

Missouri Department of Transportation

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REQUEST FOR PROPOSALS TRAFFIC SPONSORSHIPS RADIO ANNOUNCEMENTS RFP KC-P13-002

TABLE OF CONTENTS

INTRODUCTION.....	3
PROPOSAL.....	3
ACCEPTANCE.....	3
SECTION (1): GENERAL DESCRIPTION AND BACKGROUND	
(A) Request for Proposal.....	4
(B) Background	4
(C) Contract Period.....	4
SECTION (2): SCOPE OF WORK	
(A) Services.....	5
(B) Specific Requirements	5
(C) Administration of Program.....	6
SECTION (3): AGREEMENT REQUIREMENTS	
(A) MHTC's Representative.....	7
(B) Release to Public	7
(C) Assignment.....	7
(D) Status as Independent Contractor.....	7
(E) Components of Agreement.....	7
(F) Amendments	7
(G) MBE/WBE Participation Encouraged	8
(H) Nondiscrimination.....	8
(I) Executive Order	8
(J) Incorporation of Provision Regarding Executive Order.....	9
(K) Non-employment of Unauthorized Aliens	9
(L) Proof of Lawful Presence For Sole Proprietorships and Partnerships.....	9
(M) Bankruptcy	9
(N) Law of Missouri to Govern	10
(O) Cancellation	10
(P) Venue.....	10
(Q) Ownership of Reports.....	10
(R) Confidentiality	10
(S) Nonsolicitation.....	10
(T) Conflict of Interest	10

(U) Maintain Papers	11
(V) Indemnification.....	11
SECTION (4): PROPOSAL SUBMISSION INFORMATION	
(A) SUBMISSION OF PROPOSALS	
(1) Pricing and Signature	12
(2) Submission of All Data Required	12
(3) Public Inspection	12
(4) Clarification of Requirements	12
(B) REQUIRED ELEMENTS OF PROPOSAL	
(1) Experience	12
(2) Personnel.....	12
(3) References	13
(C) EVALUATION CRITERIA AND PROCESS	
(1) Evaluation Factors	13
(2) Historic Information	13
(3) Responsibility to Submit Information.....	13
(D) PRICING	
Fee Schedule	13
SECTION (5): PRICE PAGE	
(A) FEE SCHEDULE.....	14
EXHIBIT A	15
EXHIBIT B	16

LIST OF ACRONYMS

MHTC	Missouri Highways and Transportation Commission
MoDOT	Missouri Department of Transportation
RFP	Request for Proposals

INTRODUCTION

This Request for Proposals (**RFP**) seeks proposals from qualified organizations (**Offeror**) to furnish the described services to the Missouri Highways and Transportation Commission (**MHTC**). The proposal must be mailed in a sealed envelope to Judy Franke, MoDOT Kansas City District, 600 NE Colbern Road, Lee's Summit, Mo. 64086, or hand-delivered in a sealed envelope to the Kansas City District Office in care of Judy Franke, at the same address. Proposal must be returned to the Procurement Office no later than 1:00 PM CST, October 7, 2013.

MHTC reserves the right to reject any and all proposals for any reason whatsoever. Time is of the essence for responding to the RFP within the submission deadlines.

PROPOSAL

- (1) The Offeror shall provide a fee proposal to MHTC on the **PRICE PAGE** in accordance with the terms of this RFP.
- (2) The Offeror agrees to provide the services at the fees quoted, under the terms of this RFP.

Authorized Signature of Offeror: _____

Date of Proposal: _____

Printed or Typed Name: _____

Mailing Address: _____

City: _____ State: _____ Zip: _____

Telephone: _____ Fax: _____

Electronic Mail Address: _____

ACCEPTANCE

This proposal is accepted by MHTC.

(Name and Title)

Date

**SECTION (1):
GENERAL DESCRIPTION AND BACKGROUND**

(A) **Request for Proposal:** This document constitutes a RFP from qualified organizations to provide **Traffic Sponsorships Radio Announcements** to MHTC and the Missouri Department of Transportation (MoDOT).

(B) **Background:** The Kansas City District Community Relations Department is responsible for communicating important information and marketing the MoDOT Arrive Alive programs to a wide audience throughout the Kansas City Metropolitan area and surrounding rural counties. These program activities include:

1. *Seat Belt Usage*
2. *Distracted Driving*
3. *Speeding*
4. *Impaired Driving*
5. *Motorcycle Safety*
6. *Bicycling & Pedestrian Safety*

MHTC utilizes a variety of avenues to accomplish these goals, including news releases, social media, publications, special events, the district internet web site and radio advertising.

With this request for proposal, MHTC is seeking **radio advertising** with maximum station coverage within the following counties:

Jackson

Cass

Johnson

Ray

Platte

Clay

Lafayette

(C) **Contract Period:** The original contract period shall start on the date that the post-award contract agreement is signed by the Offeror and MHTC and shall be effective through May 30, 2014.

**SECTION (2):
SCOPE OF WORK**

- (A) **Services:** The Offeror shall provide approximately 10-second radio spots following prescribed weekly scripts composed of up to 55 syllables per spot (MHTC provided) that promote specific safety messages. MHTC will provide scripts for each week, and reserves the right to substitute scripts at a seven day notice.
- (B) **Specific Requirements:** The Offeror will deliver the prescribed weekly safety message immediately before or after a traffic report. For bidding purposes only, below is an example of a “weekly script”. The MHTC supplied scripts will vary each week:

**Week of __/__/2013
DISTRACTED DRIVERS**

You're 23 times more likely to lose control or crash if you text while driving.
Play a smart hand and text later.
Arrive Alive a message from Destination Safe.

1. Ads must be a minimum of 10 seconds in length.
2. Target listening hour (during drive times) 5:30 - 9:00 a.m. and 3:30 - 6:00 p.m. (Monday - Friday) only.
3. Live name mentions.
4. Station formats should include all except religious and non-English; aired on as many available stations in the top 21 Arbitron ranked Kansas City market stations.
5. Advertising must immediately precede or follow traffic reports.
6. MHTC reserves the right to enter into contracts with multiple offeror(s) to ensure optimum radio market saturation

At minimum, the Offeror must supply information identifying the Rank of Stations:

- a. Station Identifier
- b. Demographics (i.e. Adults 18+, etc.)
- c. Daypart
- d. Format (i.e. Classic Hits, All Sports, Active Rock, News Talk Information, Urban Adult Contemporary, Country, Alternative, Comedy, etc.)
- e. Wattage Output of Station
- f. Weekly Cume Persons (i.e. reach of station audience)

Invoice Requirements - the Offeror shall provide a *MONTHLY INVOICE* with a copy of the “as run” schedule attached to include at minimum a monthly report of the total number of ads, days and times and stations on which each aired to:

Missouri Department of Transportation
Stephen Porter, Customer Relations
600 NE Colbern Rd.
Lee’s Summit, MO 64086

- (C) **Administration of Program:** The Offeror will consult MHTC’s representative regarding any problems involved with the administration of the services provided pursuant to this RFP.

SECTION (3): AGREEMENT REQUIREMENTS

This RFP shall be governed by the following contract provisions. The award of this RFP is subject to a post-award negotiated contract. These same contract provisions will appear in the post-award negotiated contract. If the parties are unable to agree to terms in the post-award contract, MHTC shall reserve the right to cancel the award of the RFP and contract and select a different offeror.

- (A) **MHTC's Representative:** MoDOT's Representative, Senior Customer Relations Specialist Steve Porter is designated as MHTC's representative for the purpose of administering the provisions of the Agreement as defined in Paragraph (E) of this section. MHTC's representative may designate by written notice other persons having the authority to act on behalf of MHTC in furtherance of the performance of the Agreement. The Offeror shall fully coordinate its activities for MHTC with those of the Senior Customer Relations Specialist. As the work of the Offeror progresses, advice and information on matters covered by the Agreement shall be made available by the Offeror to the Senior Customer Relations Specialist throughout the effective period of the Agreement.
- (B) **Release to Public:** No material or reports prepared by the Offeror shall be released to the public without the prior consent of MHTC's representative.
- (C) **Assignment:** The Offeror shall not assign or delegate any interest, and shall not transfer any interest in the services to be provided (whether by assignment, delegation, or novation) without the prior written consent of MHTC's representative.
- (D) **Status as Independent Contractor:** The Offeror represents itself to be an independent contractor offering such services to the general public and shall not represent itself or its employees to be an employee of MHTC or MoDOT. Therefore, the Offeror shall assume all legal and financial responsibility for taxes, FICA, employee fringe benefits, workers' compensation, employee insurance, minimum wage requirements, overtime, or other such benefits or obligations.
- (E) **Components of Agreement:** The Agreement between MHTC and the Offeror shall consist of: the RFP and any written amendments thereto, the proposal submitted by the Offeror in the response to the RFP and the post-award contract agreement signed between the parties. However, MHTC reserves the right to clarify any relationship in writing and such written clarification shall govern in case of conflict with the applicable requirements stated in the RFP or the Offeror's proposal. The Offeror is cautioned that its proposal shall be subject to acceptance by MHTC without further clarification.
- (F) **Amendments:** Any change in the Agreement, whether by modification or

supplementation, must be accompanied by a formal contract amendment signed and approved by the duly authorized representative of the Offeror and MHTC.

(G) MBE/WBE Participation Encouraged:

1. Offerors are encouraged to submit copies of their existing affirmative action programs, if any. Offerors are also encouraged to directly hire minorities and women as direct employees of the Offerors.
2. Offerors are encouraged to obtain minority business enterprise (MBE) and women business enterprise (WBE) participation in this work through the use of subcontractors, suppliers, joint ventures, or other arrangements that afford meaningful participation for M/WBEs. Offerors are encouraged to obtain 10% MBE and 5% WBE participation.
3. Regardless of which persons or firms, if any, that the Offeror may use as subcontractors or suppliers of goods or services for the services to be provided, the Offeror ultimately remains responsible and liable to MHTC for the complete, accurate and professional quality/performance of these services.

(H) Nondiscrimination: The Offeror shall comply with all state and federal statutes applicable to the Offeror relating to nondiscrimination, including, but not limited to, Chapter 213, RSMo; Title VI and Title VII of Civil Rights Act of 1964 as amended (42 U.S.C. Sections 2000d and 2000e, *et seq.*); and with any provision of the “Americans with Disabilities Act” (42 U.S.C. Section 12101, *et seq.*).

(I) Executive Order: The Offeror shall comply with all the provisions of Executive Order 07-13, issued by the Honorable Matt Blunt, Governor of Missouri, on the sixth (6th) day of March, 2007. This Executive Order, which promulgates the State of Missouri’s position to not tolerate persons who contract with the state engaging in or supporting illegal activities of employing individuals who are not eligible to work in the United States, is incorporated herein by reference and made a part of this Agreement.

1. By signing this Agreement, the Offeror hereby certifies that any employee of the Offeror assigned to perform services under the contract is eligible and authorized to work in the United States in compliance with federal law.
2. In the event the Offeror fails to comply with the provisions of the Executive Order 07-13, or in the event the Commission has reasonable cause to believe that the Offeror has knowingly employed individuals who are not eligible to work in the United States in violation of federal law, the Commission reserves the right to impose such contract sanctions as it may determine to be appropriate, including but not limited to contract cancellation, termination or suspension in whole or in part or both.

- (J) **Incorporation of Provisions:** The Offeror shall include the provisions of Section (3), paragraph I of this Agreement in every subcontract. The Offeror shall take such action with respect to any subcontract as the Commission may direct as a means of enforcing such provisions, including sanctions for noncompliance.
- (K) **Non-employment of Unauthorized Aliens:** Pursuant to Section 285.530, RSMo., no business entity or employer shall knowingly employ, hire for employment, or continue to employ an unauthorized alien to perform work within the State of Missouri. As a condition for the award of any contract or grant in excess of five thousand dollars by the State or by any political subdivision of the State to a business entity, or for any business entity receiving a state-administered or subsidized tax credit, tax abatement, or loan from the state, the business entity shall:
1. By sworn affidavit and provision of documentation, affirm its enrollment and participation in a federal work authorization program with respect to the employees working in connection with the contracted services. E-Verify is an example of a federal work authorization program. The business entity must affirm its enrollment and participation in the E-Verify federal work authorization program with respect to the employees proposed to work in connection with the services requested herein by providing acceptable enrollment and participation documentation consisting of **completed** copy of the E-Verify Memorandum of Understanding (MOU). For business entities that are not already enrolled and participating in a federal work authorization program, E-Verify is available at http://www.dhs.gov/files/programs/gc_1185221678150.shtm.
 2. By sworn affidavit, affirm that it does not knowingly employ any person who is an unauthorized alien in connection with the contracted services. A copy of the affidavit referenced herein is provided within this document, attached as **Exhibit A.**
- (L) **Proof of Lawful Presence For Sole Proprietorships and Partnerships:** If the business entity is a sole proprietorship or partnership, pursuant to Section 208.009, RSMo., each sole proprietor and each general partner shall provide affirmative proof of lawful presence in the United States. Such sole proprietorship or partnership is eligible for temporary public benefits upon submission by each sole proprietor and general partner of a sworn affidavit of his/her lawful presence on the United States until such lawful presence is affirmatively determined, or as otherwise provided by Section 208.009, RSMo. A copy of the affidavit reference herein is provided within this document, attached as **Exhibit B.**
- (M) **Bankruptcy:** Upon filing for any bankruptcy or insolvency proceeding by or against the Offeror, whether voluntarily, or upon the appointment of a receiver, Offeror, or assignee,

for the benefit of creditors, MHTC reserves the right and sole discretion to either cancel the Agreement or affirm the Agreement and hold the Offeror responsible for damages.

- (N) **Law of Missouri to Govern:** The Agreement shall be construed according to the laws of the state of Missouri. The Offeror shall comply with all local, state and federal laws and regulations relating to the performance of the Agreement.
- (O) **Cancellation:** MHTC may cancel this Agreement at any time for a material breach of contractual obligations or for convenience by providing the Offeror with written notice of cancellation. Should MHTC exercise its right to cancel the contract for such reasons, cancellation will become effective upon the date specified in the notice of cancellation sent to the Offeror.
- (P) **Venue:** No action may be brought by either party concerning any matter, thing or dispute arising out of or relating to the terms, performance, nonperformance or otherwise of the Agreement except in the Circuit Court of Cole County, Missouri. The parties agree that the Agreement is entered into at Jefferson City, Missouri, and substantial elements of its performance will take place at or be delivered to Jefferson City, Missouri, by reason of which the Offeror consents to venue of any action against it in Cole County, Missouri.
- (Q) **Ownership of Reports:** All documents, reports, exhibits, etc. produced by the Offeror at the direction of MHTC's representative and information supplied by MHTC's representative shall remain the property of MHTC.
- (R) **Confidentiality:** The Offeror shall not disclose to third parties confidential factual matters provided by MHTC's representative except as may be required by statute, ordinance, or order of court, or as authorized by MHTC's representative. The Offeror shall notify MHTC immediately of any request for such information.
- (S) **Nonsolicitation:** The Offeror warrants that it has not employed or retained any company or person, other than a bona fide employee working for the Offeror, to solicit or secure the Agreement, and that it has not paid or agreed to pay any percentage, brokerage fee, gift, or any other consideration, contingent upon or resulting from the award or making of the Agreement. For breach or violation of this warranty, MHTC shall have the right to annul the Agreement without liability, or in its discretion, to deduct from the Agreement price or consideration, or otherwise recover the full amount of such fee, commission, percentage, brokerage fee, gift or contingent fee.
- (T) **Conflict of Interest:** The Offeror covenants that it presently has no actual conflict of interest or appearance of conflict of interest and shall not acquire any interest, directly or indirectly, which would conflict in any manner or degree with the performance of the services under this Agreement. The Offeror further covenants that no person having any

such known interest shall be employed or conveyed an interest, directly or indirectly, in this Agreement.

(U) **Maintain Papers:** The Offeror must maintain all working papers and records relating to the Agreement. These records must be made available at all reasonable times at no charge to MHTC and/or the Missouri State Auditor during the term of the Agreement and any extension thereof, and for three (3) years from the date of final payment made under the Agreement.

1. MHTC's representative shall have the right to reproduce and/or use any products derived from the Offeror's work without payment of any royalties, fees, etc.
2. MHTC's representative shall at all times have the right to audit any and all records pertaining to the services.

(V) **Indemnification:** The Offeror shall defend, indemnify and hold harmless the Commission, including its members and department employees, from any claim or liability whether based on a claim for damages to real or personal property or to a person for any matter relating to or arising out of the Offeror's performance of its obligations under this Agreement.

**SECTION (4):
PROPOSAL SUBMISSION INFORMATION**

(A) SUBMISSION OF PROPOSALS

1. **Pricing and Signature:** Proposals should be priced, signed and returned (with necessary attachments) to Judy Franke, MoDOT KC District Office, 600 NE Colbern Road, Lee's Summit, MO 64086 as provided in this RFP. Specifically, any form containing a signature line in this RFP and any amendments, pricing pages, etc., must be manually signed and returned as part of the proposal.
2. **Submission of All Data Required:** The Offeror must respond to this RFP by submitting all data required in paragraph (B) below for its proposal to be evaluated and considered for award. Failure to submit such data shall be deemed sufficient cause for disqualification of a proposal from further consideration.
3. **Public Inspection:** The Offeror is hereby advised that all proposals and the information contained in or related thereto shall be open to public inspection and that MHTC does not guarantee nor assume any responsibility whatsoever in the event that such information is used or copied by individual person(s) or organization. Therefore, the Offeror must submit its proposal based on such conditions without reservations.
4. **Clarification of Requirements:** Any and all questions regarding specifications, requirements, competitive procurement process, or other questions must be directed to Judy Franke, Senior Procurement Agent, MoDOT Kansas City District Procurement Office using judy.franke@modot.mo.gov or call 816-347-4111.

(B) REQUIRED ELEMENTS OF PROPOSAL

1. **Experience.** The proposal must clearly identify the Offeror's experience in offering the services requested in this RFP during the past three (3) years. The description should include a list of the agencies which your institution has served or currently serves.
2. **Personnel.** Please indicate the name, location, telephone number, fax number and email address of the primary contact person for the Offeror. Information presented in this section should highlight the previous Offeror experience, as well as any work with other state agencies or local governments in Missouri. Offeror must furnish a complete listing of each sub-Offeror, if any, and complete contact information for that sub-Offeror.

3. **References.** Proposals should indicate the name, title and telephone number of at least three officials of clients within the past three years.

(C) EVALUATION CRITERIA AND PROCESS

1. **Evaluation Factors:** Any agreement for services resulting from this RFP shall be awarded to the Offeror providing the best proposal to MHTC. Multiple awards will be made, as needed, to obtain maximum coverage for all seven counties within the metropolitan reach of the Kansas City District. After determining responsiveness, proposals will be evaluated in accordance with the following criteria:
 - A. Experience, Expertise and Reliability
 - B. Proposed Method of Performance
 - C. Cost, Fees and Expenses
 - D. Ability to Target Listeners of Various Ages and Listening Formats
 - E. County Coverage Provided by Station
 - F. Wattage Output of Station
 - G. Overall Clarity
2. **Historic Information:** MHTC reserves the right to consider historic information and facts, whether gained from the Offeror's proposal, question and answer conferences, references, or other sources, in the evaluation process.
3. **Responsibility to Submit Information:** The Offeror is cautioned that it is the Offeror's sole responsibility to submit information related to the evaluation categories and that MHTC's representative is under no obligation to solicit such information if it is not included with the Offeror's proposal. Failure of the Offeror to submit such information may cause an adverse impact on the evaluation of the Offeror's proposal.

(D) PRICING

1. **Fee Schedule:** The Offeror must submit a proposed fee for all services defined in the Scope of Work. This fee must be shown on Section (5), Price Page, of this proposal which **MUST** be completed, signed and returned with the Offeror's proposal.

**SECTION (5):
PRICE PAGE**

- (A) **FEE SCHEDULE:** The Offeror shall indicate below the **Traffic Sponsorships Cost (per spot) Radio Announcements** for providing services in accordance with the provisions and requirements stated herein:

Traffic Sponsorships Cost \$ _____ (per spot) Radio Announcements

(Company Business Name)

(Company Signature, Title)

Date

EXHIBIT A

15

[documentation of enrollment/participation in a federal work authorization program attached]

APPLICANT AFFIDAVIT FOR SOLE-PROPRIETORSHIP OR PARTNERSHIP

(a separate affidavit is required for each owner and general partner)

EXHIBIT B

STATE OF _____)
) ss
COUNTY OF _____)

On this _____ day of _____, 20____, before me appeared _____, personally known to me or proved to me on the basis of satisfactory evidence to be the person whose name is subscribed to the within instruments, who being by me duly sworn, deposed as follows:

My name is _____, and I am of sound mind, capable of making this affidavit, and personally certify the facts herein stated, as required by Section 208.009, RSMo, for failure to provide affirmative proof of lawful presence in the United States of America:

I am the _____ of _____, which is applying for a public benefit (grant, contract, and/or loan) administered/provided by the Missouri Highways and Transportation Commission (MHTC), acting by and through the Missouri Department of Transportation (MoDOT).

I am classified by the United States of America as: (check the applicable box)

☐ a United States citizen. ☐ an alien lawfully admitted for permanent residence.

I am aware that Missouri law provides that any person who obtains any public benefit by means of a willfully false statement or representation, or by willful concealment or failure to report any fact or event required to be reported, or by other fraudulent device, shall be guilty of the crime of stealing pursuant to Section 570.030, RSMo, which is a Class C felony for stolen public benefits valued between \$500 and \$25,000 (punishable by a term of imprisonment not to exceed 7 years and/or a fine not more than \$5,000 – Sections 558.011 and 560.011, RSMo), and is a Class B felony for stolen public benefits valued at \$25,000 or more (punishable by a term of imprisonment not less than 5 years and not to exceed 15 years – Section 558.011, RSMo).

I recognize that, upon proper submission of this sworn affidavit, I will only be eligible for temporary public benefits until such time as my lawful presence in the United States is determined, or as otherwise provided by Section 208.009, RSMo.

I understand that Missouri law requires MHTC/MoDOT to provide assistance in obtaining appropriate documentation to prove citizenship or lawful presence in the United States, and I agree to submit any requests for such assistance to MHTC/MoDOT in writing.

I acknowledge that I am signing this affidavit as a free act and deed and not under duress.

Affiant Signature

Affiant's Social Security Number or
Applicable Federal Identification Number

Subscribed and sworn to before me this _____ day of _____, 20____.

Notary Public

My commission expires: