



**REQUEST FOR PROPOSAL 21-014
STREET SMART AWARENESS CAMPAIGN**

Response due May 20, 2021 @ 2:00 pm EST

Electronic submissions are required for this RFP

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

**See submission response instructions in
Section XI**

**REQUEST FOR PROPOSAL
RFP 21-014**

Release Date: April 19, 2021

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 24 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 child care 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”).

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 2022, the budget for FY 2021 was \$820,000. Funding levels for FY 2022 are likely, but not guaranteed, to be similar to FY 2021 levels. It is anticipated that the campaign will be carried out in two three- or four-week waves, one in Fall 2021 and one in Spring 2022. It is anticipated that the Fall 2021 wave will utilize the materials from Spring 2021.

Final reports from FFY (Federal Fiscal Year)s 2003-2020 are available at bestreetsmart.net along with FFY 2021 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 2022.

III. Scope of Work

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.**

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.

Tasks

The CONTRACTOR shall:

1. Compile and apply transportation safety data and expertise to advise all elements of the campaign.

- a. The CONTRACTOR should have expertise in traffic and pedestrian and bicycle safety issues, both regionally and nationally.
- b. The CONTRACTOR will work with COG/TPB staff as well as the Advisory Committee to compile regional pedestrian and bicycle safety data.
- c. 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.
 - a. New campaign creative, if it is developed, should include creative concepts, a graphic identity, and slogans.
 - b. 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.
 - c. 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.
 - d. 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.
 - e. Final selection and approval of the campaign materials will be made by COG/TPB.
 - f. 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:

- a. 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.

- b. 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.
 - c. Develop a prioritized list of campaign activities. The CONTRACTOR shall prepare a strategic plan for the FFY2022 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.
 - d. Prepare campaign strategic plans for FFY 2023 and FFY 2024 that build and expand on FFY 2022 activities provided they are successful in meeting program objectives. In the strategic plan, the CONTRACTOR shall provide for the possibility that the FFY 2022 approach did not meet expectations. The CONTRACTOR must prioritize activities for FFY 2022 and FFY 2023.
 - e. Identify target audiences for the campaign in Fiscal Years 2022, 2023, and 2024. 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 2022, 2023, and 2024 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 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 section, 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 section. This section is for awareness and shall not be included in the Offeror's budget.

IV. 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

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 2022

It is anticipated that the campaign will be carried out in two three- or four- week waves, one in Fall 2021 and one in Spring 2022. It is anticipated that the Fall 2021 wave will utilize the materials from Spring 2021 without significant changes, but that new materials may be created for the Spring 2022 wave, depending on direction from the funding agencies. Strategic planning for FFY 2022 shall be completed by November 1st, 2021. 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, 2022. 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, 2022.

- A. The period of performance shall begin on October 1, 2021 and continue through September 30, 2022 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 COG fiscal years (July to June). 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 COG, but is anticipated not to exceed eight hundred and twenty thousand dollars (\$820,000) 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:

Volume I: 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 included as attachments to the proposal in Volume II, 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.

C. Section 3 - 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.

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

Volume III: Administration (Max page length 15 pages)

1. Proposal Response Form (fully completed).
2. Cost proposal for the Prime CONTRACTOR/Offeror and all Subcontractor(s)
 - i. Cost Detail and Summary
 - ii. 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.
3. Acceptance of Terms and Conditions or exceptions to Terms and Conditions.
4. Exceptions must be noted and provided as a separate attachment. COG will **not** negotiate exceptions not previously noted during contract award.
5. Non-Collusion and Debarment Affidavit (Attachment B)
6. Proof of Insurance – Acord Certificate provided by firm’s insurance company.
7. DBE Plan form (Attachment E).
8. ACH (acknowledgment).
9. Signature page must be fully filled out.

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 E.**
- 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 to the COG Contracts and Purchasing Office at purchasing@mwcog.org with a to cc: gcrichlow@mwcog.org no later than 7 business days prior to the deadline.
- B. All questions will be answered via addendum and posted on COG's website 5 business days after the cut-off date.

- C. No questions will be accepted following the cut-off date.
- D. Addendums **must** be acknowledged on the Proposal Response form. Please check the website posting prior to your submission at www.mwcog.org/purchasing-and-bids/cog-bids-and-rfps/.

XI. SUBMISSION DATE AND LOCKBOX INSTRUCTIONS

- A. **Proposals shall be received via “Lockbox” by no later than 2:00 pm EST May 20, 2021**
- B. Submissions for this RFP **must** be made electronically to COG’s solicitation “Lockbox.”
- C. Lockbox Submission Instructions are as follows:
 - 1. Proposals may not be submitted through hard copy, fax or other electronic methods except as designated below.
 - 2. Please use the RFP number and your firm name in the file name of your electronic submission.
 - 3. Offerors shall submit one (1) electronic copy of their qualifications to the COG Lockbox system as per the below directions.
 - a. Proposers shall submit one electronic copy to the COG “Lockbox” system in the following fashion:
 - i. Registration – To utilize the “LOCKBOX” service, proposer must be registered on the Mid-Atlantic Purchasing Team Vendor Registration System (“VRS”) portal at <https://mwcog.net>.

If proposer is not registered, please do this before accessing the LOCKBOX.

To register:

- Go to the portal at <https://mwcog.net> and click the Vendors listing the left menu on the page.
- Click Register and fill out the form. NOTE: Proposer will need its company information including its TIN/EIN number if proposer is a company or proposer’s SSN if proposer is a sole proprietor.
- Registering will give proposer access to the LOCKBOX solicitations.
- ii. If the firm is already registered in the VRS then this step can be skipped. The vendor will need to have their Vendor ID and VIN numbers handy.
- iii. Submission – Once registered in the VRS system go to the website at <https://mwcog.net> and click on Solicitation Listings tab. Those solicitations utilizing the VRS Lockbox service will be highlighted with a LOCKBOX button.

Click on the LOCKBOX button.

If proposer is interested in submitting a response to this solicitation, click on the REQUEST button. After providing the VRS vendor ID and VIN, proposer will receive a one-time use bid id and password by email. Also use proposer's credentials for the following:

- To submit a question to COG.
- To upload proposer's formal bid response and any additional attachments to the lockbox (before the closing time for the solicitation).
- Please limit size of individual files to 10 MB.
- Limit number of files to the following:
 - Section IV.B.1-2
 - Section IV.B.3 and the Proposal Response form and accompanying documents from checklist.
 - Resumes may be submitted in a separate file in needed
- *The Proposers company name should be part of each file name.*
- To withdraw proposer's formal response should proposer desire to cancel its submission or to replace an already uploaded copy with a modified version.
- To verify that the document in the lockbox is the one proposer uploaded.

If no vendor ID is provided, proposer will be directed to the registration page.

If proposer wants to ensure that proposer's company details are correct prior to uploading the proposal, then logon to VRS using proposer's VRS vendor ID and VIN then jump to the vendor summary page in VRS to make any changes desired.

To return to the COG solicitation page, after registering or updating proposer's company details, click SOLICITATION LISTINGS button on the VRS home page followed by clicking on the VIEW SOLICITATIONS button for COG on the PENDING SOLICITATIONS page.

- b. Please do not wait until the last moment to register. If problems occur during registration please contact COG's provider at customerservice@eepex.com and cc: purchasing@mwkog.org
 - c. DO NOT email submissions directly to COG they will be disqualified.
4. The submission should be made in three (3) separate files
- a. Volume I: Technical Proposal – Volume I, Sections 1-3
 - b. Volume II: Resumes
 - c. Volume III: Administration

XII. RFP 21-014 Proposal Response Form (Checklist and Acknowledgement & Signature Section)

This signed form must be included with the Administrative submission to be considered responsive.

Proposer's Check List and Required Forms -

ITEM	YES	NO
• Attachment A - Acknowledge and accept Terms and Conditions (If NO - Exceptions should be noted on a separate sheet)	___	___
• Attachment B - Non-Collusion and Debarment Affidavit	___	___
• Attachment C - References	___	___
• Attachment D - Acknowledge Rider Clause	___	___
• Certificate of Insurance (Acord Form from insurer)	___	___
• Electronic Payment (See Terms and Conditions)	___	___
• Exceptions	___	___

(Exceptions - If yes please attach all on separate sheet(s) at the end of this Proposal Response Form. Failure to acknowledge exceptions may be considered non-responsive)

Addendums Acknowledged (if applicable) - All Addendums must be acknowledged

Addendum #1	YES ___	NO ___	N/A ___
Addendum #2	YES ___	NO ___	N/A ___
Addendum #3	YES ___	NO ___	N/A ___
Addendum #4	YES ___	NO ___	N/A ___
Others _____			

** Signature page follows **

METROPOLITAN WASHINGTON COUNCIL OF GOVERNMENTS
RFP 21-014 SMART AWARENESS CAMPAIGN FY 2022

I have read, understood, and agreed to the terms and conditions of all contents of this RFP. The undersigned agrees to furnish the services stipulated in this RFP as stated above.

Corporate Official Name: _____ Email : _____

Proposal Contact NAME: _____

OFFICIAL COMPANY NAME: _____

ADDRESS: _____

TELEPHONE: _____ WEBSITE: _____

EMAIL: _____

SIGNATURE: _____ Title: _____

ATTACHMENT A TERMS AND CONDITIONS

This document sets out provisions generally applicable to Metropolitan Washington Council of Governments (“MWCOG”) contracts. The provisions herein do not constitute a complete agreement, and must be appended to a document, executed by all parties, which identifies the specific work to be performed, compensation, term, incorporated attachments, and special conditions, if any.

This document and the Contract are intended to be complementary and shall be construed accordingly. However, should there be a direct contradiction between the terms and conditions contained herein and the Contract, then the Contract shall govern and control those contradictory terms and conditions. As used herein, the term “MWCOG” includes MWCOG, its various members, agencies, employees or agents as may be appropriate. The term “Contract” shall include a document entitled “agreement” or any other title on a document that is denoting a contract.

I. Amendment

The resulting Contract will constitute the entire agreement between the parties and all other communications prior to its execution, whether written or oral, with reference to the subject matter of this Contract will be superseded by the Contract. No amendment to this Contract shall be binding unless in writing and signed by the parties.

II. Bankruptcy

Upon filing for any bankruptcy proceeding by or against the Contractor, whether voluntary or involuntary, or upon the appointment of a receiver, trustee, or assignee for the benefit of creditors, the Contractor must notify MWCOG immediately. Upon learning of the actions herein identified, MWCOG reserves the right at its sole discretion either to cancel the Contract or to affirm the Contract and hold the Contractor responsible for damages. The exercise of this right is in addition to any other rights MWCOG may have as provided in this agreement or by law.

III. Compliance with Law

The Contractor hereby represents and warrants that:

- A. It has the power and authority to enter into and perform the Contract, that the Contract, when executed and delivered, shall be a valid and binding obligation of Contractor, enforceable in accordance with its terms;
- B. Its performance under the Contract shall be in a good and workmanlike manner and in accordance with all applicable professional standards;
- C. It is qualified to do business in the jurisdictions covered by the Contract and that it will take such action as, from time to time hereafter, may be necessary to remain so qualified;
- D. It is not in arrears in the payment of any obligations due and owing to any agency involved in this agreement, including but not limited to the payment of taxes and employee benefits, and that it shall not become so in arrears during the term of this Contract;

- E. It shall comply with all federal, state and local laws, regulations, and ordinances applicable to its activities and obligations under this Contract; and
- F. It shall obtain, at its expense, all licenses, permits, insurance and governmental approvals, if any, necessary to the performance of its obligations under this Contract.

IV. Contingent Fee Prohibition

The Contractor, warrants that it has not employed or retained any person, partnership, corporation, or other entity, other than a bona fide employee or agent working for the Contractor, to solicit or secure this Contract, and that it has not paid or agreed to pay any person, partnership, corporation or other entity, other than a bona fide employee or agent, any commission, percentage, brokerage or contingent fee or other consideration contingent on the making of this Contract.

V. Counterparts

This Contract may be executed in several counterparts, each of which shall be an original, all of which shall constitute one and the same instrument.

VI. Force Majeure

Neither MWCOG and/or its members nor Contractor shall be held responsible for delay or default caused by fire, riot, acts of God, declaration of emergency, or war where such cause was beyond, respectively, MWCOG's and/or its members or Contractor's reasonable control. MWCOG and/or its members and Contractor shall make all reasonable efforts to remove or eliminate such a cause of delay or default and shall, upon the cessation of the cause, diligently pursue performance of its obligations under this Contract.

VII. Governing Law

The contract resulting from this solicitation shall be governed by and construed in accordance with the laws of the State/jurisdiction in which the participating entity officially is located.

VIII. Additional Terms and Conditions

Participating entities may also have need of additional terms and conditions specific to their local requirements.

IX. Indemnification

The Contractor shall protect, hold free and harmless, defend and indemnify MWCOG and its members including their officers, agents and employees from all liability, penalties, costs, losses, damages, expenses, causes of action, claims or judgments (including attorney's fees) resulting from injury to, or death of, any person or damage to property of any kind, which injury, death or damage arises out of, or is in any way connected with the performance of the work or failure to perform its obligations under this Contract.

This obligation of indemnification shall apply to any acts or omissions, negligent conduct, whether active or passive, including acts or omissions of Contractor's agents or employees; except that it shall not be applicable to injury, death or damage to the property arising from the sole negligence of MWCOG and/or members, their officers, agents and employees.

X. Independent Contractor

- A. Contractor shall perform the work required by this Contract as an “Independent Contractor.” Although MWCOG and/or members reserves the right to determine the delivery schedule for the work to be performed and to evaluate the quality of the completed performance, MWCOG and/or members cannot and will not control the means or manner of the Contractor’s performance. The Contractor shall comply promptly with any requests by MWCOG and/or members relating to the emphasis or relative emphasis to be placed on various aspects of the work or to such other matters pertaining to the work under this Contract. Contractor is responsible for determining the appropriate means and manner of performing the work.
- B. Contractor represents and warrants that Contractor is not an employee of MWCOG and/or members, is not currently employed by the Federal Government, and is not an officer, employee or agent of MWCOG and/or members.
- C. Contractor shall be responsible for all federal or state taxes applicable to any compensation or payments paid to Contractor under this Contract. Contractor is not eligible for any federal Social Security, unemployment insurance, or workers’ compensation benefits from compensation or payments paid to Contractor under this Contract.
- D. Contractor agrees to immediately provide MWCOG and/or members notice of any claim made against Contractor by any third party. Contractor also agrees not to assign to any third party, without MWCOG’s written consent, any obligation of MWCOG to indemnify Contractor for any actions under this Contract.

XI. Insurance Requirements

- A. Contractor shall obtain, and at all times keep in effect, Commercial General Liability Insurance in the amounts listed below for its activities and operations. The insurance shall include coverage for personal injury, discrimination and civil rights violation claims. All such insurance shall name MWCOG, individual members, their employees, and agents as ADDITIONAL INSURED. A copy of the certificate of insurance shall be filed with MWCOG and/or members prior to the time any services are rendered. Contractor shall maintain coverage in the amount of \$1,000,000 per occurrence and \$2,000,000 general aggregate and \$500,000 for property damage. Coverage shall be written on an occurrence form.
- B. Contractor shall obtain, and at all times keep in effect, automobile insurance on all vehicles used in this Contract with MWCOG and/or members to protect Contractor against claims for damages resulting from bodily injury, including wrongful death, and property damage that may arise from the operations of any owned or hired automobiles used by Contractor in connection with the carrying out of this Contract. All such insurance shall name MWCOG and/or individual members, their employees, and agents as ADDITIONAL INSURED.
- C. Contractor shall, upon request, provide MWCOG and/or members with certification of Workers’ Compensation Insurance, with employer’s liability in the minimum amount required the governing jurisdiction’s law in effect for each year of this Contract.

- D. All insurance policies shall have a minimum 30 days' notice of cancellation. Immediate written notice to MWCOG and members involved in the contract shall be required in the event of cancellation or restriction by the insurance company of any insurance policy referred to in this section.
- E. When insurance coverage is renewed, Contractor shall provide new certificates of insurance prior to expiration of current policies to all contracting agencies.

XII. Nondiscrimination

- A. A contractor who is the recipient of MWCOG and/or member funds, or who proposes to perform any work or furnish any goods under this Contract shall not discriminate against any worker, employee or applicant because of religion, race, sex, age, sexual orientation, physical or mental disability, or perceived disability.
- B. Contractor further agrees that this provision will be incorporated in all sub-contracts entered into in connection with this Contract.

XIII. Ownership of Documents and Materials

- A. The Contractor agrees that all documents and materials, including but not limited to, reports, drawings, studies, specifications, estimates, maps, photographs, designs, graphics, mechanicals, artwork, and computations prepared by or for the Contractor under the terms of this Contract shall at any time during the performance of the services be made available to MWCOG and/or members upon request and shall become and remain the exclusive property of MWCOG and/or members upon termination or completion of the services. These jurisdictions shall have the right to use the same without restriction or limitation and without compensation to the Contractor other than that provided in this Contract. MWCOG and/or members shall be the owner for the purposes of copyright, patent or trademark registration.
- B. If the Contractor obtains or uses for purposes of this Contract, or subcontracts for, any design, device, material, or process covered by letters of patent for copyright, it shall provide an assignment to MWCOG and/or members of ownership for purposes of copyright, patent or trademark and of all right to possess and to use such design, device, material or process and a legally sufficient agreement with the patentee or owner, and a copy of such agreement shall be filed with MWCOG and/or members.
- C. The Contractor shall indemnify and save harmless MWCOG and/or members from any and all claims for infringement by reason of the use of any such patented design, device, materials, or process, or any trademark or copyright, and shall indemnify, protect and save harmless MWCOG and/or members, their officers, agents, and employees with respect to any claim. Action, costs or infringement, for royalties or user fees, arising out of purchase or use of materials, construction, supplies, equipment or services covered by this Contract.

XIV. Payments

Electronic Payment means the payment of money to a vendor by electronic means, including by means of a Purchase Card (P-card) or Automated Clearing House (ACH) funds transfer method.

COG has implemented a P-Card Program utilizing MASTERCARD networks. Payments for this contract will be made utilizing COG's P-Card.

Contractors will receive payment from the P-Card in the same manner as other credit card purchases. The payments typically are transferred within 48 hours.

Accordingly, contractors must presently have the ability to accept these P-Cards or take whatever steps necessary to implement their ability before the start of the contract term, or contract award by the COG. COG reserves the right to revise this program as necessary.

In rare cases, ACH transactions will be acceptable as a form of payment to our vendors. Please keep in mind the turn-around time on ACH transactions can be as long as 30 days.

XV. Records

- A. Contractor shall maintain all fiscal records relating to this Contract in accordance with generally accepted accounting principles. In addition, Contractor shall maintain any other records pertinent to this Contract in such a manner as to clearly document Contractor's performance hereunder.
- B. Contractor acknowledges and agrees that the MWCOG and/or members and their duly authorized representatives shall have access to such fiscal records and all other books, documents, papers, plans, and writings of the Contractor that are pertinent to this Contract. All such fiscal records, books, documents, papers, plans, and writing shall be retained by Contractor and kept accessible for a minimum of three (3) years, except as required longer by law, following final payment and termination of this Contract, or until the conclusion of any audit, controversy, or litigation arising out of or related to this Contract, whichever date is later.
- C. All subcontracts shall also comply with these provisions.

XVI. Remedies

- A. Corrections of errors, defect and omissions. Contractor agrees to perform the work as may be necessary to correct errors, defects, and omissions in the services required under this Contract, without undue delays and without cost to MWCOG and/or members. The acceptance of the work set forth herein by MWCOG and/or members shall not relieve the Contractor of the responsibility of subsequent corrections of such errors.
- B. Set Off. MWCOG and/or members may deduct from and set-off against any amounts due and payable to the Contractor any back-charges, penalties, or damages sustained by MWCOG and/or members, their agents, employees of recipients of its services, by virtue of any breach of this Contract by the Contractor or by virtue of the failure or refusal of the Contractor to perform the services or any part of the services in a satisfactory manner. Nothing herein shall be construed to relieve the Contractor of liability for additional costs resulting from a failure to satisfactorily perform the services.
- C. Cumulative. All rights and remedies of MWCOG/ members and Contractor shall be cumulative and may be exercised successively or concurrently. The foregoing is without limitation to or waiver of any other rights or remedies of the MWCOG and/or members by law.

XVII. Responsibility of Contractor

- A. The Contractor shall perform the services with the standard of care, skill, and diligence normally provided by a Contractor in the performance of services similar the services hereunder.
- B. Notwithstanding any review, approval, acceptance or payment for the services by MWCOG, the Contractor shall be responsible for the professional and technical accuracy of its work, specifications and other materials furnished by the Contractor under this Contract.
- C. If the Contractor fails to perform the services, or any part of the services, in conformance with the standard set forth in subparagraph A above, it shall, if required by MWCOG and/or members, perform at its own expense and without additional cost to MWCOG and/or members, those services necessary for the correction of any deficiencies or damages resulting, in whole or in part, from the Contractor's failure. This obligation is in addition to and not in substitution for any other remedy available to MWCOG and/or members under the "Remedies" paragraph, or otherwise available by law.

XVIII. Severability/Waiver

- A. MWCOG and/or members and Contractor agree that, if any term or provision of this Contract is declared by a court of competent jurisdiction to be illegal or in conflict with any law, the validity of the remaining terms and provisions shall not be affected, and the rights and obligations of the parties shall be construed and enforced as if the Contract did not contain the particular term or provision held to be invalid.
- B. The failure of either party to enforce any provision of this Contract shall not constitute a waiver by that party of that or any other provision of this Contract.

XIX. Subcontracting or Assignment

The benefits and obligations hereunder shall inure to and be binding upon the parties hereto and neither this Contract nor the services to be performed hereunder shall be subcontracted, or assigned or otherwise disposed of, either in whole or in part, except with the prior written consent of MWCOG and/or members. MWCOG and/or members have the right to withhold such consent for any reason MWCOG and/or members deem appropriate.

XX. Survival

The terms, conditions, representations, and all warranties contained in this Contract shall survive the termination or expiration of this Contract.

XXI. Termination

- A. If the Contractor fails to fulfill its obligations under the Contract properly and on time, or otherwise violates any provision of the Contract, MWCOG and/or members may terminate the Contract by written notice to the Contractor.
- B. The notice shall specify the acts or omissions relied upon as cause for termination.

- C. All finished or unfinished work provided by the Contractor shall, at MWCOG's and/or members option, become MWCOG's and/or member's property. MWCOG and/or members shall pay the Contractor fair and equitable compensation for satisfactory performance prior to receipt of notice of termination, less the amount of damages caused by the Contractor's breach. If the damages are more than the compensation payable to the Contractor, the Contractor will remain liable after termination and MWCOG and/or members can affirmatively collect damages.

XXII. Termination of Contract for Convenience

- A. The performance of work under this Contract may be terminated by MWCOG and/or members, in whole or in part, upon written notice to the Contractor, when MWCOG and/or members determines such termination is in the best interest of MWCOG and/or members. The termination for convenience is effective on the date specified in MWCOG's and/or members written notice.
- B. MWCOG and/or members will pay for all reasonable costs allocable to the Contract for work or costs incurred by the Contractor up to the date of termination. However, the Contractor shall not be reimbursed for any anticipatory profits that have not been earned up to the date of termination.

XXIII. Termination of Multi-Year Contract

- A. If MWCOG and/or members fail to appropriate funds or if funds are not otherwise made available for continued performance for any fiscal period of this Contract succeeding the first fiscal period, this Contract shall be cancelled automatically as of the beginning of the fiscal year for which funds were not appropriated or otherwise made available; provided, however, that this will not affect either MWCOG's and/or members rights or the Contractor's rights under any termination clause in this Contract.
- B. The effect of termination of the Contract hereunder will be to discharge both the Contractor and MWCOG and/or members from future performance of the Contract, but not from their rights and obligations existing at the time of termination. The Contractor shall be reimbursed for the reasonable value of any non-recurring costs incurred but not amortized in the price of the Contract. MWCOG and/or members shall notify the Contractor as soon as it has knowledge that funds may not be available for the continuation of this Contract for each succeeding fiscal period beyond the first.

XXIV. Time is of the essence

Time is of the essence in Contractor's performance of each and every obligation and duty under this Contract.

XXV. Whole Contract

The resulting Contract constitutes the complete and exclusive statement of the Contract between the parties relevant to the purpose described herein and supersedes all prior agreements or proposals, oral or written, and all other communication between the parties relating to the subject matter of this Contract.

(Revised 4/2/2020)

**ATTACHMENT B
NON-COLLUSION AND DEBARMENT AFFIDAVIT**

DATE _____

TO: Metropolitan Washington Council of Governments,
777 North Capitol Street, NE, Suite 300
Washington, DC 20002

To Whom It May Concern:

This is to certify that the undersigned bidder has not, either directly or indirectly, entered into any agreement, participated in any collusion, or otherwise taken any action in restraint of free competitive bidding in connection with this Bid submitted to the Metropolitan Washington Council of Governments & Mid-Atlantic Purchasing Team.

In addition, the bidder also certifies that they are in good standing and not on any debarred lists with any government agency including Local, Federal and State Governments.

Bid _____

Name of Bidder _____

Signature

Title of Authorized Representative

Swore to and subscribed before me this _____ day of _____, 20____

My commission expires _____, 20____.

Notary Public

(Notary Seal)

**ATTACHMENT C
CONTRACT REFERENCES**

CONTRACTOR: _____

PROVIDE THE INFORMATION REQUESTED BELOW ON ALL CONTRACT PROJECT WORK FOR THE PAST THREE (3) YEARS TO DATE. YOU MAY ATTACH AN ADDITIONAL PAGE IF NECESSARY. It is imperative that accurate contact names and phone numbers be given for the projects listed. Client information should include a contact person who can comment on the company's ability to perform the services required under this contract. The company should insure that telephone numbers and contact names given are up-to-date and accurate.

Project Number 1

1. Name of Client Organization: _____

2. Name and Title of Point of Contact (POC) for Client Organization:

Phone Number of POC: _____ Email: _____

3. Approximate Value of Contract: _____

4. Duration of Contract: _____

5. Description of Services Provided: _____

6. Team Member(s) Involved: _____

Project Number 2

1. Name of Client Organization: _____

2. Name and Title of Point of Contact (POC) for Client Organization:

Phone Number of POC: _____ Email: _____

3. Approximate Value of Contract: _____

4. Duration of Contract: _____

5. Description of Services Provided: _____

6. Team Member(s) Involve: _____

CONTRACT REFERENCES (cont'd)

Project Number 3

1. Name of Client Organization: _____
2. Name and Title of Point of Contact (POC) for Client Organization:

Phone Number of POC: _____ Email: _____
3. Approximate Value of Contract: _____
4. Duration of Contract: _____
5. Description of Services Provided: _____

6. Team Member(s) Involved: _____

Project Number 4

1. Name of Client Organization: _____
2. Name and Title of Point of Contact (POC) for Client Organization:

Phone Number of POC: _____ Email: _____
3. Approximate Value of Contract: _____
4. Duration of Contract: _____
5. Description of Services Provided: _____

6. Team Member(s) Involved: _____

Project Number 5

1. Name of Client Organization: _____
2. Name and Title of Point of Contact (POC) for Client Organization:

Phone Number of POC: _____ Email: _____

3. Approximate Value of Contract: _____

4. Duration of Contract: _____

5. Description of Services Provided: _____

6. Team Member(s) Involved: _____

Project Number 6

1. Name of Client Organization: _____

2. Name and Title of Point of Contact (POC) for Client Organization:

Phone Number of POC: _____ Email: _____

3. Approximate Value of Contract: _____

4. Duration of Contract: _____

5. Description of Services Provided: _____

6. Team Member(s) Involved: _____

Project Number 7

1. Name of Client Organization: _____

2. Name and Title of Point of Contact (POC) for Client Organization:

Phone Number of POC: _____ Email: _____

3. Approximate Value of Contract: _____

4. Duration of Contract: _____

5. Description of Services Provided: _____

6. Team Member(s) Involved: _____

ATTACHMENT D 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 _____

ATTACHMENT E

DBE Plan Goals Submission

PROPOSER	Name: _____	
Total Proposed Budget	Value: \$ _____	
DBE Plan	Yes _____	No _____
Check if Prime Contractor is a DBE _____ . Certification Form Must Be Attached to this form.	Certification # _____	Expiration Date: _____
DBE Certification	State: _____	Certification Type: DBE (must be DBE)
	Certifying Agency: _____	

DBE SUBCONTRACTOR 1	Name: _____	
Street Address		Tax ID #: _____
City, State, Zip		Website: _____
POINT OF CONTACT	Name: _____	Title: _____
	Email: _____	Telephone: _____
Subcontract Value	Cost \$ _____	Percentage of total _____%
DBE Performance Period	Start ___/___/___	End ___/___/___
DBE Certification	State: _____	Certification Type: DBE (must be DBE)
	Certifying Agency: _____	
Certification Form Must Be Attached to this form	Certification # _____	Expiration Date: _____

Copy for additional DBE subcontractors

DBE SUBCONTRACTOR 2	Name: _____	
Street Address		Tax ID #: _____
City, State, Zip		Website: _____
POINT OF CONTACT	Name: _____	Title: _____

	Email: _____	Telephone: _____
Subcontract Value	Cost \$ _____	Percentage of total _____%
DBE Performance Period	Start ___/___/___	End ___/___/___
DBE Certification	State: _____	Certification Type: DBE (must be DBE)
	Certifying Agency: _____	
Certification Form Must Be Attached to this form	Certification # _____	Expiration Date: _____

Copy for additional DBE subcontractors

DBE SUBCONTRACTOR 3	Name: _____	
Street Address		Tax ID #: _____
City, State, Zip		Website: _____
POINT OF CONTACT	Name: _____	Title: _____
	Email: _____	Telephone: _____
Subcontract Value	Cost \$ _____	Percentage of total _____%
DBE Performance Period	Start ___/___/___	End ___/___/___
DBE Certification	State: _____	Certification Type: DBE (must be DBE)
	Certifying Agency: _____	
Certification Form Must Be Attached to this form	Certification # _____	Expiration Date: _____

Copy for additional DBE subcontractors

DBE SUBCONTRACTOR 4	Name: _____	
Street Address		Tax ID #: _____
City, State, Zip		Website: _____
POINT OF CONTACT	Name: _____	Title: _____
	Email: _____	Telephone: _____
Subcontract Value	Cost \$ _____	Percentage of total _____%

RFP-21-007 COMMUNITY ENGAGEMENT CAMPAIGN MARKETING

DBE Performance Period	Start ___/___/___	End ___/___/___
DBE Certification	State: _____	Certification Type: DBE (must be DBE)
	Certifying Agency: _____	
Certification Form Must Be Attached to this form	Certification # _____	Expiration Date: _____

Copy for additional DBE subcontractors

NOTE: This form is available in Excel format upon request