ x 11 **single sided** pages **not** including a front and/or back cover should be prepared providing a straightforward concise description of the Contractor's qualifications, team members and a detailed proposed cost by task and man hours to deliver the proposed work.

SIGNATURE AND REFERENCES

The quotes should be signed by the person in the Contractor's firm responsible for the decision as to the qualifications stated in the proposal. Quotes should also include references and contact information of the key staff and firm submitting the quote.

PREPARATION COSTS

All costs incurred for the quote preparation, presentation, or contract negotiations are the responsibility of the firm. LHMPO will not pay for any information solicited or received.

FUNDING

LHMPO is a designated Metropolitan Planning Organization (MPO) for Lake Havasu City, Arizona Urbanized Area and has been granted funds in accordance with Federal and State allocations. In support of the Campaign, LHMPO has budgeted Surface Transportation Program Block Grant ("STPBG") funding for planning activities as identified in accordance with the LHMPO Unified Planning Work Program.

ESTIMATED PROJECT SCHEDULE

Thursday January 24, 2019	Request for Quotes Distributed
Thursday February 7, 2019	Request for Quotes due to LHMPO by 2pm
Thursday February 19, 2019	LHMPO TAC contract recommendation
Tuesday March 12, 2019	LHMPO Executive Board contract approval
Wednesday March 13, 2019	Notice to proceed

REVIEW PROCESS

LHMPO Staff will evaluate quotes submitted for this project. Contractor selection will be based on a consensus approach utilizing the following criteria.

- 1) Specific experience of the Contractor and project staff in a Campaign of this type
- 2) Campaign approach
- 4) Campaign schedule
- 5) Cost proposal

After evaluation of the quotes, the top rated quote will be determined based upon a consensus of the LHMPO Staff. The LHMPO Executive Board/TAC will review the LHMPO Staff recommendation and then authorize the LHMPO Director to notify each candidate of the firm's rankings and meet with the top ranked firm for the purposes of negotiating a contract. If negotiations are unsuccessful, the LHMPO

Administrator will terminate negotiation efforts and open negotiations with the 2nd ranked firm. This process will continue until negotiations are successful or should the decision be made that an award cannot be made and the project is terminated.

Once a contract has been successfully negotiated with a Contractor, a contract will be required to be approved by the LHMPO Attorney and Executive Board.

LHMPO reserves the right to reject any and all proposals.

This is not a bidding process.

Appendix A

General Assurance

Lake Havasu Metropolitan Planning Organization (“LHMPO”) HEREBY AGREES THAT, as a condition to receiving any Federal financial assistance from the Arizona Department of Transportation that it will comply with Title VI of the Civil Rights Act of 1964, 78 Stat. 252, 42 U.S.C. 2000d-42 U.S.C. 2000d-4 (hereinafter referred to as the Act), and all requirements imposed by or pursuant to 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 – Effectuation of Title VI of the Civil Rights Act of 1964 (hereinafter referred to as the Regulations) and other pertinent directives, that no person in the United States shall, on the grounds of race, color, national origin, gender, age, or disability be excluded from participation in, be denied the benefits of, or be otherwise subjected to discrimination under any program or activity, and HEREBY GIVES ASSURANCE THAT it will promptly take any measures necessary to effectuate this agreement. This assurance is required by subsection 21.7 (a) (1) of the Regulations, a copy of which is attached.

Specific Assurances

Federal-aid Highway Program Assurance

More specifically and without limiting the above general assurance, the Lake Havasu Metropolitan Planning Organization hereby gives the following specific assurances with its Federal-aid Highway Program.

1. That agrees that each “program” and each “facility” as defined in subsections 21.23(e) and 21.23(b) of the Regulations, will be (with regard to a “program”) conducted, or will be (with regard to a “facility”) operated in compliance with all requirements imposed by, or pursuant to, the Regulations.
2. That the Lake Havasu Metropolitan Planning Organization shall insert the following notifications in all solicitations for bids for work or material subject to the Regulations and made in connection with all Federal-aid Highway Programs and, in adapted form in all proposals for negotiated agreements:

The Lake Havasu Metropolitan Planning Organization, in accordance with Title VI of the Civil Rights Act of 1964, 78 Stat. 252, 42 U.S.C. 2000d-42 U.S.C. 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 bidders that it will affirmatively insure that in any contract entered into pursuant to this advertisement, minority business enterprises will be afforded full opportunity to submit bids in response to this invitation and will not be discriminated against on the grounds of race, color, national origin, gender, age, or disability in consideration for an award.

3. That where the Lake Havasu Metropolitan Planning Organization receives Federal financial assistance to construct a facility, or part of a facility, the assurance shall extend to the entire facility and facilities operated in connection within.

4. That where the Lake Havasu Metropolitan Planning Organization receives Federal financial assistance in form, or for the acquisition of real property or an interest in real property, the assurance shall extend to rights to space on, over, or under such property.
5. That this assurance obligates the Lake Havasu Metropolitan Planning Organization for the period during which Federal financial assistance is extended to the program, except where the federal financial assistance is to provide, or is in the form of, personal property, or real property or interest therein or structures or improvements thereon, in which case the assurance obligates the Lake Havasu Metropolitan Planning Organization or any transferee for the longer of the following periods: (a) the period during which the property is used for a purpose for which the Federal financial assistance is extended, or for another purpose involving the provision of similar services or benefits; or (b) the period during which the Lake Havasu Metropolitan Planning Organization retains ownership or possession of the property.
6. The Lake Havasu Metropolitan Planning Organization shall provide for such methods of administration for the program as are found by the Secretary of Transportation or the official to whom he delegates specific authority to give reasonable guarantee that it, other recipients, subgrantees, contractors, Sub-Contractors, transferees, successors in interest, and other participants of Federal financial assistance under such program will comply with all requirements imposed or pursuant to the Act, the Regulations and this assurance.
7. The Lake Havasu Metropolitan Planning Organization agrees that the United States has right to seek judicial enforcement with regard to any matter arising under the Act, the Regulations, and this assurance.

DISADVANTAGED BUSINESS ENTERPRISES PROVISIONS

The Arizona Department of Transportation (hereinafter the Department) has established a Disadvantaged Business Enterprise (DBE) program in accordance with the regulations of the U.S. Department of Transportation (USDOT), 49 CFR Part 26. The Department has received Federal financial assistance from the U.S. Department of Transportation and as a condition of receiving this assistance, the Department has signed an assurance that it will comply with 49 CFR Part 26.

It is the policy of the Department to ensure that DBEs, as defined in Part 26, have an equal opportunity to receive and participate in USDOT-assisted contracts. It is also the policy of the Department:

1. To ensure nondiscrimination in the award and administration of USDOT-assisted contracts;
2. To create a level playing field on which DBEs can compete fairly for USDOT-assisted contracts;
3. To ensure that the DBE program is narrowly tailored in accordance with applicable law;
4. To ensure that only firms that fully meet 49 CFR Part 26 eligibility standards are counted as DBEs;
5. To help remove barriers to the participation of DBEs in USDOT-assisted contracts; and
6. To assist in the development of firms that can compete successfully in the market place outside the DBE program.

It is also the policy of the Department to facilitate and encourage participation of Small Business Concerns (SBCs) in USDOT-assisted contracts. The Contractor is encouraged to eliminate obstacles to contract performance by SBCs and to utilize SBCs when feasible

USDOT regulations require a recipient of federal funding and all of its subrecipients to implement an approved DBE Program that consists of establishing a statewide DBE utilization goal. The AGENCY as a subrecipient of the Department is required to follow the Department established DBE provisions.

Assurances of Non-Discrimination:

The Contractor, subrecipient, or Sub-Contractor shall not discriminate on the basis of race, color, sex or national origin in the performance of this contract. The Contractor shall carry out applicable requirements of 49 CFR Part 26 in the award and administration of contracts. Failure by the Contractor to carry out these requirements is a material breach of this contract, which may result in the termination of this contract or such other remedy as the state deems appropriate. The Contractor, subrecipient, or subconsulant shall ensure that all subcontract agreements contain this non-discrimination assurance.

Definitions:

(A) Disadvantaged Business Enterprise (DBE): a for-profit small business concern which meets both of the following requirements:

- (1)** Is at least 51 percent owned by one or more socially and economically disadvantaged individuals or, in the case of any publicly owned business, at least 51 percent of the stock is owned by one or more such individuals; and,
- (2)** Whose management and daily business operations are controlled by one or more of the socially and economically disadvantaged individuals who own it.

(B) Socially and Economically Disadvantaged Individuals: any individual who is a citizen (or lawfully admitted permanent resident) of the United States and who is:

- (1)** Any individual who is found to be a socially and economically disadvantaged individual on a case-by-case basis.
- (2)** Any individual in the following groups, members of which are rebuttably presumed to be socially and economically disadvantaged:
 - (i)** "Black Americans," which includes persons having origins in any of the Black racial groups of Africa;
 - (ii)** "Hispanic Americans," which includes persons of Mexican, Puerto Rican, Cuban, Central or South American, or other Spanish or Portuguese culture or origin, regardless of race;
 - (iii)** "Native Americans," which includes persons who are American Indians, Eskimos, Aleuts, or Native Hawaiians;
 - (iv)** "Asian-Pacific Americans," which includes persons whose origins are from Japan, China, Taiwan, Korea, Burma (Myanmar), Vietnam, Laos, Cambodia (Kampuchea), Thailand, Malaysia, Indonesia, the Philippines, Brunei, Samoa, Guam, the U.S. Trust Territories of the Pacific Islands (Republic of Palau), the Commonwealth of the Northern Marianas Islands, Macao, Fiji, Tonga, Kiribati, Tuvalu, Nauru, Federated States of Micronesia, or Hong Kong;
 - (v)** "Subcontinent Asian Americans," which includes persons whose origins are from India, Pakistan, Bangladesh, Bhutan, the Maldives Islands, Nepal or Sri Lanka;

- (vi) "Women;"
- (vii) Any additional groups whose members are designated as socially and economically disadvantaged by the Small Business Administration (SBA), at such time as the SBA designation becomes effective.

(D) **Non-DBE:** any firm that is not a DBE.

(E) **RACE-CONSCIOUS:** a measure or program is one that is focused specifically on assisting only DBEs, including women-owned DBEs.

(F) **RACE-NEUTRAL:** a measure or program is one that is, or can be, used to assist all small businesses. For the purposes of this part, race-neutral includes gender-neutrality.

(G) **SMALL BUSINESS CONCERN:** a business that meets all of the following conditions:

- (1) Operates as a for-profit business registered to do business in Arizona;
- (2) Operates a place of business primarily within the U.S., or makes a significant contribution to the U.S. economy through payment of taxes or use of American products, materials, or labor;
- (3) Is independently owned and operated;
- (4) Is not dominate in its field on a national basis; and
- (5) Does not have annual gross receipts that exceed the Small Business Administration size standards average annual income criteria for its primary North American Industry Classification System (NAICS) code.

The Department has established an overall annual goal for DBE participation on Federal-aid contracts. The Department intends to meet the goal with a combination of race-conscious and race-neutral efforts. Race-conscious participation occurs where the CONTRACTOR uses a percentage of DBEs to meet a contract-specified goal. Race-neutral efforts are those that are, or can be, used to assist all small businesses or increase opportunities for all small businesses. The regulation, 49 CFR 26, defines race neutral as when a DBE wins a prime contract, is awarded a subcontract on a project without DBE goals, and is awarded a subcontract from a prime CONTRACTOR that did not consider the firm's DBE status.

GOALS:

The Department has not established contract goals for DBE participation in this contract. CONTRACTORS are still encouraged to employ reasonable means to obtain DBE participation. CONTRACTORS must retain records in accordance with these DBE specifications. The CONTRACTOR is notified that this record keeping is important to the Department so that it can track DBE participation where only race neutral efforts are employed.

COMPLIANCE:

The CONTRACTOR and its Sub-Contractors, Lower-tier Sub-Contractors and Vendors are subject to DBE compliance monitoring and are required to provide any requested DBE CONTRACT compliance-related data in hard copy or electronically as determined by the Department, including written agreements between the CONTRACTOR and Sub-Contractor DBEs.

PAYMENTS:

In accordance with the Arizona Prompt Payment Law (A.R.S. §28-411), the Agency shall issue payments to Contractors within 21 calendar days after receipt of complete and accurate Payment Report/Invoice unless proper objection is made under the statute. The law also requires the CONTRACTOR to pay its Sub-Contractors within 7 calendar days after receiving payment from the Agency, to the extent of each Sub-Contractor contractual interest in the payment, subject to provision of the statute.

REPORTING AND SANCTIONS:

- a. The Department is required to collect data on DBE and non-DBE participation to report to on Federal-aid projects. The CONTRACTOR is notified that such record keeping is required by the Department for tracking DBE participation.
- b. Therefore, after execution of this CONTRACT and before the first Payment Report/Invoice is submitted to the Agency, the CONTRACTOR is required to provide information through the Department’s web based DBE system at www.adot.dbesystem.com and enter the name, contact information, and subcontract amounts for all Sub-Contractors, lower-tier Sub-Contractors and Direct Expense vendors performing any work on the project.
- c. The CONTRACTOR shall report the monthly payments made to all DBE, Non-DBE Sub-Contractors and Direct Expense Vendors, including all lower-tier Sub-Contractors, for labor, equipment, and materials.
- d. The CONTRACTOR shall provide all such required information for the current month by the 15th calendar day of the following month electronically through the Department’s web based DBE system www.adot.dbesystem.com.
- e. All DBE, Non-DBE Sub-Contractors and Direct Expense Vendors, including all lower-tier Sub-Contractors, for labor, equipment, and materials shall confirm the payments received from the CONTRACTOR electronically through the Department’s web based DBE system www.adot.dbesystem.com.
- f. If the CONTRACTOR and its Sub-Contractors do not provide all required DBE payment information the Agency shall deduct \$1,000 for each delinquent report, whether from the CONTRACTOR or any of its Sub-Contractors, from the progress payment for the current month, not as a penalty, but as liquidated damages. If by the following month, the required DBE payment information for the previous month has still not been provided, the Agency shall deduct an additional \$1,000 for each delinquent report. Such deductions shall continue for each subsequent month that the CONTRACTOR or its Sub-Contractors fail to provide the required payment information.
- g. The Agency, at its sole discretion, may terminate the CONTRACT at any time if the Agency determines that the CONTRACTOR is not satisfactorily meeting the DBE provisions stated in the CONTRACT.

COUNTING DBE PARTICIPATION:

Only the value of the work actually performed by the DBE can be credited toward DBE participation. Credit is given only after the DBE has been paid for the work performed.

At the completion of the contract, the CONTRACTOR shall submit to the Agency a *Certificate of Payments to DBE Firms* affidavit certifying that all DBEs were paid in full for material and/or work promised and performed under the terms of this CONTRACT.

The Contractor shall count only the value of the work actually performed by the DBE toward DBE participation.

- a. CONTRACTS created to artificially create DBE participation are not acceptable; the arrangement shall be within normal industry practices. The DBE shall perform a commercially useful function.
- b. Count the entire amount of that portion of a CONTRACT (or other CONTRACT not covered by paragraph (2) of this section) that is performed by the DBE's own forces. Firms shall include the cost of supplies and materials obtained by the DBE for the work on the CONTRACT, including supplies purchased or equipment leased by the DBE (except supplies and equipment the DBE Sub-Contractor purchases or leases from the CONTRACTOR or its affiliate).
- c. Count the entire amount of fees or commissions charged by a DBE firm for providing a bona fide service, such as professional, technical, Contractor, or managerial services, or for providing bonds or insurance specially required for the performance of a DOT-assisted contract, toward DBE goals, provided the fee is determined to be reasonable and not excessive as compared with the fees customarily allowed for similar services.
- d. When a DBE subcontracts part of the work of its contract to another firm, the value of the subcontracted work may be counted toward DBE goals only if the lower-tier Sub-Contractor is itself a DBE. Work that a DBE subcontracts to a non-DBE does not count toward DBE goals.
- e. It is presumed that the DBE is not performing a commercially useful function if: (a) a DBE does not perform or exercise responsibility for at least 30 percent (30%) of the total cost of its CONTRACT with its own work force; or (b) the DBE subcontracts a greater portion of the work of a CONTRACT than would be expected on the basis of normal industry practice for the type of work involved.

Participation by Small Business Concerns (SBCs):

It is ADOT's policy to facilitate and encourage participation by Small Business Concerns (SBCs) in ADOT contracts. ADOT encourages Contractors to take reasonable steps to eliminate obstacles to SBC's participation and to utilize SBCs in performing contracts.

Contractor shall take all reasonable steps to remove obstacles to SBC participation in the contract. ADOT encourages the Contractor to utilize SBCs. SBCs are registered in the Arizona Unified Transportation Registration and Certification System (AZ UTRACS).