

**STATE OF NEVADA**

**DEPARTMENT OF ADMINISTRATION**

**Purchasing Division**

**515 East Musser Street, Suite 300 │ Carson City, NV 89701**

**Phone: 775-684-0170 │ Fax: 775-684-0188**

Solicitation: 65DPS-S2764

For

**ADVERTISING AND MARKETING**

Release Date: **03/29/2024**

Deadline for Submission and Opening Date and Time: **04/30/2024 @ 2:00 pm**

Single point of contact for the solicitation:

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# APPLICABLE REGULATIONS GOVERNING PROCUREMENT

## All applicable Nevada Revised Statutes (NRS) and Nevada Administrative Code (NAC) documentation can be found at: [www.leg.state.nv.us/law1.cfm](http://www.leg.state.nv.us/law1.cfm).

## SINGLE POINT OF CONTACT. Vendors and/or their representatives shall only contact the single point of contract or use the electronic procurement system regarding this solicitation until after a notice of award (NOA) has been issued. Failure to observe this restriction may result in disqualification of a proposal per NAC 333.155(3).

## Prospective vendors are advised to review Nevada’s ethical standards requirements, including but not limited to NRS 281A, NRS 333.800, and NAC 333.155.

# PROJECT OVERVIEW

## The State of Nevada Purchasing Division, on behalf of the Department of Public Safety is seeking proposals from qualified vendors to provide advertising and marketing services as described in the scope of work and attachments. The total not to exceed budgeted for this project is $6,000,000.00. All services will be estimated and proposed at an hourly rate. The not to exceed amount is not a guarantee of funding. The budgeted amount of funds may change from year to year.

## The State intends to award one (1) contract in conjunction with this Request for Proposals (RFP), as determined in the best interests of the State. The Department of Public Safety shall administer contract(s) resulting from this solicitation. The resulting contract(s) are expected to be for a contract term of four years, subject to Board of Examiners approval.

## GOALS AND OBJECTIVES

### In 2010, the Nevada Strategic Highway Safety Plan (SHSP) adopted a Zero Fatalities goal. This goal is consistent with the national Toward Zero Deaths strategy sponsored by the Federal Highway Administration (FHWA), the National Highway Traffic Safety Administration (NHTSA), the Federal Motor Carrier Safety Administration (FMCSA) and American Association of State Highway and Transportation Officials (AASHTO).

### This RFP is for the continued implementation of the Zero Fatalities campaign. The successful proposer shall continue developing a marketing plan, designing and producing media materials, and developing educational materials for the strategies derived from the SHSP Critical Emphasis Areas (CEA), and the other priority program areas identified by DEPARTMENT through the State of Nevada Highway Safety Plan (HSP) and the Nevada Highway Patrol’s Commercial Vehicle Safety Plan (CVSP).

### The current SHSP CEA are Occupant Protection, Impaired Driving, Lane Departure safety, Intersection safety, Pedestrian safety, Motorcycle safety and others. Other priority program areas include Drivers Age 20 or Younger, Distracted Driving, Trucker Seat Belt Safety, Badge On Board, and Work/Construction Zone Safe Driving. The successful proposer must develop an effective marketing strategy.

### Although this is the main focal point of the solicitation, the DEPARTMENT will require other marketing campaigns, including recruitment campaigns, throughout the term of the agreement. The primary DIVISIONS using these services include but are not limited to: Office of Traffic Safety (OTS), Nevada Highway Patrol – Motor Carrier Safety Assistance Program (MCSAP) State Fire Marshal (SFM) and the Director’s Office (DO).

# SCOPE OF WORK

## SCOPE OF SERVICES

### The awarded vendor will be responsible for providing marketing services, creative services, private sector partnership programs, media planning and placement services. The vendor may also be required to handle advertisement and collateral production, research, surveys and direct marketing on a project basis. All creative materials prepared for this account shall become the property of the State of Nevada. All original artwork, digital files and materials shall be provided to DPS upon completion in the final format.

### The awarded vendor will work directly with DPS Division Staff to plan, implement and execute all projects. Each Division will work independently with the awarded vendor for each campaign. The awarded vendor will provide timely written documentation of all conversations, telephone calls, and meetings to confirm information discussed as requested.

### The awarded vendor will be expected to provide the Division with a quote and statement of work (including all anticipated time and costs) for each project. The quote shall include the following criteria:

#### A listing of the project team, including all members working on the project and their roles and responsibilities.

#### A task plan, listing clear milestones. Hourly billing rates of each resource assigned to the engagement team and the number of projected hours per task.

#### Costs for media placements.

#### Costs for any outsourced services.

#### A listing of key deliverables (i.e. campaign briefs, media plans, creative, metrics)

#### A timeline for execution of the project/campaign.

### The awarded vendor shall provide timely project management and client services consisting of the development and management of media campaigns, monthly meetings to review performance and provide project updates, and coordination/facilitation between DPS Divisions and other agencies on integrated efforts. The awarded vendor shall also provide monthly spending summaries; review media invoices against delivered activity and provide full reconciliation of media dollars to the Department of Public Safety.

### Current anticipated campaigns and deliverables include, but are not limited to, the following:

#### FY 22-23 Zero Fatalities Program - The successful proposer must develop an effective marketing strategy, including, but not limited to the following tasks.

##### **Task 1**: Website Hosting and Updates

###### Manage and maintain a dynamic web presence through [ZeroFatalitiesNV.com](http://www.zerofatalitiesnv.com/) and/or other websites as required, such as [ZeroTeenFatalities.com](http://zeroteenfatalities.com/).

###### Web hosting

###### Website maintenance, postings, analytics and updates as needed to keep content current and to provide site visitors with the latest information.

###### ***Deliverables:*** Include website hosting and site updates or edits as approved by the Department.

##### **Task 2**: Advertising and Media – Conduct advertising and marketing efforts for the various campaigns statewide.

###### Develop applicable advertising messages for statewide campaigns with emphasis on road users’ behavioral aspect.

###### Develop advertising and media campaigns which include but are not limited to (by campaign event) the use of television, radio, outdoor, digital, and social media targeting impaired driving, occupant protection, lane departure safety, pedestrian safety, intersection safety, and motorcycle safety.

###### ***Deliverables:*** Include optimization and distribution of spots to media partners, stock photography for creation, printing, and installation of all outdoor media, pooling of funding for previous spot talent renewals, digital resizes of outdoor media for all billboards, animated and static banners with each new set, serving/managing banners from ad server, static ads for all campaigns, printing for posters or signs (as needed), and mass media messages and running paid media.

##### **Task 3**: Social Media Management – Through the use of social media, educate, engage and inform Nevadans of the Zero Fatalities goals and objectives, for the purpose of increasing overall awareness. Include other priority areas as identified by DPS.

###### With the oversight from the Zero Fatalities strategy team, develop and disseminate compelling content for social media channels that message targeted individuals on the six (6) Critical Emphasis Areas (CEA and other traffic-safety topics. Link into partner events and themes where appropriate, with the goal of leveraging and strengthening reach and voice, on messages where appropriate (e.g., National Highway Traffic Safety Administration (NHTSA), Regional Transportation Commission (RTC), etc.). Monitor overall social media traffic safety channels and messages. Respond to comments and questions within two (2) businesses days. Regularly review other channels and pages for ideas, trends, and opportunities to tie in the Zero Fatalities program. Share appropriate citizen comments and cross promote other traffic safety messages.

###### Using a strategic planning framework, incorporate social media strategies throughout the Zero Fatalities program; monitor and measure ongoing social media campaigns to evaluate and implement changes to improve campaigns when needed. Identify new opportunities and tools, while guiding the course of social media's role in the campaign.

###### Develop campaign-specific graphics, images and assets to use for the content calendar and on social media channels. Include the time for creative development and budget for outside purchases.

###### Prepare media budgets to run Promoted Posts and Sponsored Stories on Facebook, Instagram, and Twitter, boosting the reach of posts to supporters and non-supporters, resulting in higher engagement and growth in those supporting the program goals and objectives.

###### ***Deliverables:*** Comprehensive and ever-growing social media presence on Facebook, Instagram, Twitter, and YouTube. Also includes graphics, images and other assets that will be posted to social media channels.

##### **Task 4**: Outreach – Expand the reach and effectiveness of the Zero Fatalities program through one-on-one and group interactions and educational programs.

###### Proactively plan, solicit, staff, and conduct statewide grassroots outreach activities, and sponsorships including, but not limited to school events, public service organizations, businesses, sporting events, community events, and other educational outreach outlets the DEPARTMENT or DPS deems appropriate.

###### Create and sustain a focus on Spanish speaking populations, by providing translation of presentation and handout materials and supporting community events with Hispanic attendees.

###### Create and procure items that are designed to drive stakeholder engagement, keep top-of-mind awareness, and reinforce the Zero Fatalities brand.

###### ***Deliverables:*** Monthly report of outreach events attended, and upcoming activities and opportunities.

##### **Task 5:** Partnerships and Sponsorships – Utilize, solicit and coordinate numerous partnerships and sponsorships that provide opportunities to expand the reach and effectiveness of the Zero Fatalities program to a larger population.

###### Maintain existing and solicit new professional opportunities to sponsor within the community to gain a stronger Zero Fatalities presence among target audiences.

###### Provide strategic support for partnerships and sponsorships on behalf of Zero Fatalities, thus aligning our messages with other audiences supporting the cause of public roadway safety.

###### Provide professional services to partnerships and sponsorships deemed necessary by these parties. Professional services may include design, programming, scripting, etc.

###### Regularly coordinate with and follow-up with partners to grow the relationships.

###### Partnerships include relationships with organizations such as RTC, Universities, Reno Aces, etc.

###### Maintain and continue to build the Zero Coalition and Lyft Rideshare Partnership.

###### ***Deliverables****:* Monthly report detailing the Zero Fatalities brand exposure at community or professional organizations as requested and approved by DEPARTMENT or DPS.

##### **Task 6:** Assessment/Evaluation – Assess the progress and effectiveness of the Zero Fatalities program and campaign messages, Nevada traffic safety initiatives and public opinion on traffic safety road users’ behaviors through the means of primary analysis and observation. Assessment may include qualitative and quantitative survey methods such as phone surveys, panel discussions and focus groups.

###### Utilize unbiased third-party research firm to conduct focus groups for campaign-specific messages, which may include pre- and post-campaign testing.

###### Consider utilizing the services of a third-party research firm to conduct public opinion polling via phone surveys.

###### Annual public opinion phone surveys will build upon the previous Zero Fatalities phone survey instrument to continue benchmarking the progress of the Zero Fatalities program and messages with consistency.

###### Focus group frequency and participation will be determined by the target audience and demographics of the specific campaign.

###### Design, develop, and produce documents and supporting materials such as fact sheets, flyers, logos, reports, presentations, etc.

###### ***Deliverables****:* Survey instruments such as phone survey questionnaire, focus group questionnaire and discussion guide. Also includes survey results in either tabulated report or presentation format.

### OTS Zero Teen Fatalities Additional Scope of Services:

#### Provides multiple safety programs on the following: Distracted Driving, Speed, Safe Driving Behaviors, Impaired Driving, Seatbelts, Pedestrian Safety, Motorcycles.

#### Has a vetted interactive program that provides education and training for young people.

#### Has interactive driving simulators that provide feedback to drivers.

#### Has a turnkey ability to conduct events inside auditorium/gym.

#### Ability to be mobile and travel to rural parts of the state with a self-contained program with all necessary equipment for the event.

#### Ability to handle coordination and scheduling with school for events.

#### Ability to gather data through surveys and exams from events.

#### Ability to customize/flexibility gathering data at the department’s needs.

#### Ability to report data on each event as needed/requested by department.

### DPS Additional Scope of Services – In addition to services provided to the Zero Fatalities campaign, DPS may seek additional advertising needs, including all Divisions within the DPS. The DPS Director’s Office and Nevada Highway Patrol’s Motor Carrier Safety Assistance Program (MCSAP) are two of the Divisions that potential needs. Anticipated work includes but is not limited to the following services:

#### **Task 1:** DPS Additional Scope of Services – DPS Director’s Office and MCSAP Unit

##### The DPS Director’s Office supports the missions and goals of the Department of Public Safety. A priority for the DPS Director’s Office is to continuously recruit new public safety officers and personnel. The DPS Director’s Office seeks an advertising agency to offer the following, but not limited to, services, regarding recruitment activities:

###### Radio Ads

###### Recruiting Media

###### Billboards

###### Promotional Products

###### Pamphlets

###### Social Media Outreach

##### ***Deliverables:*** Monthly outreach reports, final production media, pamphlets and fliers. Estimates need to be provided and approved by the DPS Director’s Office prior to work commencing. All invoices should be detailed and display information, such as airtimes, clicks pressed for web promotion, time, materials, etc.

##### The Nevada Highway Patrol’s MCSAP unit may seek services in commercial vehicle safety campaigns throughout the life of the contract. MCSAP seeks an advertising agency to offer the following, but not limited to, services:

###### Online Banner Ads

###### Radio Ads

###### Billboards

###### Pump Toppers

###### Social Media Outreach

###### Media Awareness Surveys

###### Public Relations

###### Pamphlets and Brochures

##### ***Deliverables:*** Monthly outreach reports, final production media, pamphlets, materials and products. MCSAP may also seek data collection on media effectiveness. Estimates need to be provided and approved by MCSAP, prior to work commencing. All invoices should be detailed and display information, such as airtimes, clicks pressed for web promotion, time, materials, etc. vehicle and transit signage, and other partner agencies when requested.

# ATTACHMENTS

## ATTACHMENTS INCORPORATED BY REFERENCE. To be read and not returned.

### Terms and Conditions for Services

## ATTACHMENTS FOR REVIEW. To be read and not returned (unless redlining).

### Contract Form

### Insurance Schedule

## PROPOSAL ATTACHMENTS. To be completed and returned.

### Cost Schedule

### Proposed Staff Resume

### Reference Questionnaire

### Attachments for Signature

#### Vendor Information Response

#### Vendor Certifications

#### Certification Regarding Lobbying

#### Confidentiality and Certification of Indemnification

# TIMELINE

## QUESTIONS. All questions regarding this solicitation shall be submitted using the Bid Q&A feature in NevadaEPro.

## TIMELINE. The following represents the proposed timeline for this project.

### All times stated are Pacific Time (PT).

### These dates represent a tentative schedule of events.

### The State reserves the right to modify these dates at any time.

#### Deadline for Questions No later than 5:00 pm on 04/08/2024

#### Answers Posted On or about 04/15/2024

#### Deadline for References No later than 5:00 pm on 04/29/2024

#### Deadline Proposal Submission and Opening No later than 2:00 pm on 04/30/2024

#### Evaluation Period (estimated) 04/30/2024 - 05/08/2024

#### Vendor Presentations (if applicable) (estimated) 06/04/2024 - 06/05/2024

#### Notice of Intent (estimated) On or about 06/05/2024

#### Notice of Award (estimated) On or about 08/06/2024

#### BOE Approval (estimated) 09/10/2024

#### Contract start date (estimated) 09/10/2024

# EVALUATION

## Evaluation and scoring are conducted in accordance with NRS 333.335 and NAC 333.160-333.165.

### Proposals shall be kept confidential until a contract is awarded.

### In the event the solicitation is withdrawn prior to award, proposals remain confidential.

### The evaluation committee is an independent committee established to evaluate and score proposals submitted in response to the solicitation.

### Financial stability shall be scored on a pass/fail basis.

### Proposals shall be consistently evaluated and scored based upon the following factors and relative weights.

#### Demonstrated advertising, media and social media experience 30

#### Experience in performance of comparable advertising, media, social media and partnership and sponsorship engagements 20

#### Conformance with the terms of this RFP for overall media and marketing services 10

#### Expertise and availability of key personnel 10

#### Cost Factor 30

#### Presentation Factor #1 – Provide a presentation that describes your vision for taking the Zero Fatalities program to its next level of effectiveness 30

#### Presentation Factor #2 – Please describe how your proposed project team will support the Department of Public Safety’s other initiatives with social media, marketing and public relations 20

#### Presentation Factor #3 – Please provide a brief, creative concept for one or more traffic safety educational campaigns 20

#### Presentation Factor #4 – Please describe what techniques and/or analytical tools your firm uses to evaluate the effectiveness of your advertising and social media efforts for clients. Please provide an example of a major campaign where evaluation led to changes in direction and resources to produce better results 20

#### Presentation Factor #5 – Best and final price 10

### Cost proposals will be evaluated based on the following formula.

#### Cost Factor Weight x (Lowest Cost Submitted by a Vendor / Proposer Total Cost) = Cost Score

### Presentations

#### Following the evaluation and scoring process specified above, the State may require vendors to make a presentation of their proposal to the evaluation committee or other State staff, as applicable.

#### The State, at its option, may limit participation in vendor presentations to vendors above a natural break in the relative scores from technical and cost scores.

#### Following the presentations, the combined technical, cost, and presentation scores will become the final score for a proposal.

#### The State reserves the right to add additional criteria or presentations.

#### The State reserves the right to forego vendor presentations and select vendor(s) based on the written proposals submitted.

## NEVADA-BASED BUSINESS PREFERENCE

### The State awards a five percent (5%) preference to Nevada-based businesses pursuant to NRS 333.3351 to 333.3356, inclusive.

### Nevada-based business is defined in NRS 333.3352(1).

### The term ‘principal place of business’ has the meaning outlined by the United States Supreme Court in Hertz Corp v. Friend, 559 U.S. 77 (2010), typically meaning a business’s corporate headquarters.

### To claim this preference a vendor must indicate it on their vendor account and submit a Quote in NevadaEPro.

### This preference cannot be combined with any other preference, granted for the award of a contract using federal funds, or granted for the award of a contract procured on a multi-state basis.

## INVERSE PREFERENCE

### The State applies an inverse preference to vendors that have a principal place of business in a state other than Nevada and that state applies an in-state preference not afforded to Nevada based vendors, pursuant to AB28 passed in the 81st session of the Nevada Legislature.

### The amount of the inverse preference is correlated to the amount of preference applied in the other state.

### Vendors who meet this criterion must indicate it on their submitted Quote in NevadaEPro.

### This preference cannot be combined with any other preference, granted for the award of a contract using federal funds, or granted for the award of a contract procured on a multi-state basis.

# MANDATORY MINIMUM REQUIREMENTS

## Pursuant to NRS 333.311 a contract cannot be awarded to a proposal that does not comply with the requirements listed in this section. Proposal shall include confirmation of compliance with all mandatory minimum requirements.

## NEVADA LAW AND STATE INDEMNITY. Pursuant to NRS 333.339, any contract that is entered into may not: (1) Require the filing of any action or the arbitration of any dispute that arises from the contract to be instituted or heard in another state or nation; or (2) Require the State to indemnify another party against liability for damages.

## NO BOYCOTT OF ISRAEL. Pursuant to NRS 333.338, the State of Nevada cannot enter a contract with a company unless that company agrees for the duration of the contract not to engage in a boycott of Israel. By submitting a proposal or bid, vendor agrees that if it is awarded a contract, it will not engage in a boycott of Israel as defined in NRS 333.338(3)(a).

## INDEMNIFICATION. Required contract terms on Indemnification: "To the fullest extent permitted by law, Contractor shall indemnify, hold harmless and defend, not excluding the State’s right to participate, the State from and against all liability, claims, actions, damages, losses, and expenses, including, without limitation, reasonable attorneys’ fees and costs, arising out of any breach of the obligations of Contractor under this contract, or any alleged negligent or willful acts or omissions of Contractor, its officers, employees and agents. Contractor’s obligation to indemnify the State shall apply in all cases except for claims arising solely from the State’s own negligence or willful misconduct. Contractor waives any rights of subrogation against the State. Contractor’s duty to defend begins when the State requests defense of anyclaim arising from this Contract."

## LIMITED LIABILITY. Required contract terms on Limited Liability: "The State will not waive and intends to assert available NRS Chapter 41 liability limitations in all cases. Contract liability of both parties shall not be subject to punitive damages. Damages for any State breach shall never exceed the amount of funds appropriated for payment under this Contract, but not yet paid to Contractor, for the Fiscal Year budget in existence at the time of the breach. Contractor’s tort liability shall not be limited."

## CONTRACT RESPONSIBILITY. Awarded vendor shall be the sole point of contract responsibility. The State shall look solely to the awarded vendor for the performance of all contractual obligations which may result from an award based on this solicitation, and the awarded vendor shall not be relieved for the non-performance of any or all subcontractors.

## DATA ENCRYPTION. State IT requires that data be encrypted in transit and in rest.

## STATESIDE DATA. State IT requires that State data assets must be maintained in the United States and data will not be held offshore.

## NEVADA BUSINESS LICENSE. Pursuant to NRS 353.007, prior to contract execution awarded vendor must hold a state business license pursuant to NRS chapter 76 unless exempted by NRS 76.100(7)(b).

## DISCLOSURE. Each vendor shall include in its proposal a complete disclosure of any alleged significant prior or ongoing contract failures, contract breaches, any civil or criminal litigation or investigations pending which involves the vendor or in which the vendor has been judged guilty or liable.

# CRITICAL ITEMS

## In addition to the *Scope of Work* and *Attachments*, the items listed in this section are critical to the success of the project. These items will be used in evaluating and scoring the proposal. Vendor proposal should address items in this section in enough detail to provide evaluators an accurate understanding of vendor capabilities. Proposals that fail to sufficiently respond to these items may be considered non-responsive.

## CONTRACT FORM*.* The State strongly prefers vendors agree to the terms of the attached *Contract Form* as is. Ability to agree to contract terms is a high priority to the State. Vendors who cannot agree to the contract as is must include a redlined Word version of the attached *Contract Form* with their proposal response. To the extent a vendor has prior contractual dealings with the State, no assumption should be made that terms outside those provided herein have any influence on this project.

## INSURANCE SCHEDULE

### The State strongly prefers vendors agree to the terms of the attached *Insurance Schedule* as is. Vendors who cannot agree must explain which areas are causing non-compliance and attach a red line if necessary.

### Awarded vendor shall maintain, for the duration of the contract, insurance coverages as set forth in the fully executed contract.

### Work on the contract shall not begin until after the awarded vendor has submitted acceptable evidence of the required insurance coverages.

### Failure to maintain any required insurance coverage or acceptable alternative method of insurance shall be deemed a breach of contract.

## VENDOR BACKGROUND

### Company background/history and why vendor is qualified to provide the services described in this solicitation.

### Provide a brief description of the length of time vendor has been providing services described in this solicitation to the public and/or private sector.

## VENDOR STAFF RESUMES

### A resume shall be included for each proposed key personnel, see *Proposed Staff Resume.*

### A resume shall also be included for any proposed key subcontractor personnel.

## SUBCONTRACTORS

### Subcontractors are defined as a third party, not directly employed by the contractor, who shall provide services identified in this solicitation. This does not include third parties who provide support or incidental services to the contractor.

### Proposal should include a completed *Vendor Information Response* form for each subcontractor.

### Vendor shall not allow any subcontractor to commence work until all insurance required of the subcontractor is provided to the vendor.

### Vendor proposal shall identify specific requirements of the project for which each subcontractor shall perform services.

#### How the work of any subcontractor(s) shall be supervised

#### How channels of communication shall be maintained

#### How compliance with contracts terms and conditions will be assured

#### Previous experience with subcontractor(s)

## VENDOR FINANCIAL INFORMATION

### The information requested in this section is designated as confidential business information by the Administrator pursuant to NRS 333.020(5)(b) and is not public information pursuant to NRS 333.333.

### This information should be submitted as a separate attachment, flagged as confidential in NevadaEPro.

### Proposing vendor shall provide the following financial information and documentation:

#### Dun and Bradstreet Number

#### Federal Tax Identification Number

#### The last two (2) full years and current year interim:

###### Profit and Loss Statements

###### Balance Statements

## BUSINESS REFERENCES

### The information requested in this section is designated as confidential business information by the Administrator pursuant to NRS 333.020(5)(b) and is not public information pursuant to NRS 333.333.

### Vendors shall provide a minimum of three (3) business references from similar projects performed for private and/or public sector clients within the last five (5) years, see *Reference Questionnaire*.

### The purpose of these references is to document relevant experience and aid in the evaluation process.

### Business references should return *Reference Questionnaire* directly to Single Point of Contact via email.

### Business references will not be accepted directly from proposing vendor.

### Business references shall not be requested from the soliciting agency.

### The State will not disclose submitted references, but will confirm if a reference has been received.

### The State reserves the right to contact references during evaluation.

# SUBMISSION CHECKLIST

## This section identifies documents that shall be submitted to be considered responsive. Vendors are encouraged to review all requirements to ensure all requested information is included in their response.

### Proposals must be submitted as a Quote through NevadaEPro, [https://NevadaEPro.com](https://nevadaepro.com/).

### Vendors are encouraged to submit a single file attachment per proposal section if possible.

### Technical proposal information and Cost proposal information shall not be included in the same attachment.

### Cost proposal attachment shall not be flagged as confidential in NevadaEPro.

### Additional attachments may be included, but are discouraged and should be kept to a minimum.

## TECHNICAL PROPOSAL

#### Title Page

#### Table of Contents

#### Response to Mandatory Minimum Requirements

#### Response to Critical Items

#### Response to Scope of Work

#### Proposed Staff Resumes

#### Other Informational Material

## PROPRIETARY INFORMATION. If necessary. Attachment should be flagged confidential in NevadaEPro.

#### Title Page

#### Table of Contents

#### Trade Secret information, cross referenced to the technical proposal

## COST PROPOSAL

## VENDOR FINANCIAL INFORMATION. Attachment should be flagged confidential in NevadaEPro.

## SIGNED ATTACHMENTS

#### Vendor Information Response

#### Vendor Certifications

#### Confidentiality and Certification of Indemnification

#### Certification Regarding Lobbying

## OTHER ATTACHMENTS. If necessary, not recommended.

## REFERENCE QUESTIONNAIRES. Not submitted directly by vendor.