

Request for Proposals

PROJECT: 22T12

LOOK ALIVE - PHASE 2 (LA-2)

ISSUE DATE

November 19, 2021

DUE DATE

January 7, 2022 (2:00 PM)

Submit Qualifications (by email only) to:

Bala Akundi: bakundi@baltometro.org Contact for More Information: Bala Akundi

E-mail: bakundi@baltometro.org

1500 Whetstone Way | Suite 300 | Baltimore, MD, 21230 | T (410) 732-0500 F (410) 732-8248 W baltometro.org

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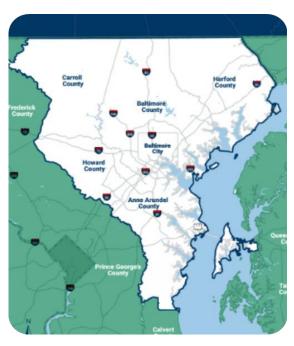
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Introduction

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. BMC's Board of Directors includes the Mayor of Baltimore City, Executives of Anne Arundel, Baltimore, Harford and Howard counties, a Carroll County Commissioner, a Queen Anne's County Commissioner, a Delegate and Senator from the State of Maryland, and a gubernatorial appointee.

The Baltimore Regional Transportation Board (BRTB) is the designated Metropolitan Planning Organization (MPO) for the Baltimore region. The members consist of designated representatives from Baltimore City, Anne Arundel County, Baltimore County, Carroll County, Harford County, Howard County, Queen Anne's County, the City of Annapolis, plus the Maryland Department of Transportation (MDOT), the Maryland Department of the Environment, the Maryland Department of Planning, the MDOT Maryland Transit Administration, and Annapolis Transit. BMC staff provides technical support to the BRTB.



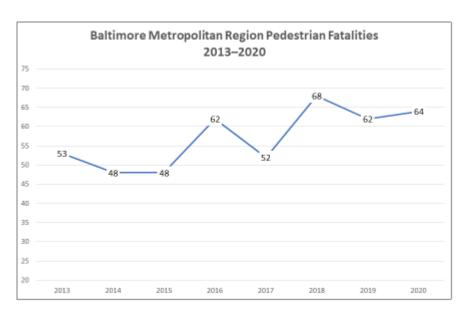
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The work of BMC staff includes transportation forecasting and analysis, economic and demographic research, computer mapping applications, air and water quality programs, multimodal planning, cooperative purchasing, workforce development, housing, and rideshare coordination.

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Purpose

The Baltimore region averages over 1,900 pedestrian and 400 bicycle crashes each year, resulting in an average of 58 fatalities per year (2015-2019). In 2019, 61 pedestrians were killed and over 1,800 injured in motor vehicle crashes in the region. Despite the pandemic and the significant drop in volume and vehicle miles traveled in 2020, the region saw an increase in the number of pedestrian crashes and fatalities. On average, the Baltimore region represents 46% of the total fatalities and more than half of all crashes and injuries across Maryland.



*2020 is preliminary and is subject to change. Based on preliminary reports from the Maryland State Police. Excludes Bicycles & Other Pedalcycles. Includes pedestrians on foot and other conveyances. Data as of June 7, 2021

Between 2015-2019, 82.5 percent of all injury and fatal pedestrian crashes in Maryland occurred in five jurisdictions – **Baltimore City, Baltimore, Anne Arundel**, Montgomery and

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Prince George's counties. Three of these are in the Baltimore region. These five jurisdictions also account for 72.5 percent of all pedestrian fatalities statewide.

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The BRTB Long-Range Transportation Plan, *Maximize2045*, includes regional transportation goals and strategies related to safety as a means to achieve the regional safety performance targets. Those targets are similar to the state targets to eliminate traffic fatalities and serious injuries. The *Maximize2045* safety goals and strategies relate to total system safety, infrastructure and accessibility for non-motorized persons, and incorporating safety into stakeholder decision-making and planning.

During FY2019, the Baltimore Regional Transportation Board (BRTB) developed a brand new, Baltimore-centric campaign, "LOOK ALIVE" featuring Signal Woman that was launched in June 2019. For information about the campaign, visit www.lookalivemd.org. The campaign was implemented in FY2020 and 2021 with grant funds from the Maryland Department of Transportation Motor Vehicle Administration's (MDOT MVA) Highway Safety Office (MHSO). FY2022 runs from October 1, 2021 – September 30, 2022.

The "LOOK ALIVE" campaign featuring "Signal Woman" aims to provide educational outreach for pedestrians, bicyclists, and drivers to raise awareness of the rules that protect the most vulnerable road users. The "LOOK ALIVE" campaign was created specifically for the Baltimore region with the help of a steering committee that included key safety stakeholders and focus groups that helped craft a message/campaign that would resonate with both city and county audiences. The cornerstone of the campaign is two video spots (15 and 30 second) featuring Signal Woman with messages directed at drivers, pedestrians, and bicyclists. Built around these two video spots are a whole range of advertising and outreach campaign materials such as billboards, gas-pump toppers, bus tails, and other forms of transit advertising.

Baltimore region.

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BMC is looking to hire a full-service communications firm with the ability to enhance and expand the "LOOK ALIVE" campaign with more messaging targeting drivers and other key audiences. Production of additional spots featuring "Signal Woman" need to be considered during the development of the next phase of the campaign. The selected firm will also be required to plan a three-year implementation of a comprehensive public outreach and education campaign, to improve pedestrian and bicyclist safety in the

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It is anticipated that the "LOOK ALIVE Phase 2" (LA-2) campaign will be launched over a six-week period in the spring of 2022 and continued over the summer. All work, including evaluation and final report, must be completed no later than September 30, 2022.

Media plan implementation of the FY2022 campaign will be under the direction of the BMC with close coordination and approval of the MHSO. The MHSO is providing funding for development and media plan implementation for the FY2022 campaign. Continuation of the campaign beyond Fiscal Year 2022 is contingent on availability of funds.

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Scope of Work

The proposed Scope of Services shall include sufficient detail to determine how each task shall be accomplished; it shall include, but not be limited to, descriptions of the anticipated deliverables and a project timeline in Gantt chart format. It will describe how the consultant proposes to complete the project, including the allocation of resources to accomplish each task. The Scope of Services must be sufficiently detailed for the BMC to determine the effectiveness of the proposal and should spell out how this work can be performed in a cost-efficient and timely manner.

The proposed Scope of Work shall address the following components:

Task 1. Develop, Plan, and Evaluate Safety Campaign:

- A. The consultant shall develop new creative material, messaging, and imagery to help the region achieve the overall objective of reducing the number of pedestrian/motor vehicle and bicycle/motor vehicle collisions and their associated deaths and injuries.
- B. The consultant, through the development and evaluation of a public education and outreach campaign, shall help the region achieve the short-term objectives of increasing the proportion of motorists, pedestrians, and bicyclists who:
 - Are aware of the behaviors most often involved in pedestrian collisions;
 - Are aware of the proper procedures regarding crosswalks;
 - Are aware of the rules regarding right-of-way for pedestrians and bicyclists, especially at intersections;
 - Are aware of police efforts to enforce rules regarding pedestrian and bicycle traffic; and

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Take measures to reduce the likelihood of a pedestrian/vehicle collision.

C. The consultant shall provide experienced and creative production personnel to develop and plan the implementation of pedestrian and traffic safety program advertising, educational, and promotional efforts.

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- D. The consultant shall use a focus group, if deemed necessary, to test and evaluate any new creative material, messaging, and imagery for use in this campaign. The foundation of the campaign will continue to be LOOK ALIVE featuring Signal Woman.
- E. The consultant will work with the Steering Committee to identify specific area(s) to be targeted for the safety campaign using a data-driven approach. Data will be provided by BMC, MHSO, local jurisdictions, and law enforcement.
- F. The consultant shall propose effective ways to launch the campaign and get media coverage. It may include a press event featuring the region's safety champions.
- G. The consultant shall prepare a strategic plan for the spring/summer 2022 campaign and a prioritized list of campaign activities.
- H. 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.
- I. The consultant shall prepare strategic plans for the following two years that build and expand on spring/summer 2022 activities assuming funding is available.
- J. 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.
- K. The consultant shall assist BMC in developing/hosting the campaign web site and the use of social media.

Task 2. Conduct Pre- and Post-Campaign Evaluations and Market Research

A. The consultant, with guidance and advice from BMC, shall develop and implement techniques for evaluating the effectiveness of the campaign in achieving the overall,

ANNE ARUNDEL COUNTY BALTIMORE CITY BALTIMORE COUNTY CARROLL COUNTY HARFORD COUNTY HOWARD COUNTY QUEEN ANNE'S COUNTY 8

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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.

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- B. 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.
- C. The consultant shall propose to BMC a method to include a representative sample of immigrants and non-English speaking populations in the evaluation surveys.
- D. 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 material distribution lists, track the nature and extent of assistance received from governments and government agencies, businesses, and voluntary organizations, and track media cooperation and coverage obtained, estimating the value of free media coverage.
- E. MHSO and BMC will provide all necessary data and relevant material for the postcampaign evaluation.
- F. Based on the evaluation, the consultant shall propose any changes to the creative and media plan for the following year.

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Task 3: Meeting Facilitation

Through this process, the Selected Bidder shall be responsible for participating in and

facilitating the project steering committee meetings made up of staff from member

jurisdictions and the BMC. The Selected Bidder shall be prepared to provide the steering

committee and the BRTB Safety Subcommittee with presentations on the purpose of the

project, the proposed project approach, and other information for detailing

accomplishments and milestones reached, soliciting input and identifying next steps,

upon request. The Selected Bidder shall also make presentations on draft deliverables,

research, data, and other relevant information. It is anticipated there will be three

steering committee meetings and one safety subcommittee meeting.

The Selected Bidder will be responsible for meeting facilitation, preparing meeting

materials, and other tasks as discussed with the project work group. All meeting

materials shall be submitted to the BMC Project Manager at least one week prior to the

meeting date in order to provide sufficient time for feedback.

Consultant Qualifications

The BMC is seeking a full-service communications firm with the ability to develop and

plan a comprehensive public outreach and education campaign, to improve pedestrian

and bicyclist safety in the Baltimore region. BMC does not seek the services of a third-

party vendor to serve as the intermediary between BMC and creative service providers

and/or advertisement placement providers. A qualified offeror's firm or team should

have knowledge of the Baltimore region and the local and state agencies involved in the

campaign.

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Proposal Content and Requirements

The proposal shall consist of two separate parts: (1) a Technical Proposal; and, (2) a Cost Proposal. Each offeror shall provide their technical proposal and cost proposal in a separate .pdf file. Proposals shall meet, at a minimum, the following requirements.

Technical Proposal

The Technical Qualifications shall contain the following:

- Cover Letter signed by an executive with authority to commit the offeror and stating the period for which the proposal is valid. (1 page maximum)
- Work Program Offerors shall provide a discussion of each task to be undertaken, how it will be performed, and the products to be provided. An overall schedule of work should be developed. Offerors may include but are not limited to the identified tasks. Offerors are encouraged to suggest modifications that would facilitate a successful work program. (12 page maximum)
- Experience and Qualification The offeror shall list its qualifications with regard to the selection criteria identified in this RFP. The summary should contain: (a) the information on projects of similar nature that offeror has completed, including brief descriptions, dates, and names of contact persons. In project descriptions, identify the roles of the identified project manager and key personnel. Please include links to relevant work if possible, and (b) the resumes of proposed project manager and key team personnel. (8 pages maximum)

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Project Management – Designation of a project manager and the responsibilities
of the manager and key personnel. Provide a summary of qualifications of the
project manager and key staff for each firm. Note that the resulting contract will
require commitment of the specified personnel. (5 pages maximum)

- 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 offeror wishes to provide. Please limit to relevant information. (4 pages maximum)

The body/narrative of all documents will be formatted to a 12-point font size. Headers and cover pages may utilize larger font sizes. Cover pages will not be counted toward the page limits. Digital signatures are acceptable for all documents.

Cost Proposal

The Cost Proposal shall be composed of two parts: (1) Project Budget and (2) Affidavits and Certifications.

- Project Budget Proposers shall provide a 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., travel, per diem, printing and reproduction, /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 the Proposal Affidavit attached at the end of this RFP shall be included in the Cost Proposal.

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BMC reserves the right to reject proposals that do not meet the Technical and Cost Proposal requirements.

Submission Of Proposals

All offerors shall submit by email two (2) separate digital pdf files – one (1) for each of the Technical and Cost Proposals to: bakundi@baltometro.org.

The proposal must be received by BMC no later than 2:00 PM Eastern Standard Time on January 07, 2022. Proposals arriving after the deadline will not be accepted. Note that BMC's email will accept files up to 25MB. If your proposal documents exceed 25MB, please upload the documents to a file sharing service like Google Drive or Dropbox and email the link to the files.

Please direct any questions to Mr. Bala Akundi at bakundi@baltometro.org no later than December 10, 2021. All questions will be collected and answers will be posted to BMC's website by December 17, 2021. Questions arriving after December 10 will not be answered.

BMC will not pay for the development and submission of proposals in response to this RFP. BMC reserves the right to reject any proposals without cost or detriment to BMC.

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

The BMC Staff member listed above shall be the sole point of contact for any offeror during the procurement process.

BMC reserves the right to waive minor irregularities, to negotiate in any manner necessary to best serve the public interest, and to make a whole award, multiple awards, a partial award, or no award. BMC reserves the right to cancel this RFP, in whole or in part, any time before the closing date.

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Tentative Schedule

Friday, November 19, 2021
Friday, December 10, 2021
Friday, December 17, 2021
Friday, January 07, 2022, 2:00 p.m.
January, 2022
February, 2022
September 30, 2022

Consultant Selection Criteria

All proposals will be evaluated on the basis of technical merit (including areas required within the Technical proposal such as work program, team and personnel experience, project management, adherence to RFP and DBE integration) and proposed cost. This is not a low-bid procurement. The FY2022 budget is \$500,000 for the consultant part of this task. BMC staff and/or appropriate project partners will conduct the evaluation of proposals. Technical merit includes work program and approach, as well as staff experience and qualifications. Teaming is permissible but the offeror will be with a single prime contractor. BMC reserves the right to negotiate with one or more offerors selected on the basis of the initial technical merit and proposed cost. Offerors may be asked to make personal appearances to provide additional information on proposals.

"Sample" Form Contract

BMC's form contract is available on BMC's website and is incorporated into this solicitation.

https://www.baltometro.org/sites/default/files/bmc_documents/RFP/sample-rfpcontract_fy2019.pdf

By the act of submitting a proposal, the offeror expressly acknowledges that he/she/it accepts the terms and conditions as stated in the form contract unless exceptions are submitted in writing with the proposal. BMC reserves the right to amend the terms of the form contract as it sees fit during contract negotiation.

The offeror's acceptance of, or deviations from, the form contract terms and conditions are considered during the evaluation and subsequent award.

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If the offeror submits an exception that alters BMC's risk, liability, exposure in, or the intent of this procurement, BMC reserves the right in its sole and absolute discretion to deem the offeror non-responsive.

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Confidentiality

Offerors must specifically identify any portions of their proposals deemed to contain confidential information, proprietary information or trade secrets. Those portions must be readily separable from the balance of the proposal. Such designations will not be conclusive, and offerors may be required to justify why such material should not, upon written request, be disclosed by BMC under the Public Information Act, State Government Article, Title 10, Sub-Title 6, of the Annotated Code of Maryland, as amended. BMC may disclose such information if required by law, court order or subpoena.

Maryland Registration/Qualification Requirements

BMC requires vendors to register or qualify to do business with Maryland Department of Assessments and Taxation (SDAT) in accordance with the Annotated Code of Maryland, Corporations and Associations Article: §2-102 Formation generally, §7-202 Registration to do interstate and foreign* business, and/or §7-203 Qualification to do intrastate business.

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For information on registering or qualifying a corporation, LLC, LLP or LP, call SDAT at 410-767-1340. Sole Proprietors and General Partnerships should call 410-767-4991 or you may download the SDAT forms at

http://www.dat.state.md.us/Pages/sdatforms.aspx

The successful offeror may be required to submit a Good Standing Certificate (also known as "Certificate of Status") issued by SDAT within 10 days of being notified of potential award.

(*Note: "a corporation, association, or joint-stock company organized under the laws of the United States, another state of the United States, a territory, possession, or district of the United States, or a foreign country," Md. Code Ann., Corporations & Associations, §1-101.)

Mandatory Statements

Public Information Act Notice

Offerors 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 BMC that certified minority business enterprises and subcontractors 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.

All selected contractors will be required to abide by the DBE Program of the Baltimore Regional Transportation Board (BRTB). The DBE Program may be found on BMC's website.

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Disadvantaged Business Enterprise Subcontract Participation Goal

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The Baltimore Metropolitan Council hereby notifies all offerors 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 BMC that certified businesses participate in all competitively bid federal aid contracts. A DBE subcontract participation **goal of 31.7 percent** of the total contract amount has been established for this procurement. Prime contractors holding a DBE certification will be awarded full (100 percent) credit for the DBE goal. Offerors must make a good faith effort to meet this goal in order to receive appropriate consideration. The offeror can demonstrate that it has made a good faith effort by meeting the goal or by documenting good faith efforts to do so in its proposal. Determination of good faith efforts will be made at the discretion of appropriate BMC staff. 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. BMC reserves the option to accept this certification in lieu of MDOT certification.

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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 (offeror)
and t	that I possess the leg	al authority to make this Affidavit on behalf of myself and the
offer	or for which I am acti	ng.

- (2) Except as described in paragraph 3 below, neither I, nor to the best of my knowledge, information, and belief, the above offeror, 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 offeror herein or any competitor,

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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 seg.; or (e) the Mail Fraud Act, 18 USC Section 1341 et seg., for acts arising out of the submissions that would constitute grounds for conviction or liability under any statute described above. Also, the undersigned offeror 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.

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)

