



REQUEST FOR PROPOSAL 25-011

STREET SMART AWARENESS CAMPAIGN

Date Released: April 2, 2025

Response due May 1, 2025 @ 2:00 pm ET

Electronic submissions are required for this RFP

**Electronic submissions shall be uploaded to COG's solicitation
Lockbox.**

**See submission response instructions in
Section XI of this RFP.**

**REQUEST FOR PROPOSAL
RFP 25-011**

Release Date: April 2, 2025

STREET SMART AWARENESS CAMPAIGN

I. METROPOLITAN WASHINGTON COUNCIL OF GOVERNMENTS

- A. The Metropolitan Washington Council of Governments (“COG”) is the regional organization of the Washington area's 26 major local governments and their governing officials, plus area members of the Maryland and Virginia legislatures and the U.S. Senate and House of Representatives.
- B. COG provides a focus for action on issues of regional concern such as comprehensive transportation planning, air and water quality management, environmental monitoring, tracking economic development and population growth and their effects on the region, coordinating public safety programs, and promoting childcare and housing for the region. COG is supported by financial contributions from its participating local governments, federal and state government grants and contracts, and through grants and contracts from foundations and the private sector.
- C. The *National Capital Region Transportation Planning Board (“TPB”)* is responsible for coordinating transportation planning at the regional level in Northern Virginia, Suburban Maryland and the District of Columbia. The TPB is the federally designated Metropolitan Planning Organization (“MPO”) for the region and plays an important role as the regional forum for transportation planning.
- D. The TPB prepares plans and programs that the federal government must approve for federal-aid transportation funds to flow to the Washington region. Members of the TPB include representatives of the transportation agencies of the states of Maryland and Virginia and the District of Columbia, local governments, the Washington Metropolitan Area Transit Authority (“WMATA”), the Maryland and Virginia General Assemblies, and non-voting members from the Metropolitan Washington Airports Authority (“MWAA”) and federal agencies.
- E. The TPB was created in 1965 by local and state governments in the Washington region to respond to a requirement of 1962 highway legislation for establishment of official MPOs. The TPB became associated with COG in 1966, serving as COG’s transportation policy committee. The TPB is staffed by COG’s Department of Transportation Planning (“DTP”).

***** Remainder of page intentionally left blank. *****

II. PROJECT OVERVIEW

Since the Washington area is a single media market, a UNIFIED REGIONAL PUBLIC AWARENESS CAMPAIGN is the most cost-effective approach to the mass marketing element of an education campaign.

For the past 20 years the COG, TPB and partner agencies have conducted the “Street Smart” pedestrian and bicycle safety campaign, which has consisted of elements such as data-driven television, radio, internet, and transit property advertisements, street teams, plus posters and hand-outs. The campaign’s website is <http://bestreetsmart.net>. TPB member jurisdictions carry out concurrent pedestrian-related law enforcement to complement the media campaign.

The campaign has primarily used federal Section 402 highway safety funds supplemented by local funding. COG/TPB has administered the campaign under the oversight of an advisory committee. While no funding has been approved or guaranteed for FY 2026, the budget for FY 2025 was \$680,000. Funding levels for FY 2026 are likely, but not guaranteed, to be similar to FY 2025 levels. It is anticipated that the campaign will be carried out in two three- or four-week waves, one in Fall 2025 and one in Spring 2026. It is anticipated that the Fall 2025 wave will utilize the materials from Spring 2025.

Final reports from FFY (Federal Fiscal Years) 2003-2023 are available at bestreetsmart.net along with FFY 2025 Street Smart campaign materials and evaluation reports. The selected consultant will be expected to produce a high-quality survey, conduct an evaluation, and prepare a final report for FFY 2026.

PROJECT SUMMARY

Service(s) requested	Seeking a CONTRACTOR to be a full-service public relations firm that is highly qualified to develop and implement a comprehensive public outreach and education campaign to improve pedestrian and bicyclist safety in the Washington metropolitan region.
Contract type	Fixed Price
Number of awards	Single award
Duration of contract	Multi-year
Payment method	Net 30
Planned duration of RFP advertisement	Approximately 4 weeks
Start of advertisement period for RFP	4/2/2025
Deadline for questions about RFP	10 business days before deadline
Deadline for COG responses to questions	5 business days before deadline
Deadline for proposals	5/1/2025 2PM ET

III. DEFINITIONS USED IN THIS DOCUMENT

Section 402	The State and Community Highway Safety Grant Program, commonly referred to as Section 402, was initially authorized by the Highway Safety Act of 1966 and has been reauthorized and amended a number of times since then, most recently under the FAST Act with some changes from MAP-21.
COG	The Metropolitan Washington Council of Governments
DDOT	The District of Columbia Department of Transportation
DRPT	Virginia Department of Rail & Public Transportation
CONTRACTOR	The term used throughout this document to describe the individual or organization awarded the prime contract based on this solicitation.
Contracting Officer	The Executive Director of the Metropolitan Washington Council of Governments or his designee
DTP	COG Department of Transportation Planning
FHWA	Federal Highway Administration
FY	COG Fiscal Year July 1 to June 30)
FFY	Federal Fiscal Year (October 1 to September 30)
HOV	High-Occupancy Vehicle
HPMS	Highway Performance Monitoring System
IDIQ	Indefinite Delivery, Indefinite Quantity
MDOT	Maryland Department of Transportation
MPO	Metropolitan Planning Organization
MWCOG	Metropolitan Washington Council of Governments
Subcontractor	A person or company who is the recipient of a task or portion of contracted work assigned or outsourced by a prime CONTRACTOR.
Technical Selection Committee	The Committee (TSC) established to review and evaluate the proposals received under this solicitation
TPB	Transportation Planning Board
UPWP	Unified Planning Work Program
VDOT	Virginia Department of Transportation
WMATA/Metro	Washington Metropolitan Area Transportation Authority

IV. SCOPE OF WORK

A. General Requirements

All aspects of the project will be managed by COG/TPB staff, CONTRACTOR with advice from an Advisory Committee.

It is anticipated that the selected CONTRACTOR, reporting to COG, will be a full-service public relations firm that is highly qualified to develop and implement a **comprehensive public outreach and education campaign to improve pedestrian and bicyclist safety in the Washington metropolitan region.**

B. Goals

The goal of this campaign is to reduce pedestrian and bicyclist deaths and injuries among [member jurisdictions within the TPB planning area](#) by:

1. Raising awareness among motorists, pedestrians, and bicyclists of the consequences of motor vehicle crashes with pedestrians and bicyclists.
2. Educating drivers, pedestrians, and bicyclists in the Washington region about behaviors that lead to collisions.
3. Changing the relevant behaviors on the part of the target audiences of drivers, pedestrians, and bicyclists in the Washington region.
4. Raising awareness of pedestrian and bicyclist safety enforcement by TPB member jurisdictions including enforcement aimed at drivers, pedestrians, and bicyclists.

C. Tasks

The CONTRACTOR shall:

1. Compile and apply transportation safety data and expertise to advise all elements of the campaign.
 - i. The CONTRACTOR should have expertise in traffic and pedestrian and bicycle safety issues, both regionally and nationally.
 - ii. The CONTRACTOR will work with COG/TPB staff as well as the Advisory Committee to compile regional pedestrian and bicycle safety data.
 - iii. The CONTRACTOR should have extensive knowledge of driver, pedestrian, and bicyclist behaviors associated with crashes, and effective countermeasures to prevent such crashes.
2. Create/Adapt campaign materials

For this task, the CONTRACTOR shall:

- A. Provide experienced and creative production personnel to develop and produce effective “Street Smart” pedestrian and bicycle safety campaign advertising, educational, and promotional information and materials.

- B. Create new campaign creative materials (ads) if necessary, and/or adapt the existing Street Smart campaign materials.
- i. New campaign creative, if it is developed, should include creative concepts, graphic identity, and slogans.
 - ii. It is recommended that the CONTRACTOR use professionally managed focus groups, drawn from the target demographic, to identify and shape messaging as well as methods to better serve the audience.
 - iii. Campaign materials may include, but are not limited to: television ads, social media ads, gas station ads, public service announcements, posters, brochures, flyers, bus cards, bus backs, internet ads, a website, and other campaign elements.
 - iv. The CONTRACTOR shall work with an Advisory Committee convened by COG/TPB, and shall provide conceptual, draft, and fully formed campaign materials sufficiently in advance of Advisory Committee meetings to allow adequate time for review and comment. The CONTRACTOR shall provide a high degree of internal quality control of all draft and final products prior to delivery of these products to COG/TPB.
 - v. Final selection and approval of the campaign materials will be made by COG/TPB.
 - vi. Because the “Street Smart” pedestrian and bicycle safety campaign materials are produced using public funds, they are not copyrightable and enter the public domain.

3. Plan, place, and execute campaign materials/advertisements

For this task the CONTRACTOR shall:

- i. Develop a paid media plan with a budget and schedule for placing ads and promotions. COG/TPB, with input from the Advisory Committee, shall approve the media plan and budget. The CONTRACTOR shall adhere to the schedule and budget outlined in the approved media plan unless changes to the work plan are approved by COG/TPB.
- ii. Provide all goods and services necessary to design, execute, and place advertising and promotions, including, but not limited to providing typesetting, graphic design, printing, video editing, website design, and securing of all supplies.
- iii. Develop a prioritized list of campaign activities. The CONTRACTOR shall prepare a strategic plan for the FFY2026 campaign and a prioritized list of additional activities to be conducted during this year of the campaign if additional funds are made available, as well as contingencies in case funding is less than the anticipated level.
- iv. Prepare campaign strategic plans for FFY 2027 and FFY 2028 that build and expand on FFY 2022-6 activities provided they are successful in meeting program objectives. In the strategic plan, the CONTRACTOR shall provide for the possibility that the FFY 2026 approach did not meet expectations. The CONTRACTOR must prioritize activities for FFY 2027 and FFY 2028.

- v. Identify target audiences for the campaign in Fiscal Years 2026, 2027, and 2028. The CONTRACTOR must provide justification for their recommended approach. Final approval of the approach will be made by COG/TPB.

4. Plan and execute stakeholder/public engagement

For this task the CONTRACTOR shall:

- a. Develop a plan that maximizes earned media through highly visible seasonal public outreach events. COG/TPB and the Advisory Committee will review and approve the public outreach strategy and activities.
- b. Use free media to the greatest extent possible, including negotiating free one-to-one comparable match for advertising time.
- c. Maintain the campaign website containing approximately 6-8 pages of materials with graphics containing summary information on the “Street Smart” pedestrian and bicycle safety campaign as well as electronic versions of the campaign materials, a resources page, and links to websites of sponsor agencies. The website shall be hosted by the CONTRACTOR with the ability for the website and all its elements to be easily transferred to another organization.
- d. Prepare, plan, and implement an outreach campaign for reaching non- English-speaking residents. The CONTRACTOR must include in Fiscal Years 2026, 2027, and 2028 a detailed methodology for reaching non-English speaking residents, focusing on the Hispanic/Latino target audience at a minimum. The CONTRACTOR shall, for campaign elements approved by COG/TPB, include adaptations of the basic campaign or new campaigns that use culturally specific approaches and materials developed in multiple languages. The CONTRACTOR shall propose ways to make pedestrian and traffic safety themes, slogans, messages, and materials culturally relevant to non-English speaking residents. The CONTRACTOR shall propose methods for reaching target audiences using multi-cultural media or enlisting public resources, agencies, and various ethnic organizations to distribute culturally specific campaign materials and information.
- e. Produce materials such as flyers, video walls, a digital toolkit, etc. for use in public outreach and education events. The CONTRACTOR shall recommend whether any of the limited campaign resources should be used for the production of such materials, or revision of the existing materials and if so, prioritize which materials should be developed. The CONTRACTOR shall outline how the materials will be developed, how they should be distributed, and how to gauge their effectiveness, subject to approval by COG/TPB.
- f. Assist COG/TPB in promoting regional cooperation on this project. The CONTRACTOR shall propose ways to promote regional cooperation and participation. The CONTRACTOR may be requested to make presentations to the TPB and/or its Technical Subcommittees, as well as other bodies to the extent that COG/TPB determines that to be appropriate and cost-effective.
- g. Time the campaign to take into account and benefit from ongoing pedestrian or bicycle-related law enforcement activities by partner agencies. COG/TPB shall assist the CONTRACTOR in coordinating these activities.

5. Develop partnerships

Recognizing the limits of what a comprehensive campaign can accomplish with the level of funding available, the CONTRACTOR shall work to obtain additional resources by developing partnerships. The CONTRACTOR shall seek in-kind and/or financial contributions for the pedestrian and bicycle safety campaign. Experience to date has been that in-kind contributions such as free ad placement or other promotion of Street Smart messaging has been easier and more cost-effective to obtain and administer than cash contributions.

The CONTRACTOR shall seek partnerships with other local and state groups and governments, federal agencies, and the media, as well as with business and volunteer organizations when COG/TPB, in consultation with the CONTRACTOR, determines that pursuing such partnerships would be cost-effective. Potential partners will be asked to endorse campaign objectives, distribute pedestrian safety reminders to employees/members/customers, and provide other in-kind assistance. Organizations, agencies, community groups, and businesses that could be approached include transit operators, volunteer and service groups, organizations that promote walking or cycling, retail businesses, large employers, health professionals, sites serving visitors, organizations serving minorities, ESOL classes, and commercial vehicle users.

The CONTRACTOR in its proposal to COG/TPB shall specify the methods proposed to:

- a. Create more partnerships with broadcasters to promote the campaign.
- b. Create partnerships to augment media production and placement.
- c. Identify organizations, agencies, community groups, and businesses that will be approached for partnerships.
- d. Identify private sector organizations, agencies, and businesses that will be approached for assistance or sponsorship.
- e. Acquire sponsors, including the type of recognition to be provided for different levels of support, identification of contact people at likely sponsor organizations, and advice on the best method of seeking sponsorship from those organizations.
- f. Follow up with these organizations to the extent that the CONTRACTOR and COG/TPB agree that it is cost-effective and document the results of these development activities.

6. Produce progress reports and document activities

For this task, the CONTRACTOR shall:

- a. Maintain a status or work-in-progress report as a record of all campaign activities; maintain materials distribution lists; track the nature and extent of assistance received from governments and governments agencies, businesses, and voluntary organizations; and track media cooperation and coverage obtained including estimates of the value of free media coverage.
- b. Document campaign activities and provide a brief progress report with each invoice to COG.

- c. Prepare a summary report or presentation on each campaign wave within sixty days of its completion, and brief COG/TPB and/or the Advisory Committee on the preliminary results.
- d. Prepare an Annual Report which details program activities and results including paid media, public outreach activities and events, donated media, earned media, and enforcement events, as well as the results of the program evaluation.

7. Evaluate the program

For this task the CONTRACTOR shall:

- a. Develop and implement techniques for evaluating the effectiveness of the campaign in achieving the long-term, intermediate, and short-term campaign objectives, assessing the quality of the materials used, and determining whether the campaign process and direction were successful.
- b. Conduct post-campaign evaluation surveys using residents from the [TPB member jurisdictions](#) of Northern Virginia, Maryland and D.C. The surveys must gauge the public's awareness of pedestrian safety and pedestrian safety messages in the Street Smart campaign, test themes and slogans, assess the best ways of reaching residents, and evaluate the effectiveness of the outreach and education campaign elements used. Progress will be tracked by comparing the results of each annual survey with the previous annual survey. The evaluation shall gauge whether pedestrian and motorist behavior has changed as a result of the campaign.
- c. Propose and justify to COG/TPB the type of evaluative methods that are recommended. For any method proposed, the CONTRACTOR shall describe the effectiveness and limitations of the evaluation techniques, suggest timing to conduct the activities, and rate the techniques as to desirability.
- d. Propose to COG/TPB a method to include a representative sample of non-English speaking populations in the evaluation surveys.

8. Undertake additional duties as required

The CONTRACTOR shall perform other tasks as specified by COG/TPB on a task order basis. When COG/TPB determines it needs a service or service described under this additional scope of work, COG will issue a Task Order that details the work to be done based on a mutually agreed upon budget, scope and period of performance. There is no guarantee that the CONTRACTOR will be asked to perform any work under this additional cope of work. This additional scope of work section is for awareness and shall not be included in the Offeror's budget.

V. INSTRUCTIONS, CONDITIONS AND NOTICES TO OFFERORS

- A. COG's preference is to award a single contract resulting from this solicitation to the responsible CONTRACTOR whose proposal conforms to the solicitation and will be most advantageous to COG and its members, including cost, technical and other requirements specified herein. COG may, at its discretion, award multiple contracts if it deems such an

approach to be in the best interest of COG and its regional funding partners to complete the proposed scope of work.

- B. COG may award a contract or contracts based on initial offers received without discussion. Therefore, each initial offer should contain the Offeror's best terms from a price and technical standpoint. COG may communicate with Offerors to clarify, verify or obtain additional information about its past performance or experience.

VI. PERIOD OF PERFORMANCE AND TYPE OF CONTRACT

Schedule for FY 2026 - 2031

It is anticipated that the campaign will be carried out in two three- or four- week waves, one in Fall 2025 and one in Spring 2026. It is anticipated that the Fall 2025 wave will utilize the materials from Spring 2025 without significant changes, but that new materials may be created for the Spring 2026 wave, depending on direction from the funding agencies. Strategic planning for FFY 2026 shall be completed by November 1st, 2025. All work on the creative component shall be finished, and all elements of the mass media campaign shall be ready for execution by February 25, 2026. Exact timing of the media buys will be determined at the direction of COG/TPB with advice from the CONTRACTOR. All work, including evaluation and final report, must be completed no later than September 30, 2026.

- A. The period of performance shall begin on October 1, 2025 and continue through September 30, 2026 one (1) year. COG and the selected CONTRACTOR(s) may mutually agree to extend the period of performance of the ensuing contract through three (3) additional optional Federal fiscal years (October to September). The contract will be issued on a (Firm Fixed Price) basis.
- B. Work assigned and payment to the CONTRACTOR for the Core Task will depend on available funding, but is anticipated not to exceed seven hundred and twenty thousand dollars (\$720,000) per annum.

Contract Type

Contract will consist of milestone or task fixed budgets. CONTRACTOR will invoice according to task completion.

VII. PROPOSAL FORMAT

All Offerors must submit their proposals following the prescribed format. Adherence to the proposal format by all Offerors will ensure a fair evaluation regarding the needs of COG. Offerors not following the prescribed format will be deemed non-responsive. The letter transmitting the proposal must be signed by an officer authorized to bind the Offeror. All required pages are included in the page count. The proposal must include the following:

Technical Response (Max page length 60 pages; Min font size 11 pt.(Graphics 10 pt)

Letter of Interest
Table of Contents
Executive Summary

A. Section 1 - Qualifications of the firm and key personnel

1. This section shall provide the professional credentials and expertise of the Offeror and key personnel assigned to this project.
2. Do not include any cost or pricing information in the technical section
3. Although standard personnel resumes may be submitted as attachments to the proposal amplification specific to this solicitation is required in this section. The absence of such project specific information shall cause the proposal to be deemed non-responsive.

B. Section 2 - Proposed method to accomplish the work

1. In this section of the proposal, Offerors must provide a detailed description of their approach for accomplishing the tasks specified herein. This section shall include a work plan, schedule, and a project management plan that will detail all lines of authority and communication which will support all the project requirements and logically lead to the deliverables required in this RFP. A matrix shall be provided which will identify, by task, key personnel assignments.
2. Offerors should explain any deviation from the stated Scope of Work.
3. Timely completion of the task orders outlined and issued for this project is of critical importance. Offerors are to provide a brief description of their current projects and the availability of key personnel proposed in this project.
4. Offerors must provide an example scope of work, technical approach, work plan, and proposed staffing for one of the optional tasks that may be issued under this contract. In developing the writeup for this example, Offerors may select from one of the travel monitoring studies briefly described in the Scope of Work - Section III, D, 1 of this RFP, or another type of travel monitoring study of the Offeror's choosing.

B. Section 3 - **References and Resumes**

References of the CONTRACTOR and any proposed subcontractor(s)

1. The proposed CONTRACTOR and any Subcontractor(s) shall provide at least three (3) references who COG may contact regarding similar work performed. See Attachment C for form to be used.
2. Offerors may provide letters of reference from previous relevant clients. Names, titles, addresses and telephone numbers shall be included for each reference.
3. All three of these references shall include work in which the key personnel proposed to COG have been assigned.

Resumes (Max page length 20 pages; Min font size is 11 pt (Graphics 10 pt)

C. Section 4. **Administration**

1. ATTACHMENT E Proposal Response Form (fully completed).
2. All requested and/or required forms are
3. Cost proposal for the Prime CONTRACTOR/Offeror and all Subcontractor(s)
4. Acceptance of Terms and Conditions and/or RFP or exceptions to Terms and Conditions/RFP
5. Exceptions must be noted and provided as a separate Attachment(s) 5 and/or 6. COG will **not** negotiate exceptions not previously noted during contract award.
6. Non-Collusion and Debarment Affidavit (Attachment B)
7. Proof of Insurance – Acord Certificate provided by firm’s insurance company.
8. Provide Professional / Corporate References (Attachment C)
9. DBE Plan form (Attachment D).
10. ACH (acknowledgment).

Price Detail - Price Summary

- i. Detail - Provide the total costs, including all expenses, profits and fees to be charged to COG/TPB for providing the services described above. In addition, should any commissions be anticipated for media placement, those commissions shall be specified.
- ii. Summary Table. Sample format

***** Remainder of the page is blank *****

METROPOLITAN WASHINGTON COUNCIL OF GOVERNMENTS
RFP 25-011
SMART AWARENESS CAMPAIGN FY 2026 - 2031

Summary Table. Sample format

Category	Description	Max Category \$ Amount
ACCOUNT SERVICES	<i>Includes development of strategic plan, campaign oversight and supervision, budget management, and reporting.</i>	\$75,000
PAID MEDIA	<i>Paid media fees including agency's % fee for placement, broken down by media type.</i>	\$330,000
MEDIA RELATIONS	<i>Includes planning and management of a highly visible kickoff event for the Fall campaign wave, all press materials, signage production, on-location set-up, and pitching for extended media tours for both Fall and Spring campaign waves.</i>	\$70,000
CREATIVE PRODUCTION	<i>Includes design and production of bus ads, transit shelters, print collateral, and digital ads (also covers printing of donated advertisements).</i>	\$70,000
MARKET RESEARCH	<i>Pre- and post-campaign online surveys (English and Spanish).</i>	\$50,000
PARTNERSHIP DEVELOPMENT/OUTREACH	<i>Enforcement coordination, community involvement, partnership development, outreach events.</i>	\$70,000
ADDITIONAL OPTIONS *	<i>List of possible additional deliverables that could be implemented, if funds are available, based on prioritization and feedback from the advisory group.</i> *Provide detailed list	\$55,000
TOTAL PROPOSED BUDGET		\$720,0000

** Remainder of page intentionally left blank **

VIII. METHOD OF PROPOSAL EVALUATION AND SELECTION

The proposals will be evaluated by a technical selection committee. The selection committee may hold, at COG's option, a pre-selection meeting with the top-ranked Offerors. The final recommendation for selection to the COG Contracting Officer may be made based upon interviews and/or a best and final offer submitted by the Offerors, if required by the selection committee. In evaluating the proposals, the following factors will be considered, with points awarded up to the maximum shown:

Factor	Points
Understanding of the project	30
Methodology used for the project	10
Demonstrated, relevant knowledge and experience of Key Personnel and Availability of Key Personnel	40
Cost and Price Analysis	5
DBE Participation	15
Total Points	100

IX. DISADVANTAGED BUSINESS ENTERPRISE

- A. Disadvantaged Business Enterprise ("DBE") participation shall be an integral component of the Contractor selection process for this RFP. COG's DBE Policy may be viewed on its website <https://www.mwcog.org/purchasing-and-bids/dbe-policy/> . Responding firms shall submit with their proposals a DBE Participation Plan to meet this goal. The plan shall identify any DBE (defined in 49 CFR Part 26) that shall be participating in the project.
- B. The plan shall include the name and address of the firm, a copy of the firm's **current** DBE Certification (as of the date of submission) from any federal, state or local government agency that certifies DBE Certification upon date of submission (please note *only DBE* certifications will be accepted by COG for this purpose). **See Attachment D.**
- C. COG, in accordance with Title VI of the Civil Rights Act of 1964 and 78 Stat. 252, 42 USC 2000 d – 42 and Title 49, Code of Federal Regulations, hereby notifies all bidders that it will affirmatively ensure that any contract entered pursuant to this advertisement will afford minority business enterprises full opportunity to submit bids in response to this invitation, and will not discriminate on the grounds of race, color, sex, or national origin in consideration for an award.
- D. **DBE Assurance** – The Contractor or Subcontractor shall not discriminate on the basis of race, color, national origin, or sex in the performance of this contract. The Contractor shall carry out applicable requirements of 49 CFR Part 26 in the award and administration of USDOT assisted 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 recipient deems appropriate.

- E. A total of 15 possible points (out of a maximum of 100 points) may be awarded for DBE participation, as measured in dollars, either as the Contractor or "Subcontractor". In the event of a tie score between 2 or more proposals, the proposal with the largest percentage of DBE participation, as measured in dollars, will be awarded the contract. DBE points are to be awarded as follows:

PARTICIPATION POINTS

10% to 14%	3
15% to 19%	6
20% to 24%	9
25% to 34%	12
35% or more	15

X. PROPOSAL QUESTIONS

- A. All questions concerning the RFP must be submitted in writing via the Bonfire portal no later than 10 business days prior to the deadline.
- B. All questions will be answered via the Bonfire portal 5 five business days before the question cut-off date.
- C. No questions will be accepted following the cut-off date.
- D. Questions and answers **must** be acknowledged on the Proposal Response form. Please check the website posting prior to your submission.

XI. SUBMISSION DATE AND LOCKBOX INSTRUCTIONS

- A. **Proposals shall be received via "Lockbox" by no later than 2:00 pm EST May 20, 2025**
- B. Submissions for this RFP **must** be made electronically to COG's solicitation "Lockbox."

Proposers shall submit electronic copies to the Bonfire system at
<https://mwcog.bonfirehub.com/opportunities>.

- C. Lockbox Submission Instructions are as follows:
COG has replaced its prior submission system. Be sure to review the instructions below for current access and submission requirements.
1. Proposals will not be accepted if submitted through hard copy, mail, courier, fax, email, or any other electronic method except as described below. Proposals submitted through any method other than the public purchasing portal system will be rejected.
 2. Proposers shall submit an electronic copy of their submission to the Bonfire system at the URL given above. The maximum upload size for any file is 1000 MB. Uploading large files may take longer time, depending on the size of the files and connection speeds.

3. The Technical proposal shall be organized according to the VII. Proposal Instructions above AND documents must be uploaded to the submission portal (see 7. Below). Proposals not following the prescribed format will be deemed nonresponsive.
4. The requested Letter of Interest must be signed by an authorized principal or agent of the Proposer, and provide an overview of Proposer's offer, as well as a name, title, phone number, and email address of the person to whom questions may be directed concerning the proposal.
5. All Proposal forms must be completed by authorized company officials and submitted to the Bonfire system on or before the due date and time.
6. Proposals will not be accepted if submitted through hard copy, mail, courier, fax, email, or any other electronic method except as described below. Proposals submitted through any method other than the Bonfire system will be rejected.
7. Proposers must include in their RFP submission the additional documentation specified below or they may be determined to be non-responsive and disqualified.
 - i. **Required COG forms include:**
 - A. COG's Terms and Conditions
 - B. Anti Collusion/Debarment form
 - C. Proposer References
 - D. DBE Plan and Response form
 - E. Proposal Response form (checklist)
 - ii. **Required Proposers' files/forms include:**
 1. Letter of Interest
 2. Technical Proposal
 3. Price Proposal
 4. Project Resumes/Samples
 5. Exceptions to the RFP, if any
 6. Exceptions to the Terms and Conditions, if any
 7. Proof of Insurance
 8. Jurisdiction Good Standing Letter
 9. Marketing Material (optional)
8. To contact COG or to ask questions in relation to this RFP, Proposers must register with COG's public purchasing portal at the above URL and initiate the communication electronically through the Vendor Discussion or Ask a Question feature. COG will not accept any communications regarding this RFP via other means. Attempts to contact COG employees regarding this RFP through any other means than the above may result in disqualification of the Proposer.
9. Please do not wait until the last moment to register. If problems occur during registration or submission, please contact Bonfire at support@gobonfire.com, and cc purchasing@mwkog.org.
10. All questions regarding discrepancies, omissions, specifications, instructions, or the required forms may be directed via the Bonfire portal no later than ten (10) working days in advance

of the deadline via the Bonfire system. COG will post any addendum necessary to address questions no later than five (5) working days before the due date of proposals.

11. Proposal responses should indicate that Proposers have reviewed the latest addenda on the Proposal Form via the Proposal Form Checklist.
12. Proposers must acknowledge their understanding of all terms listed in this RFP by signing the Proposal Form as part of their submission.
13. Any variation to the solicitation specifications should be noted by the Proposer as an exception with an explanation attached to the Proposal Form.
 - a. Exceptions taken do not obligate COG to change the specifications.
 - b. In some cases, exceptions may result in the Proposer being disqualified or result in a lower score in the evaluation process.
 - c. Failure to report exceptions with the submission may result in withdrawal of award if exceptions to the RFP are raised after award.
14. DO NOT email submissions directly to COG they will be disqualified.

XII. RFP 25-011 Proposal Response Form (Checklist and Acknowledgement & Signature Section)

This signed form must be included with the Administrative submission to be considered responsive. This form is found in the Required Forms section on the Bonfire portal.

***** Remainder of page intentionally left blank *****

VI. COOPERATIVE PURCHASING

COG COOPERATIVE RIDER CLAUSE

The COG Cooperative Purchasing Program works to aggregate the public entity and non-profit purchasing volumes in the National-Capital region of Maryland, Virginia and Washington, D.C.

I. Format

COG serves as the Lead Agency of this procurement and has included this Cooperative Rider Clause indicating its willingness to allow other public entities to participate in this procurement ("Participating Agency") pursuant to the following Terms and Conditions:

II. Terms

- A. A Participating Agency, through their use of this Cooperative Rider Clause, agree to the terms and conditions of the resulting contract to the extent that they can be reasonably applied to the Participating Agency.
- B. A Participating Agency may also negotiate additional terms and conditions specific to their local requirements upon mutual agreement between the parties.

III. Other Conditions - Contract and Reporting

- A. The resulting contract shall be governed by and "construed" in accordance with the laws of the State/jurisdiction in which the Participating Agency is officially located.
- B. Contract obligations rest solely with the Participating Agency only.
- C. Contractor must provide semi-annual contract usage reporting information to COG, including but not limited to quantity, unit pricing and total volume of sales by entity on demand and without further approval of Participating Agency;

Semi-annual reporting Due Dates beginning from Contract execution:

- November 30, covering May 1 – October 31
 - May 31, covering November 1 – April 30
- D. Contractor is required to report any Participating Agency that is added to the contract and a **COG Rider Clause Approval Form** must be filled out by the Participating Agency and approved by COG (see form below).
- E. Significant changes in total contract value may result in further negotiations of contract pricing with the Lead Agency and any Participating Agency.

In pricing and other conditions, contractors are urged to consider the broad reach and appeal of public and non-profit entities in the National Capital region.

II. Participating Members

COG Member Governments

- **District of Columbia**

- **Maryland**

- Town of Bladensburg
 - City of Bowie
 - City of College Park
 - Charles County
 - City of Frederick
 - Frederick County
 - City of Gaithersburg
 - City of Greenbelt
 - City of Hyattsville
 - Montgomery County
 - Prince George's County
 - City of Rockville
 - City of Takoma Park

- **Virginia**

- City of Alexandria
 - Arlington County
 - City of Fairfax
 - Fairfax County
 - City of Falls Church
 - Loudoun County
 - City of Manassas
 - City of Manassas Park
 - Prince William County

- **Other Local Governments**

- Town of Herndon
 - Spotsylvania County
 - Stafford County
 - Town of Vienna

- **Public Authorities/Agencies**

- Alexandria Renew Enterprises
 - District of Columbia Water and Sewer Authority
 - Metropolitan Washington Airports Authority
 - Montgomery County Housing Opportunities Commission
 - Potomac & Rappahannock Transportation Commission/ Omni Ride
 - Prince William County Service Authority
 - Upper Occoquan Service Authority

- Washington Metropolitan Area Transit Authority
- Washington Suburban Sanitary Commission

- **School Systems**

- Alexandria Public Schools
 - Arlington County Public Schools
 - Charles County Public Schools
 - District of Columbia Public Schools
 - Frederick County Public Schools
 - Loudoun County Public Schools
 - City of Manassas Public Schools
 - Montgomery College
 - Montgomery County Public Schools
 - Prince George's County Public Schools
 - Prince William County Public Schools
 - Spotsylvania County Schools
 - Winchester Public Schools

- **State Agencies**

- Maryland-National Capital Park and Planning Commission

BALTIMORE METROPOLITAN COUNCIL

- City of Annapolis
- Anne Arundel County
- Anne Arundel County Public Schools
- Anne Arundel Community College
- City of Baltimore
- Baltimore City Public Schools
- Baltimore County
- Baltimore County Public Schools
- Community College of Baltimore County
- Carroll County
- Harford County
- Harford County Public Schools
- Harford Community College
- Howard County
- Howard County Public Schools System
- Howard Community College
- Queen Anne's County
- Queen Anne's County Public Schools

**ATTACHMENT D
COG RIDER CLAUSE**

Sample Approval Form Only – Do not fill out

This form must be executed for any Participating Agency, both within and outside of the Metropolitan Washington Council of Governments (COG) region, to use the COG Cooperative Rider Clause to ride solicitations and contracts.

NOTE: Effective January 1, 2019, COG does not authorize the use of the MAPT/COG Cooperative Rider Clause without this form being completed and approved.

Participating Agency Name _____

Contact Person _____

Phone _____ Email Address _____

Solicitation/Contract Information:

Name Solicitation/Contract _____

Lead Agency/Contract Holder _____

Contact Person _____

Solicitation/Contract Number _____ Other Reference _____

Vendor Information:

Contractor Name _____

Address _____

City/State/Zip _____

Contact Person _____

Phone _____ Email Address _____

See questions on next page.

Questions –**YES NO**

- | | | |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------|-------|-------|
| 1. Is the Contract active and currently in force? | _____ | _____ |
| 2. Is the Participating Agency's specifications/scope of work the same or very similar to that in the Contract? | _____ | _____ |
| 3. Is riding this Contract within the rules and regulations of the Participating Agency and approved by the Participating Agency's Purchasing Department? | _____ | _____ |

Participating Entity**Metropolitan Washington Council of Governments**

Name _____

Name _____

Title _____

Title _____

Signature _____

Signature _____