



WASHINGTON REGIONAL ALCOHOL PROGRAM (WRAP)

## INVITATION FOR BIDS

\*\*\* FOR REGIONAL (DC/MD/VA) **CHECKPOINT STRIKEFORCE** CAMPAIGN \*\*\*

- TITLE:** Creative, Media-Buying, PR and or Research for regional (District of Columbia / Maryland / Virginia) Checkpoint Strikeforce campaign
- ISSUING AGENCY:** Washington Regional Alcohol Program (nonprofit) with anticipated 14<sup>th</sup>-year grant funding provided by the District of Columbia Department of Transportation, Maryland Highway Safety Office and Virginia Highway Safety Office.
- WRAP  
7700 Leesburg Pike, Suite 249  
Falls Church, Virginia 22043
- ISSUE DATE:** October 23, 2014
- CONTRACT PERIOD:** From date of contract award through final acceptance of deliverables with four (4) one-year renewal period options.

Sealed proposals will be received until Friday, November 21, 2014 at 4:00 pm, EST. Proposals can be mailed or delivered. Proposals will not be accepted after the closing date and time. The offeror may use any means of delivery and it is the responsibility of said offeror to allow adequate time for delivery. This is intended as a “best value” acquisition.

**PROPOSALS MAY BE MAILED or HAND-DELIVERED TO:**

Washington Regional Alcohol Program (WRAP), Attn.: Kurt Erickson  
7700 Leesburg Pike, Suite 249, Falls Church, Virginia 22043 (703 / 893-0461)

**Note –** No pre-proposal conference will be held concerning this solicitation.

In compliance with this Request for Proposal and subject to all the conditions imposed herein, the undersigned offers and agrees to furnish the deliverables / services in accordance with the attached signed proposal or as mutually agreed upon by subsequent negotiation.

**Name and Address of Firm:**

_____	Date: _____
_____	By: _____
_____	Name: _____
_____ Zip Code _____	Title: _____
EVA Vendor ID or DUNS # _____	Phone: _____
E-Mail: _____	Fax #: _____

*WRAP nor its agents or funders engages in discrimination against a bidder or offeror because of race, religion, color, sex, national origin, age, disability or any other basis prohibited by city and or state law (DC/MD/VA) relating to discrimination in employment.*

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**PURPOSE:**

The purpose of this RFP is to establish a contract for creative, media-buying, public / media relations and or research (either individually or collaboratively) for the region's (District of Columbia / Maryland / Virginia) Checkpoint Strikeforce campaign and through "best value" competitive negotiation.

**BACKGROUND:**

The Washington Regional Alcohol Program (WRAP) is a public-private partnership working to prevent drunk driving and underage drinking in the Washington-metropolitan area. WRAP also serves as the project director for the public education component of the region's (District of Columbia / Maryland / Virginia) Checkpoint Strikeforce campaign through grant funding provided by the District of Columbia Department of Transportation, Maryland Highway Safety Office and Virginia Highway Safety Office.

**STATEMENT OF NEEDS AND DELIVERABLES:**

With anticipated grant funding provided by the District of Columbia Department of Transportation, Maryland Highway Safety Office and Virginia Highway Safety Office, WRAP seeks to obtain the contractual services of expert-level creative, media-buying, public / media relations and or research (either individually or collaboratively) and all related administrative and oversight services requested throughout this RFP.

WRAP estimates that it will spend up to \$ 1,600,000 (\$ 1.6 million) for the entire duration of the contract (calendar year 2015) of which 25-percent is estimated for creative, public / media relations and research activities. Approximately 75-percent of the contract may be for media placement. For this reason, the annual amount is provided only as an estimate, not as a guarantee.

Working with both WRAP staff and agents of the aforementioned funding entities – and in attempting to influence a local target audience principally of 21-to-35 year old male drivers -- the Contractor/s is expected to provide the following services and deliverables (predicated on an estimated five-month public awareness campaign from August to December 2015):

- **Creative:** Produce multi-media creative (radio / TV / outdoor / social media / etc.) for five-month media-buy for regional Checkpoint Strikeforce campaign. Key abilities include demonstrated ability to foster measurable behavioral change and or support as well as increased perception of arrest for impaired driving in region.
- **Media-Buying:** Purchase multi-media (radio / TV / outdoor / social media / etc.) for five-month media-buy for regional Checkpoint Strikeforce campaign. Key abilities include leveraging media-buy resulting in considerable and measurable additional media value as well as the demonstrated ability to foster measurable behavioral change and or support as well as increased perception of arrest for impaired driving in region.
- **Public / Media Relations:** Secure earned media placement in support of the regional Checkpoint Strikeforce campaign and its goals via a spectrum of initiatives including staged kick-off events, media availabilities and media placement throughout campaign length; co-management and oversight of ad production, creative and placement; and monitoring and reporting of overall campaign. Key abilities include maximizing earned media opportunities surrounding Checkpoint Strikeforce campaign's law enforcement and paid advertising components as well as the demonstrated ability to foster measurable behavioral change and or support as well as increased perception of arrest for impaired driving in region.
- **Research:** Conduct region-wide pre and post-campaign public opinion and attitude research to measure campaign's impact, people's familiarity with campaign and or its messages, public support of sobriety checkpoints, public acceptance of sobriety checkpoints, sobriety checkpoints as a tool to fight drunk driving and or deterrence of drunk driving due to sobriety checkpoints especially by targeted high-risk population.

## **CAMPAIGN GOALS:**

The goals of the region's (District of Columbia / Maryland / Virginia) Checkpoint Strikeforce campaign include:

- preventing, deterring and or reducing the incidence of drunk driving in the region via the raising awareness of sobriety checkpoints (in concert with NHTSA's [Mid-Atlantic Region's] "Checkpoint Strikeforce" campaign and local law enforcement);
- increasing the perceived risk of arrest for drunk driving in the region;
- building community support for sobriety checkpoints;
- targeting high-risk drivers (males, 21 – 35 years of age);
- incorporating state and local law enforcement partners via broad-based, paid media campaign;
- communicating a number of proactive, pro-public and transportation safety messages to public including that "the region is getting tough on drunk drivers" and that "sobriety checkpoints are back and in force in the region";
- helping to increase visibility and viability of sobriety checkpoints as a means to identify and apprehend drunk drivers in the region;
- and educating the region's residents about drunk driving, laws regarding the same, and the consequences of the same and how drunk driving impacts peoples' lives.

In concert with this major media market public awareness campaign, state and local law enforcement agencies will be deploying increased DUI enforcement (sobriety checkpoints, saturation patrols, etc.) during the term of the campaign.

## **CONTRACTOR QUALIFICATIONS and EVALUATION CRITERIA:**

The offeror should demonstrate successful experience by providing at least three (3) examples of creative, media buying, public / media relations and or research (either collaboratively or individually) for similarly-sized, demonstrated successful public awareness campaigns equating, at minimum, to the complexity as required in this RFP and the associated cost for each example. A key part of this RFP's evaluation criteria will be an offeror's demonstrated effectiveness with similar public awareness campaigns in the relevant market/s.

The offeror must have prior experience with both complex environments including diverse populations and demonstrated success in fostering measurable behavioral change and or support.

Selection shall be made by a diverse regional panel of experts. Two or more offeror/s deemed to be fully qualified and best suited amongst those submitting best value proposals on the basis of the evaluation factors included in this solicitation, including price, if so stated. Negotiations shall be conducted with the offeror/s whose proposal/s represent the most advantageous and best offer. Offeror/s may be required to give an oral presentation of their proposal/s.

**GENERAL TERMS and CONDITIONS:**

This solicitation is subject to the provisions of the laws and regulations of the District of Columbia, Maryland and or Virginia and any changes or revisions thereto, which are hereby incorporated into this contract in their entirety.

**PAYMENT:**

Compensation for work governed in this contract is provided at a project rate inclusive of budget figures to fully and satisfactorily complete project. Invoices for items ordered, delivered and accepted shall be submitted by the contractor directly to the payment address shown on the purchase order / contract. All invoices shall show the: purchase order number; Social Security number (for individual contractors); or the Federal employer identification number (for proprietorships, partnerships and corporations).

Invoices should be mailed to: Washington Regional Alcohol Program (WRAP), Attn.: Director of Operations, 7700 Leesburg Pike, Suite 249, Falls Church, Virginia 22043 (703 / 893-0461).

**SPECIAL TERMS and CONDITIONS:**

- **Audit:** The contractor shall retain all books, records and other documents relative to this contract for five (5) years after final payment. WRAP or its authorized agents shall have full access to and the right to examine any of said materials during that period.
  
- **Confidentiality:** The contractor assures that information and data obtained as to personal facts and circumstances related to WRAP clients or funders will be held confidential during and following the term of this agreement and will not be divulged without WRAP's written consent.  
  
All source materials / data / information and resultant work products compiled or created and any information or portion of information derived there from are the property of WRAP and or the regional Checkpoint Strikeforce campaign's funders (District of Columbia Department of Transportation, Maryland Highway Safety Office and or Virginia Highway Safety Office) and must not be used by the contractor for any purpose other than the purpose outlined by this agreement.
  
- **Intellectual Property:** All copyright and patent rights to all papers, reports, forms, materials creations, deliverables or inventions created or developed in the performance of this contract shall become the sole property of property of WRAP and or the regional Checkpoint Strikeforce campaign's funders (District of Columbia Department of Transportation, Maryland Highway Safety Office and or Virginia Highway Safety Office)

- **Contract Renewal:** This contract may be renewed by WRAP for four (4) successive one-year periods under the terms and conditions of the original contract.
  
- **Contract Termination:** This contract may be terminated for the convenience of WRAP or the regional Checkpoint Strikeforce campaign's funders (District of Columbia Department of Transportation, Maryland Highway Safety Office and or Virginia Highway Safety Office) by delivering to the contractor a notice of termination specifying the extent to which performance under the purchase order or contract is terminated and the date of termination. After receipt of a notice of termination, the contractor must stop all work or deliveries under the purchase order or contract on the date and to the extent specified.

The terms and fulfillment of this contract are dependent on both the approval and allocation of funding from the regional Checkpoint Strikeforce campaign's funders (District of Columbia Department of Transportation, Maryland Highway Safety Office and or Virginia Highway Safety Office).

**PROPOSAL PREPARATION and SUBMISSION:**

Proposals should be prepared simply and economically providing a straightforward and concise description of the offeror's ability to meet the requirements of this RFP. In addition, while neither spec creative nor an actual media-buy is required, both are welcomed. All proposals should include a demonstration of effectiveness with similar awareness campaigns in the relevant market/s including detailed plans for media-buy, research, etc.

Two (2) copies of each submitted proposal should be provided as well as one (1) electronic version of the same.

**VENDOR DATA SHEET:**

**Note** -- The following information is required as part of your response to this solicitation.

**1. Vendor Information:**

Vendor Name: \_\_\_\_\_ FIN#: \_\_\_\_\_

Contact Name: \_\_\_\_\_ Phone #: \_\_\_\_\_

Contact Email Address: \_\_\_\_\_

2. Years in Business: Indicate the length of time you have been in business providing this type of service: \_\_\_\_\_ Years \_\_\_\_\_ Months

3. Indicate below at least four (4) current or recent accounts, either commercial or governmental that your company is or has provided with similar service and deliverables. Include the company name, point of contact name, email and street address, telephone numbers, length of service and approximate dollar value of service per year. Provide online or otherwise electronic examples of your work for each reference company provided.

Company: \_\_\_\_\_ Contact: \_\_\_\_\_

Email Address: \_\_\_\_\_

Street Address: \_\_\_\_\_

Phone #: \_\_\_\_\_ Fax #: \_\_\_\_\_

Dates of Service: \_\_\_\_\_ \$ Value: \_\_\_\_\_

Company: \_\_\_\_\_ Contact: \_\_\_\_\_

Email Address: \_\_\_\_\_

Street Address: \_\_\_\_\_

Phone #: \_\_\_\_\_ Fax #: \_\_\_\_\_

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