There's an epidemic killing more Nevadans than homicide
ePEDemic.org
CUTTING OFF TRUCKS CAN CUT LIFE SHORT
Pass Trucks Safely
BadgeOnBoard.com
zero Fatalities
GRAB SOME GRUB AND SOME ZZZZZZZZZs.
Rest up. Drive safe.
BUZZED? BOMBED? LIT? LOADED? SLOPPY? SMASHED?
DON'T DRIVE
zero Fatalities
buzzed driving is drunk driving
More than 400 PEDESTRIANS HAVE DIED IN NEVADA SINCE 2011
Help us stop the ePEDemic
ePEDemic.org
HERE'S TO SAFE ARRIVALS
Drive Safely.
Fatalities
Focus on the Road | Stop On Red | Be Pedestrian Safe
zero Fatalities
Drive Safe Nevada
Department of Public Safety
Marketing and Advertising Campaign
PENNA POWERS
TECHNICAL PROPOSAL
RFP 3481 | September 26, 2017
801.487.4800 | PennaPowers.com
YOUR MOST IMPORTANT CARGO
Join the Conversation
@TruckSafeNV
A SECOND CHANCE TO BUCKLE UP
ZeroFatalitiesNV.com
zero Fatalities
CRASH HERE. BEFORE YOU CRASH OUT THERE.
Rest up. Drive safe.
zero Fatalities Drive Safe Nevada
ZeroFatalitiesNV.com
"JUST BUZZED" IS JUST NO EXCUSE
buzzed driving is drunk driving
zero Fatalities | Drive Safe Nevada
buzzed driving is drunk driving
zero Fatalities
Drive Safe Nevada
DON'T BE A PHONEY
PUT DOWN YOUR PHONE WHILE DRIVING
zero Fatalities | Focus on the Road
ZeroFatalitiesNV.com
56 REASONS TO DRIVE SAFE AROUND US
zero Fatalities
LAS VEGAS
GREY BUS COMPANY
SOME THINGS DON'T MIX
RIDE SOBER
zeroFatalitiesNV.com

SECTION I
Title Page

Part IA—Technical Proposal Subission Requirements

RFP Title:	***Department of Public Safety Marketing and Advertising***
RFP:	***3481***
Vendor Name:	***Penna Powers***
Address:	***4880 West University Dr., Suite B-6*** ***Las Vegas, NV 89103***
Opening Date:	***September 26, 2017***
Opening Time:	***2:00 PM***

SECTION II
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SECTION III
Vendor info sheet

VENDOR INFORMATION SHEET FOR RFP 3481

Vendor Shall:

A) Provide all requested information in the space provided next to each numbered question. The information provided in Sections V1 through V6 shall be used for development of the contract;
B) Type or print responses; and
C) Include this Vendor Information Sheet in Section III of the Technical Proposal.

V1	Company Name	***Penna Powers***

V2	Street Address	***1706 Major Street***

V3	City, State, ZIP	***Salt Lake City, UT 84115***

V4	Telephone Number		
	Area Code:	Number: ***801.487.4800***	Extension:

V5	Facsimile Number		
	Area Code:	Number: ***801.487.0707***	Extension:

V6	Toll Free Number		
	Area Code:	Number:	Extension:

V7	***Contact Person for Questions / Contract Negotiations, including address if different than above***
	Name: ***Chuck Penna***
	Title: ***Partner, CEO***
	Address: ***1706 Major Street, Salt Lake City, UT 84115***
	Email Address: ***cpenna@pennapowers.com***

V8	Telephone Number for Contact Person		
	Area Code:	Number: ***801.487.4800***	Extension: ***128***

V9	Facsimile Number for Contact Person		
	Area Code:	Number: ***801.487.0707***	Extension:

V10	***Name of Individual Authorized to Bind the Organization***	
	Name: ***Chuck Penna***	Title: ***Partner, CEO***

V11	Signature ***(Individual shall be legally authorized to bind the vendor per NRS 333.337)***	
	Signature:	Date: ***9/25/17***

3.2.1.3	**Provide the same information for any proposed subcontractors as requested in Section 3.1, Vendor Information.**

3. COMPANY BACKGROUND AND REFERENCES

3.1 VENDOR INFORMATION

3.1.1 Provide the same information for any proposed subcontractors as requested in Section 3.1, Vendor Information.

Question	Response
Company name:	***Deitz Media & Marketing, LLC***
Ownership (sole proprietor, partnership, etc.):	***Limited Liability Corp.***
State of incorporation:	***Nevada***
Date of incorporation:	***April 28, 2015***
# of years in business:	***4 (\Sole Prop Aug 2013-April 2015)***
List of top officers:	***Melissa Deitz***
Location of company headquarters, to include City and State:	***770 Trademark Drive, Reno, NV 89521***
Location(s) of the office that shall provide the services described in this RFP:	***770 Trademark Drive, Reno NV 89521***
Number of employees locally with the expertise to support the requirements identified in this RFP:	***1***
Number of employees nationally with the expertise to support the requirements in this RFP:	***1***
Location(s) from which employees shall be assigned for this project:	***770 Trademark Drive, Reno NV 89521***

3.1.2 Please be advised, pursuant to NRS 80.010, a corporation organized pursuant to the laws of another state shall register with the State of Nevada, Secretary of State's Office as a foreign corporation before a contract can be executed between the State of Nevada and the awarded vendor, unless specifically exempted by NRS 80.015.

Understood and agreed.

3.1.3 The selected vendor, prior to doing business in the State of Nevada, shall be appropriately licensed by the State of Nevada, Secretary of State's Office pursuant to NRS76. Information regarding the Nevada Business License can be located at http://nvsos.gov.

Question	Response
Nevada Business License Number:	***NV20151265367***
Legal Entity Name:	***Deitz Media & Marketing, LLC***

Is “Legal Entity Name” the same name as vendor is doing business as?

Yes	X	No	

If “No”, provide explanation.

3.1.4 Has the vendor ever been engaged under contract by any State of Nevada agency?

Yes		No	X

If “Yes”, complete the following table for each State agency for whom the work was performed. Table can be duplicated for each contract being identified.

Question	**Response**
Name of State agency:	
State agency contact name:	
Dates when services were performed:	
Type of duties performed:	
Total dollar value of the contract:	

3.1.5 Are you now or have you been within the last two (2) years an employee of the State of Nevada, or any of its agencies, departments, or divisions?

Yes		No	X

If “Yes”, please explain when the employee is planning to render services, while on annual leave, compensatory time, or on their own time?

If you employ (a) any person who is a current employee of an agency of the State of Nevada, or (b) any person who has been an employee of an agency of the State of Nevada within the past two (2) years, and if such person shall be performing or producing the services which you shall be contracted to provide under this contract, you shall disclose the identity of each such person in your response to this RFP, and specify the services that each person shall be expected to perform.

3.1.6 Disclosure of any significant prior or ongoing contract failures, contract breaches, civil or criminal litigation in which the vendor has been alleged to be liable or held liable in a matter involving a contract with the State of Nevada or any other governmental entity. Any pending claim or litigation occurring within the past six (6) years which may adversely affect the vendor's ability to perform or fulfill its obligations if a contract is awarded as a result of this RFP shall also be disclosed.

Does any of the above apply to your company?

Yes		No	X

If "Yes", please provide the following information. Table can be duplicated for each issue being identified.

Question	**Response**	
Parties involved:		
Description of the contract failure, contract breach, or litigation, including the products or services involved:		
Amount in controversy:		
Resolution or current status of the dispute:		
If the matter has resulted in a court case:	Court	Case Number
Status of the litigation:		

3.1.7 Vendors shall review and provide if awarded a contract the insurance requirements as specified in Attachment D, Insurance Schedule for RFP 3481.

Understood and agreed.

3.1.8 Company background/history and why vendor is qualified to provide the services described in this RFP. Limit response to no more than five (5) pages.

Deitz Media & Marketing was opened by Melissa Deitz as a Sole Proptietorship in August of 2013 and recategorized as a Limited Liabilty Corporation in April 2015. Owner, and sole manager, Melissa has over 20 years of advertising experience with more than 15 of those years dedicated specifically to media planning, buying and negotiating, not only in Nevada, but on national and regional stages as well.

Melissa has long standing media relationships statewide and her exemplary reputation continually garners additional good-will for her clients. She is well known for her smart media strategies and her solid negotiating skills whether tackling small projects or multi-million dollar campaigns. Her media planning experience includes clients such as the Nevada Departmens of Transportation and Office of Traffic Safety, Nevada DMV, City of Reno, Nevada Health Link, Renown Medical Center, Saint Marys Regional Medical Center, Grand Sierra Resort, IGT, Nissan of Reno, Reno Air Races and more.

Deitz Media & Marketing is Registered and/or Certified by the State of Nevada as a Disadvantaged Business Enterrise (DBE), Nevada Business Enterprise (NBE), Women-Owend Business Enterprise (WBE) and Emerging Small Business (ESB).

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

Deitz Media began contracting with Penna Powers in 2013 with the specific intention of working on Nevada Zero Fatalities projects and other campaigns as needed by the Department of Traffic Safety. The collaboration between Penna Powers and Deitz Media has been so seemless and complementary, the scope of work has grown to include media planning/buying for the Nevada Department of Motor Vehicles and Nevada Health Link.

Melissa's traffic safety experience preceeded her partnership with Penna Powers, dating back to 2009 when she worked on Click It or Ticket, Badge on Board and Impaired Driving while Media Director for another agency. Through thoughtful vetting Penna Powers found Melissa had a reputation for thoughtful planning, effective buying, strong negotiating and her ability to build partnerships with media vendors. With the strong media experience, traffic safety background, and ability to intantly plug into media partnerships, contracting with Penna Powers was a perfect fit.

3.1.10 Financial information and documentation to be included in accordance with Section 8.5, Part III – Confidential Financial Information.

3.1.10.1 Dun and Bradstreet Number

Not Applicable.

3.1.10.2 Federal Tax Identification Number

47-3881252

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

A. Profit and Loss Statement
B. Balance Statement

SECTION IV
State Documents

State of Nevada
Department Administration
Purchasing Division
515 E. Musser Street, Suite 300
Carson City, NV 89701

Brian Sandoval
Governor

Jeffrey Haag
Administrator

SUBJECT:	Amendment 1 to Request for Proposal 3481
RFP TITLE:	Department of Public Safety Marketing and Advertising Campaign
DATE OF AMENDMENT:	September 14, 2017
DATE OF RFP RELEASE:	August 24, 2017
OPENING DATE:	September 26, 2017
OPENING TIME:	2:00 PM
CONTACT:	Heather Moon, Procurement Staff Member

The following shall be a part of RFP ***3481.*** If a vendor has already returned a proposal and any of the information provided below changes that proposal, please submit the changes along with this amendment. You need not re-submit an entire proposal prior to the opening date and time.

---

1. Are you expecting to see a detailed marketing plan addressing all seven Tasks as part of the proposal, or are you saying the successful bidder would need to put one together after being awarded the contract?

   Detailed plans will be expected to accompany a quote and statement of work for each project after successful obtainment of the contract. Specifics are listed on page 5 of the RFP.

2. If you're expecting to see a detailed marketing plan as part of the proposal, are you requiring a plan for one year or an entire four-year plan?

   Detailed plans will be expected to accompany a quote and statement of work for each project after successful obtainment of the contract.

3. I note that if awarded we would need to have a Nevada license, but as we are situated in Arizona are there any other restrictions for agencies responding from out of State?

   No but familiarity with the Nevada public safety, traffic safety environment and road issues is a plus for any vendor as is easy accessibility and good communications with contracted staff.

4. Will this contract be awarded to one agency or will you consider more than one?

   Only one vendor will be awarded a contract.

5. Can you please provide links to the specific social media accounts to be maintained and managed through this RFP?

   www.zeroteenfatalities.com , www.zero101nv.com\

   http://www.zerofatalitiesnv.com/

6. The Zero Teen Fatalities website contains a form for visitors to "Join the Cause." How is this data currently being used? Is similar data being gathered for the Zero Fatalities page? How often is the database used for messaging?

   The "Join the Cause" is used to register teens, parents and other interested parties into our mailing list. How often the database is used for messaging is unclear at this time.

7. A bill was passed in the 2017 Legislature, AB280, which provides for a 5% preference for companies whose primary place of business is within Nevada. We didn't see where this was covered in the RFP. Is this criteria being incorporated into your evaluation process and if so, what are you requiring from respondents in terms of proof? It was included in another state RFP as follows:

   A Nevada-based business may apply for a five percent (5%) preference on its proposal. This preference may apply if a business has its principal place of business within Nevada. 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. To claim this preference a business must submit a letter with its proposal showing that it qualifies for the preference.

   State regulations and purchasing requirements will be followed.

8. Section 2.1.7.3 Is there an expectation that the marketing/public relations firm would conduct statewide training for the Zero Fatalities Ambassador Program? What are the details of the current program as it exists today?

   The current vendor has supplied training for the Ambassador Program. It is anticipated that some training will continue to be a requirement of the vendor, as requested and agreed upon by vendor and agency. Training materials currently exist in the form of a one hour PowerPoint presentation.

9. You state in Section 1.1.1 that "The Project Manager and all key personnel must have three (3) years experience in marketing strategy for a transportation agency." If a firm does not have current experience specifically with a transportation agency, but does have experience providing marketing strategy for similar types of projects in Nevada, will they be docked in the evaluation process?

   The RFP lays out the parameters for the <u>most qualified</u> vendor which includes: The Project Manager and all key personnel must have three (3) years professional experience in marketing strategy for a transportation agency in the following areas: experience with the transportation, traffic safety environment and road issues.

10. Do you have a current agency or agencies that supply services listed in the RFP? If so, who are they and are you satisfied with their work and results?

The current vendor is Penna Powers and the vendor has successfully performed the requirements of the contract.

11. On the social media tasks, do you expect the contracted agency to do the responses to posts that people put on your social media sites?

The Zero Teen Fatality program staff will manage their own social media responses. Other Department of Public Safety social media may require the contracted agency to post responses on social media.

12. Paragraph 1 of the Project Overview states a budget not to exceed $5,000,000 over the life of the contract. Does this dollar amount include the DPS additional scope of services outlined in Section 2.2 on page 9 or are there extra dollars allocated for these services as needed?

The $5,000,000 dollar amount includes all scope of services outlined including the additional services listed in Section 2.2.

13. Paragraph 1 of the Project Overview states a budget not exceed $5,000,000 over the life of the contract. Is there specific program budget funding based upon NHTSA programs such as Impaired Driving, Distracted Driving, Occupant Protection, etc.?

Several funding sources may be utilized over the life of the project.

14. Paragraph 1 of the Project Overview states a budget not exceed $5,000,000 over the life of the contract. Is dollar amount given divided equally amongst the four years of the contract?

The Department has discretion in its media marketing activity and is not dictated by an annual calendar.

15. Why is this marketing and advertising campaign coming to RFP now?

The previous contract has expired and State policy requires the new contract go out to bid.

16. Did the current/incumbent agency have an option for renewal?

State Purchasing requires the new contract to go out to bid.

17. Is the DPS happy with its current/incumbent agency? Please list the areas that you are most happy with.

The current vendor has successfully performed the requirements of the contract.

18. Regarding the current contract, what services are missing that are now included in this RFP?

The current contract covers the same primary scope of services as the RFP. Some additional tasks have been added to this RFP that are within the primary scope of services, such as assisting DPS with employment recruiting materials.

19. Regarding the current contract, what areas have been the most successful for campaign awareness?

Successful campaign awareness has included consistent brand recognition, developing local partnerships, and development for the Zero Teen Fatalities program.

20. What does the DPS want to see most from this campaign? Please list the ideal end goal.

The awareness campaign should demonstrate effective social change, and public awareness of public safety and traffic safety issues.

21. Does the DPS have research on campaign awareness to share?

Public awareness over the life of the contract has been tracked to determine effectiveness and will be discussed with the successful vendor after contracted.

22. Is the DPS considering splitting the RFP between multiple agencies?

No, the contract will not be split between multiple agencies. The State has a process for including other agencies on contracts if it is desired.

23. What does the DPS see as its biggest opportunities for moving this campaign forward?

The primary opportunity to advance this campaign is utilization of an effective social change marketing strategy.

24. Does the DPS have a strategic marketing plan for this campaign? If so, are they willing to share it?

A strategic marketing plan is developed in conjunction with the marketing service provider.

25. The RFP does not talk about priority markets. Is the implementation of this campaign for all areas, including rural, in the state of Nevada?

Yes. Priority markets are determined by analysis of real time data and include Nevada's rural areas, as well as specific population demographics.

26. Is there a percentage of the budget that needs to be allocated by each market? If so, please share.

Discretion of allocated funding is determined in coordination with traffic safety data analysis.

27. Are there priority markets based on bigger fatality issues?

Priority markets are determined with analysis of real time data which include many variables.

28. For Section 2.2, DPS Additional Scope of Services, does the DPS anticipate having additional budget to cover these items?

The additional scope of service expenses are included in the overall budget of $5,000,000.

29. Do all subcontracts need to solicit three business references?

Yes, subcontractors are subject to the same requirements as the contracted vendor.

30. Can firms apply for a point preference for either being a Nevada-based business and/or a certified Disadvantaged Business Enterprise within Nevada?

See question #7 regarding Nevada based business preference.

The State does not currently have a preference for DBE.

31. What platform is the current website hosted on?

The Zero Teen Fatalities website uses Word Press.

32. Is the successful proposer responsible for translation of certain materials into Spanish?

Yes, the contracted vendor will be responsible for translation of certain materials into Spanish.

33. For Section 2.1.4.2, is the successful proposer responsible for staff transportation costs?

All allowable expenses under the contract per State rules are billable to the contract including travel expenses and are subject to GSA rates of reimbursement.

34. Does the DPS currently use a third-party research firm? Does the DPS want a third-party research firm listed as a subcontractor within the RFP?

Currently, there are other vendors that provide research and analytics. If the contracted vendor will be utilizing a third-party vendor, it should be listed as a subcontractor within the RFP submission. Subcontractors are subject to the same requirements as the vendor.

35. Does DPS anticipate staff from the successful proposer conducting trainings for the Certified Zero Program? If so, how often?

Yes, the successful vendor will be expected to conduct trainings, as requested by the Department.

36. Is there a DBE requirement, and if so, what %?

Please see question #30.

37. Is there a page count limit for proposals, and if so, what is the max?

There is not a page limit but please see section 8.1.11 of the RFP.

38. Section 2.1.2 - Can you provide the most recent media plan and spend for FY16 Zero Fatalities marketing campaigns?

State process for RFP services is to issue standard documentation requests beyond this are on an as available basis.

39. Section 2.1.5 - Is the DPS currently in any multi-year sponsorship/partnership agreements? If so, what are the financial commitments for 2018 (and potentially 2019, etc.) that should be taken into account for budget planning?

There are no on-going financial partnership commitments that extend into the life of the next contract.

40. Section 2.1.6 - Can you share the research questions and findings from the most recent assessment/evaluations?

The questions and findings will be shared with the successful vendor.

41. Section 2.1.6.2 - Who was the prior third-party research firm used in assessing program effectiveness for Zero Fatalities?

Any third-party services used by the previous vendor are exclusive to that vendor.

42. Is there an incumbent contractor currently supporting this requirement?

It is our understanding that the current vendor has used a third-party subcontractor.

43. Does location of vendor factor into evaluation of proposals? I.e. are you looking for a local vendor?

Familiarity with the Nevada public safety, traffic safety environment and road issues is a plus for any vendor as is easy accessibility and good communications with vendor staff.

44. What is considered experience "comparable engagements"? Would that be experience working with NV DOT or other DOT campaigns?

DOT experience is considered comparable. Specifically, social change marketing is comparable.

45. How will lowest cost be determined based on hourly rates?

The lowest hourly rates and third party mark-up rates will be deemed the lowest cost.

46. How will lowest cost be determined if pricing include paid media and/or production pass-thru costs?

Passed-thru media/production costs are an allowable vendor billing expense, if they include a mark-up rate, that will be compared.

47. How many reference questionnaires do we need to submit?

The RFP states a minimum of three (3) business references are required from similar projects performed. See page 14 of the RFP.

48. The Training - is the agency supplying trainers as well as training materials? Is the agency responsible for staffing and performing the training statewide?

Some projects require the vendor to provide training material and trainers. Projects will be on an as requested basis.

49. The RFP states that all major players must have 3 years experience with a transportation agency. Is this mandatory or preferred?

The RFP lays out the parameters for the most qualified vendor which includes: The Project Manager and all key personnel must have three (3) years professional experience in marketing strategy for a transportation agency in the following areas: experience with the transportation, and traffic safety environment and road issues.

ALL ELSE REMAINS THE SAME FOR RFP 3481.

Vendor must sign and return this amendment with proposal submitted.

Vendor Name: *Penna Powers*

Authorized Signature: *Chuck Penna*

Title: *Partner, CEO* Date: *Sept. 25, 2017*

This document must be submitted in the "State Documents" section of vendors' technical proposal.

ATTACHMENT A – CONFIDENTIALITY AND CERTIFICATION OF INDEMNIFICATION

Submitted proposals, which are marked "confidential" in their entirety, or those in which a significant portion of the submitted proposal is marked "confidential" **shall not** be accepted by the State of Nevada. Pursuant to NRS 333.333, only specific parts of the proposal may be labeled a "trade secret" as defined in NRS 600A.030(5). All proposals are confidential until the contract is awarded; at which time, both successful and unsuccessful vendors' technical and cost proposals become public information.

In accordance with the submittal instructions of this RFP, vendors are requested to submit confidential information in separate files marked "**Part IB Confidential Technical**" and "**Part III Confidential Financial**".

The State shall not be responsible for any information contained within the proposal. If vendors do not comply with the labeling and packing requirements, proposals shall be released as submitted. In the event a governing board acts as the final authority, there may be public discussion regarding the submitted proposals that shall be in an open meeting format, the proposals shall remain confidential.

By signing below, I understand it is my responsibility as the vendor to act in protection of the labeled information and agree to defend and indemnify the State of Nevada for honoring such designation. I duly realize failure to so act shall constitute a complete waiver and all submitted information shall become public information; additionally, failure to label any information that is released by the State shall constitute a complete waiver of any and all claims for damages caused by the release of the information.

This proposal contains Confidential Information, Trade Secrets and/or Proprietary information.

Please initial the appropriate response in the boxes below and provide the justification for confidential status.

Part IB – Confidential Technical Information			
YES		NO	***X***
Justification for Confidential Status			

Part III – Confidential Financial Information			
YES	***X***	NO	
Justification for Confidential Status			
We prefer to keep our financial information private, such as the requested Profit and Loss Statement and Balance Sheet.			

Penna Powers
Company Name

Signature

Chuck Penna — Print Name

Sept. 25, 2017 — Date

This document shall be submitted in Section IV of vendor's technical proposal

ATTACHMENT B – VENDOR CERTIFICATIONS

Vendor agrees and shall comply with the following:

(1) Any and all prices that may be charged under the terms of the contract do not and shall not violate any existing federal, State or municipal laws or regulations concerning discrimination and/or price fixing. The vendor agrees to indemnify, exonerate and hold the State harmless from liability for any such violation now and throughout the term of the contract.

(2) All proposed capabilities can be demonstrated by the vendor.

(3) The price(s) and amount of this proposal have been arrived at independently and without consultation, communication, agreement or disclosure with or to any other contractor, vendor or potential vendor.

(4) All proposal terms, including prices, shall remain in effect for a minimum of 180 days after the proposal due date. In the case of the awarded vendor, all proposal terms, including prices, shall remain in effect throughout the contract negotiation process.

(5) No attempt has been made at any time to induce any firm or person to refrain from proposing or to submit a proposal higher than this proposal, or to submit any intentionally high or noncompetitive proposal. All proposals shall be made in good faith and without collusion.

(6) All conditions and provisions of this RFP are deemed to be accepted by the vendor and incorporated by reference in the proposal, except such conditions and provisions that the vendor expressly excludes in the proposal. Any exclusion shall be in writing and included in the proposal at the time of submission.

(7) Each vendor shall disclose any existing or potential conflict of interest relative to the performance of the contractual services resulting from this RFP. Any such relationship that might be perceived or represented as a conflict shall be disclosed. By submitting a proposal in response to this RFP, vendors affirm that they have not given, nor intend to give at any time hereafter, any economic opportunity, future employment, gift, loan, gratuity, special discount, trip, favor, or service to a public servant or any employee or representative of same, in connection with this procurement. Any attempt to intentionally or unintentionally conceal or obfuscate a conflict of interest shall automatically result in the disqualification of a vendor's proposal. An award shall not be made where a conflict of interest exists. The State shall determine whether a conflict of interest exists and whether it may reflect negatively on the State's selection of a vendor. The State reserves the right to disqualify any vendor on the grounds of actual or apparent conflict of interest.

(8) All employees assigned to the project are authorized to work in this country.

(9) The company has a written equal opportunity policy that does not discriminate in employment practices with regard to race, color, national origin, physical condition, creed, religion, age, sex, marital status, sexual orientation, developmental disability or handicap.

(10) The company has a written policy regarding compliance for maintaining a drug-free workplace.

(11) Vendor understands and acknowledges that the representations within their proposal are material and important, and shall be relied on by the State in evaluation of the proposal. Any vendor misrepresentations shall be treated as fraudulent concealment from the State of the true facts relating to the proposal.

(12) Vendor shall certify that any and all subcontractors comply with Sections 7, 8, 9, and 10, above.

(13) The proposal shall be signed by the individual(s) legally authorized to bind the vendor per NRS 333.337.

Penna Powers

Vendor Company Name

Vendor Signature

Chuck Penna ***Sept. 25, 2017***

Print Name Date

This document shall be submitted in Section IV of vendor's technical proposal

ATTACHMENT H – CERTIFICATION REGARDING LOBBYING

Certification for Contracts, Grants, Loans, and Cooperative Agreements

The undersigned certifies, to the best of his or her knowledge and belief, that:

(1) No Federal appropriated funds have been paid or shall be paid, by or on behalf of the undersigned, to any person for influencing or attempting to influence an officer or employee of any agency, a Member of Congress, an officer or employee of Congress, or an employee of a Member of Congress in connection with the awarding of any Federal contract, the making of any Federal grant, the making of any Federal loan, the entering into of any cooperative agreement, and the extension, continuation, renewal, amendment, or modification of any Federal contract, grant, loan, or cooperative agreement.

(2) If any funds other than Federally appropriated funds have been paid or shall be paid to any person for influencing or attempting to influence an officer or employee of any agency, a Member of Congress, an officer or employee of Congress, or an employee of a Member of Congress in connection with this Federal contract, grant, loan, or cooperative agreement, the undersigned shall complete and submit Standard Form-LLL, "Disclosure of Lobbying Activities," in accordance with its instructions.

(3) The undersigned shall require that the language of this certification be included in the award documents for all sub awards at all tiers (including subcontracts, sub grants, and contracts under grants, loans, and cooperative agreements) and that all sub recipients shall certify and disclose accordingly.

This certification is a material representation of fact upon which reliance was placed when this transaction was made or entered into. Submission of this certification is a prerequisite for making or entering into this transaction imposed by section 1352, U.S. Code. Any person who fails to file the required certification shall be subject to a civil penalty of not less than $10,000 and not more than $100,000 for each such failure.

By: _____ ***Sept. 25, 2017***

Signature of Official Authorized to Sign Application — Date

For: ***Penna Powers***

Vendor Name

Department of Public Safety Marketing and Advertising Campaign (RFP #3481)

Project Title

This document shall be submitted in Section IV of vendor's technical proposal

CBR Detail Report

Business Name: PENNA POWERS BRIAN HAYNES

v1 - APPROVED - 01/29/2016 15:35:10

NV Business ID	NV20111035305
Entity Type	Foreign Corporation
Entity Status	ACTIVE
State Business License Expiration Date	Jan 31, 2018
Last Updated By	THOUGHTON@PPBH.COM
Last Updated Date	2016-01-29 15:30:45.0

Company Officers

Title	Name	Address
Secretary	MICHAEL BRIAN	1706 S MAJOR ST. SALT LAKE CITY UT 84115 USA
Director	TRACI HOUGHTON	1706 MAJOR ST SALT LAKE CITY UT 84115 USA
Treasurer	CHARLES PENNA	1706 S MAJOR ST. SALT LAKE CITY UT 84115 USA
President	DAVID SMITH	1706 S MAJOR ST. SALT LAKE CITY UT 84115 USA

Compliance Information

State Business License:	Completed on 12/12/2014
B&I Workers' Compensation eAffirmation of Compliance (D-25)	Completed on 01/29/2016
Nevada Labor Laws eAffirmation of Compliance:	Completed on 01/29/2016
OSHA/Safety Consultation and Training (SCATS)	Completed on 01/29/2016
NV Dept of Taxation eClearance Receipt:	Completed on 01/29/2016
Department of Motor Vehicles:	Completed on 01/29/2016

Declaration

TRACI HOUGHTON on Jan 29, 2016

Export Information

Do you have a Nevada Location or conduct sales and services in Nevada? **Yes**

Do you sell goods and services outside the State of Nevada? **Yes**

If so, what percentage is outside Nevada? **70**

Do you sell goods and services nationally, internationally, or both? **nationally**

Would you like to be contacted by the Governor's Office of Economic Development? **No**

Federal Employer Identification Number: 87 0410756

Business Information

Primary NAICS Code:	541800 - Advertising and Related Services
Applicable NAICS Codes:	541800 - Advertising and Related Services
Business Description:	Advertising, Marketing, Social Media, Media Buying, Public Relations, Digital, Public Involvement

Owner Information

Name	Title	Percent Owned	Address	Contact Number	Last Updated By	Last Updated Date
CHARLES A PENNA	Partner	34	1706 S MAJOR ST., SALT LAKE CITY, UT 84115	US801-487-4800	THOUGHTON@PPBH.COM	2016-01-29 15:30:58.0

DAVID L SMITH	Partner	33	1706 S MAJOR ST., SALT LAKE CITY, UT 84115	US801-487-4800	THOUGHTON@PPBH.COM	2016-01-29 15:30:58.0
MICHAEL D BRIAN	Partner	33	1706 S MAJOR ST., SALT LAKE CITY, UT 84115	US801-487-4800	THOUGHTON@PPBH.COM	2016-01-29 15:30:58.0

Location Information

Primary Location	
Fictitious Firm Name/DBA:	
Applicable NAICS Codes:	541800 - Advertising and Related Services
Business Description:	Advertising, Marketing, Social Media, Media Buying, Public Relations, Digital, Public Involvement
Date Opened in NV:	Jun 1, 1984
Total # of Employees:	49
Total Part-Time Employees:	0
Total Full-Time Employees:	49
Physical Address:	1706 S MAJOR ST., SALT LAKE CITY, UT 84115
Jurisdiction:	
Zoning:	
Assessor Parcel Number:	
Property Ownership:	
County:	
Mailing Address:	1706 S MAJOR ST., SALT LAKE CITY, UT 84115
Phone:	(801) 487-4800
Fax:	(801) 487-0707
Last Updated By:	THOUGHTON@PPBH.COM
Last Updated Date:	2016-01-29 15:30:58.0

Additional Location	
Fictitious Firm Name / DBA:	
Applicable NAICS Codes:	541800 - Advertising and Related Services
Business Description:	Advertising, Marketing, Social Media, Media Buying, Public Relations, Digital, Public Involvement
Date Opened in NV:	Sep 1, 2013
Total # of Employees:	5
Total Part-Time Employees:	0
Total Full-Time Employees:	5
Physical Address:	2470 ST. ROSE PARKWAY SUITE 208, HENDERSON, NV 89074
Jurisdiction:	
Zoning:	
Assessor Parcel Number:	
Property Ownership:	
County:	Clark County
Mailing Address:	1706 S MAJOR ST., SALT LAKE CITY, UT 84115
Phone:	(801) 487-4800
Fax:	(801) 487-0707
Last Updated By:	THOUGHTON@PPBH.COM
Last Updated Date:	2016-01-29 15:30:58.0

Sales & Services (Non-Bricks & Mortar)

Fictitious Firm Name / DBA	County	City
None Entered	Clark County	City of Las Vegas, City of Henderson

PENNPOW-01 SWINGET

CERTIFICATE OF LIABILITY INSURANCE

DATE (MM/DD/YYYY) 09/19/2017

THIS CERTIFICATE IS ISSUED AS A MATTER OF INFORMATION ONLY AND CONFERS NO RIGHTS UPON THE CERTIFICATE HOLDER. THIS CERTIFICATE DOES NOT AFFIRMATIVELY OR NEGATIVELY AMEND, EXTEND OR ALTER THE COVERAGE AFFORDED BY THE POLICIES BELOW. THIS CERTIFICATE OF INSURANCE DOES NOT CONSTITUTE A CONTRACT BETWEEN THE ISSUING INSURER(S), AUTHORIZED REPRESENTATIVE OR PRODUCER, AND THE CERTIFICATE HOLDER.

IMPORTANT: If the certificate holder is an ADDITIONAL INSURED, the policy(ies) must have ADDITIONAL INSURED provisions or be endorsed. If SUBROGATION IS WAIVED, subject to the terms and conditions of the policy, certain policies may require an endorsement. A statement on this certificate does not confer rights to the certificate holder in lieu of such endorsement(s).

PRODUCER
SentryWest Insurance
3860 South 2300 East
Salt Lake City, UT 84109

CONTACT NAME:
PHONE (A/C, No, Ext): (801) 272-8468 FAX (A/C, No): (801) 277-3511
E-MAIL ADDRESS: eoi@sentrywest.com

INSURER(S) AFFORDING COVERAGE	NAIC #
INSURER A : Travelers Indemnity Co. of CT	25682
INSURER B : Travelers Cas. Ins Co of Amer	19046
INSURER C : Phoenix Insurance Company	25623
INSURER D :	
INSURER E :	
INSURER F :	

INSURED
Penna Powers
Inc. DBA: Penna Powers
1706 S Major St
Salt Lake City, UT 84115

COVERAGES CERTIFICATE NUMBER: REVISION NUMBER:

THIS IS TO CERTIFY THAT THE POLICIES OF INSURANCE LISTED BELOW HAVE BEEN ISSUED TO THE INSURED NAMED ABOVE FOR THE POLICY PERIOD INDICATED. NOTWITHSTANDING ANY REQUIREMENT, TERM OR CONDITION OF ANY CONTRACT OR OTHER DOCUMENT WITH RESPECT TO WHICH THIS CERTIFICATE MAY BE ISSUED OR MAY PERTAIN, THE INSURANCE AFFORDED BY THE POLICIES DESCRIBED HEREIN IS SUBJECT TO ALL THE TERMS, EXCLUSIONS AND CONDITIONS OF SUCH POLICIES. LIMITS SHOWN MAY HAVE BEEN REDUCED BY PAID CLAIMS.

INSR LTR	TYPE OF INSURANCE	ADDL INSD	SUBR WVD	POLICY NUMBER	POLICY EFF (MM/DD/YYYY)	POLICY EXP (MM/DD/YYYY)	LIMITS	
A	X COMMERCIAL GENERAL LIABILITY						EACH OCCURRENCE	$ 2,000,000
	CLAIMS-MADE X OCCUR			6808E997523	11/12/2016	11/12/2017	DAMAGE TO RENTED PREMISES (Ea occurrence)	$ 300,000
							MED EXP (Any one person)	$ 5,000
							PERSONAL & ADV INJURY	$ 2,000,000
	GEN'L AGGREGATE LIMIT APPLIES PER:						GENERAL AGGREGATE	$ 4,000,000
	X POLICY PRO-JECT LOC						PRODUCTS - COMP/OP AGG	$ 4,000,000
	OTHER:							$
B	AUTOMOBILE LIABILITY						COMBINED SINGLE LIMIT (Ea accident)	$ 1,000,000
	X ANY AUTO			BA8E999854	11/12/2016	11/12/2017	BODILY INJURY (Per person)	$
	OWNED AUTOS ONLY / SCHEDULED AUTOS						BODILY INJURY (Per accident)	$
	HIRED AUTOS ONLY / NON-OWNED AUTOS ONLY						PROPERTY DAMAGE (Per accident)	$
								$
	UMBRELLA LIAB / OCCUR						EACH OCCURRENCE	$
	EXCESS LIAB / CLAIMS-MADE						AGGREGATE	$
	DED / RETENTION $							$
C	WORKERS COMPENSATION AND EMPLOYERS' LIABILITY						PER STATUTE / OTH-ER	
	ANY PROPRIETOR/PARTNER/EXECUTIVE OFFICER/MEMBER EXCLUDED? (Mandatory in NH) Y / N	N / A		UB3G641348	10/01/2016	10/01/2017	E.L. EACH ACCIDENT	$ 1,000,000
	If yes, describe under DESCRIPTION OF OPERATIONS below						E.L. DISEASE - EA EMPLOYEE	$ 1,000,000
							E.L. DISEASE - POLICY LIMIT	$ 1,000,000
A	Employee Benefits			6808E997523	11/12/2016	11/12/2017		2,000,000
A	Employee Dishonesty			6808E997523	11/12/2016	11/12/2017	Crime	25,000

DESCRIPTION OF OPERATIONS / LOCATIONS / VEHICLES (ACORD 101, Additional Remarks Schedule, may be attached if more space is required)
Blanket additional insureds and blanket waiver of subrogation for general liability Form #'s CGD1050494 & CGD1861103, and commercial auto Form #'s CAT3400808 & CAT4200710 Primary & Non-Contributory Form#CGD0370405

E&O Travelers 105524113 $2,000,000 Agg/$1,000,000 Claim

Blanket additional insureds and blanket waiver of subrogation for general liability Form #'s CGD1050494 & CGD1861103, and commercial auto Form #'s CAT3400808 & CAT4200710 Primary & Non-Contributory Form#CGD0370405

CERTIFICATE HOLDER

Nevada Department of Public Safety Office of Traffic Safety
107 Jacobsen Way
Carson City, NV 89711-0525

CANCELLATION

SHOULD ANY OF THE ABOVE DESCRIBED POLICIES BE CANCELLED BEFORE THE EXPIRATION DATE THEREOF, NOTICE WILL BE DELIVERED IN ACCORDANCE WITH THE POLICY PROVISIONS.

AUTHORIZED REPRESENTATIVE

ACORD 25 (2016/03)

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SECTION V
Scope of Work

2.1 FY 18–19 ZERO FATALITIES PROGRAM

The successful proposer must develop an effective marketing strategy, and include but not limited to the following tasks.

2.1.1 TASK 1: WEBSITE HOSTING AND UPDATES

WEBSITES THAT GO BEYOND STATS TO INSPIRE SAFETY

2.1.1.1 Manage and maintain a dynamic web presence through ZeroFatalitiesNV.com and/or other websites as required, such as ZeroTeenFatalities.com;

ZeroFatalitiesNV.com and other websites supporting similar messaging are a critical part of the social change process. Since the sites are available—365 days a year, day and night—they should always be thought of as your most reliable spokesperson. We've used this way of thinking to provide successful web development, hosting and management services for countless traffic safety and social change websites including ZeroFatalities.com, ZeroTeenFatalities.com, Zero101.com and SmogSpotter.com, just to name a few.

It's often a delicate balance to know when to keep individual program identity and when to have a consistent voice or leverage existing website developments. In our years of working toward social change in traffic safety, we've perfected this balance.

2.1.1.2 Web hosting;
2.1.1.3 Secure local servers;

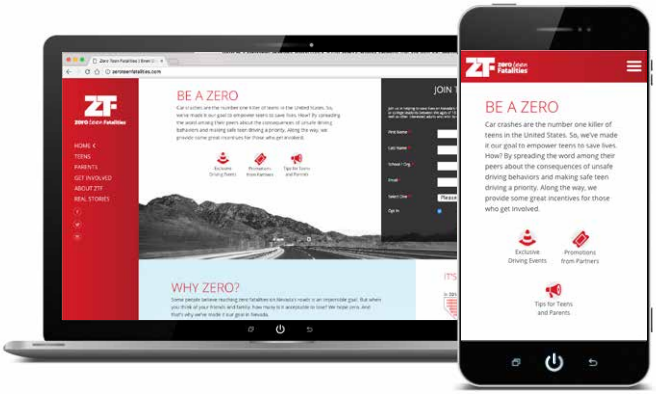
We do not currently outsource any hardware or software needs outside of Dreamhost, the secure data center we use to host websites. Our servers are located within a data center with 10Gb Ethernet lines. We utilize various methods of back up for our data and websites to ensure your needs are met. We strive to have little or no down time. In the past year, we have had a cumulative of only 4.5 hours of downtime for our sites/servers.

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

Penna Powers produces great interactive work that resonates with the target audience and syncs flawlessly with all other marketing efforts. We guarantee that our highly experienced team of techno geeks, online brand engineers, digital media strategists, SEO gurus and interface designers can create and maintain websites guided by analytics and industry prowess that are not only technologically savvy, but also engaging, effective and highly visible.

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

When it comes to analytics, Penna Powers offers an attention to detail you won't find anywhere else. A website exists in a constantly changing digital world. If you aren't watching carefully, you can miss key opportunities. Detailed analytics is one of our greatest strengths. We provide analytics that range from basic web traffic data to a complete breakdown of who's using your site and how they're using it. Penna Powers is well-versed in digesting raw data and turning it into insights and actionable goals. Through weekly and monthly reporting, we'll proactively make adjustments to content and the user experience to keep ahead of the ever-changing needs of target audiences and the interactive landscape, so you never have to worry about your audience losing interest in your websites.



2.1.2 TASK 2: ADVERTISING AND MEDIA

2.1.2.1 Conduct advertising and marketing efforts for the various campaigns statewide;

OUR MESSAGES BREAK THROUGH THE CLUTTER

We're proud to have launched the Zero Fatalities program in Nevada during the summer of 2011. In the first year, awareness of Zero Fatalities went from zero to over 30%. Today, that number is nearing 70%. What makes us unique is our position as both a creative advertising and communication agency and a firm with extensive expertise in traffic safety messaging and outreach.

Billboard

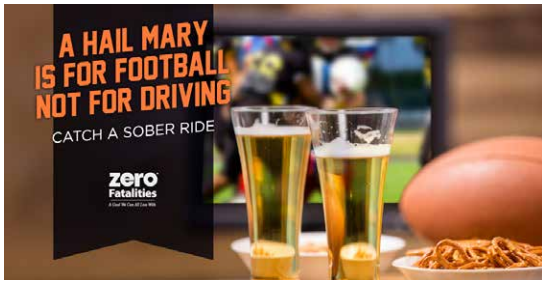
Poster

2.1.2.2 Develop applicable advertising messages for statewide campaign with emphasis on road users' behavioral aspect;

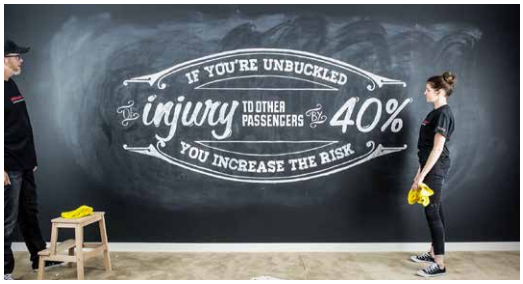
The importance of understanding your target audience can't be understated. And understanding goes far beyond simple demographics—it's more about an audience's psychographics. Who are they really? What or who influences them? How do they like to be reached? What type of messages will resonate best? Answers to all of these questions and more is what drives our brand development and creative. Everything we do is based on research on how our target audience processes and receives messages. People don't naturally seek out traffic safety messages, but we get at a core insight that captures their attention and makes them re-think their driving behaviors.

Of course, even the most strategic message is useless if it never reaches its intended target. To maximize the value of your marketing investment we leverage research tools that many smaller agencies may not be able to access. These tools allow us to take our learnings about each audience and evaluate their media consumption to determine the proper channels that will most effectively carry the message.

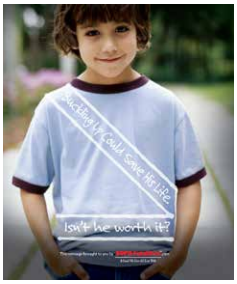
We use a variety of tools on our traffic safety campaigns, often combining advertising, public relations, social media and public outreach in order to change road users' behaviors and get them talking.



Digital Ad



Video



Print ad

Wallboard

Print Ad

2.1.2.3 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 and

Over the last six years of working with you, we've addressed all of these behaviors with innovative and attention-getting campaigns. We work closely with each of the Critical Emphasis Area teams from the Strategic Highway Safety Plan, so we know the leading contributing factors to fatalities on Nevada roads and have addressed each of these behaviors:

Impaired Driving
Don't Drive Impaired

Intersections
Stop on Red

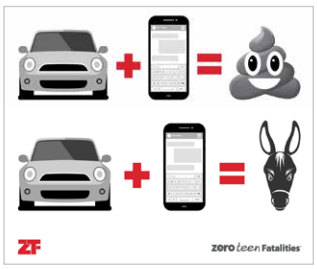
Lane Departures
Focus on the Road

Motorcycles
Ride Safe

Occupant Protection
Always Buckle Up

Pedestrians
Be Pedestrian Safe

Young Driver
Plan for New Driver Safety



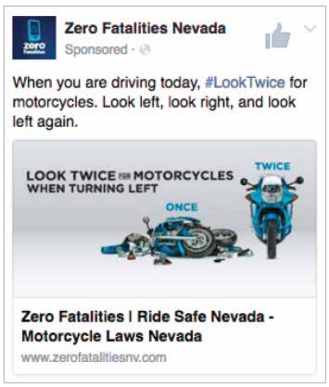
2.1.2.4 Deliverables: Include optimization and distribution of spots to media partners, stock photography for creation, printing, and installation of all outdoor media, pooling of funding for previous spot talent renewals, digital resizes of outdoor media for all billboards, animated and static banners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

Here's an example of last summer's motorcycle safety campaign that combined traditional and digital elements to drive attention and impact to the target audience.

MEDIA APPROACH RESULTS

Outdoor Bulletins and Posters, Impressions	10,509,818
Mobile Billboards, Impressions	1,404,000
Gas Pump Video, Impressions	420,640
Radio, Impressions	6,874,400
Print, Impressions	35,000
Digital, Impressions	1,810,454
Social Media, Impressions	1,297,349
Added Value, Impressions	2,302,400
Total Impressions	24,654,061

Campaign Report



Social Media

Mobile Billboard

Pandora

Outdoor

All of the deliverables listed above can be and/or have already been achieved by Penna Powers on behalf of the Department of Public Safety. Our vendors have come to expect and appreciate new ideas we bring to the table and look forward to the opportunity to brainstorm with our media team to ensure we're constantly educating ourselves and introducing new ideas to our clients.

A few of the tools that we use include:

- *Strata Planning & Buying Software*
- *Scarborough Research*
- *Nielsen Media Research*
- *comScore*
- *Forrester Research*
- *Kinect/VCA for Xbox360*
- *AdTracker ATOL*
- *Applied Analysis*
- *Adobe*
- *Acxiom Audience Insights*
- *ForeSee Customer Experience*
- *Consumer Opinion Services*

Having developed media relationships in Nevada for over 20 years, our media team not only knows how to plan and strategize, we know how to create win-win situations for both our clients and vendors. The adage "you catch more bees with honey than vinegar" rings true in the media world. When you develop firm, but respectful partnerships you'll find the best reps want to work with you and if you can communicate your winning strategy with them, they want to help you achieve even more.

Below are some of the added-value items Penna Powers has negotiated for NDPS as well as other clients:

- *Strategic partnerships*
- *Sponsorships and billboard mentions*
- *Endorsements*
- *Matching spots and insertions*
- *Homepage takeovers*
- *Native articles*
- *Banner ad impressions*
- *Cinema tabling*
- *Event booths/interactive displays*
- *Market surveys*
- *Television news coverage*
- *Collateral distribution*
- *Collateral production*
- *Live on-air interviews on radio and TV*
- *Use of production facilities for radio and TV production*

2.1.3 TASK 3: SOCIAL MEDIA MANAGEMENT

2.1.3.1 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;

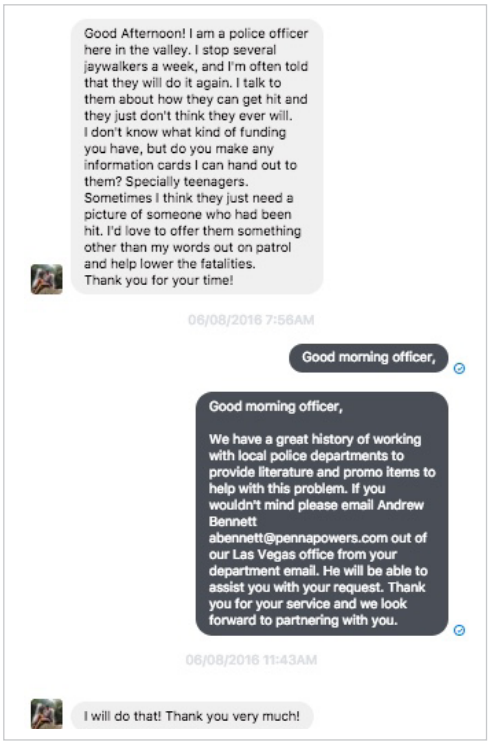
SOCIAL MEDIA IS KEY TO SOCIAL CHANGE

Social media has been a crucial channel for Zero Fatalities messaging efforts from the beginning. Launching in 2011 with Facebook and Twitter profiles, we've deployed social media channels to reach and engage all demographics in Nevada. Our audience has expanded year over year to now include Instagram, YouTube and Snapchat, keeping the DPS brand at the forefront of content marketing. We've been able to get everyone talking about traffic safety, from risk-taking young males and mothers of teenagers to motorcycle riders and commercial truck drivers. Moving forward, Penna Powers looks to expand the DPS social media footprint by launching channels specific to the Spanish language audience based on behavioral research. As the Spanish language population of Nevada continues to grow, we feel it is more important now than ever before to tailor content specifically for this audience.

2.1.3.2 With the oversight from the Zero Fatalities strategy team, develop and disseminate compelling content for social media channels that messages targeted individuals on the six (6) Critical Emphasis Areas (CEA and other traffic-safety topics. Link into partner events and themes where appropriate in order to leverage and strengthen 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;

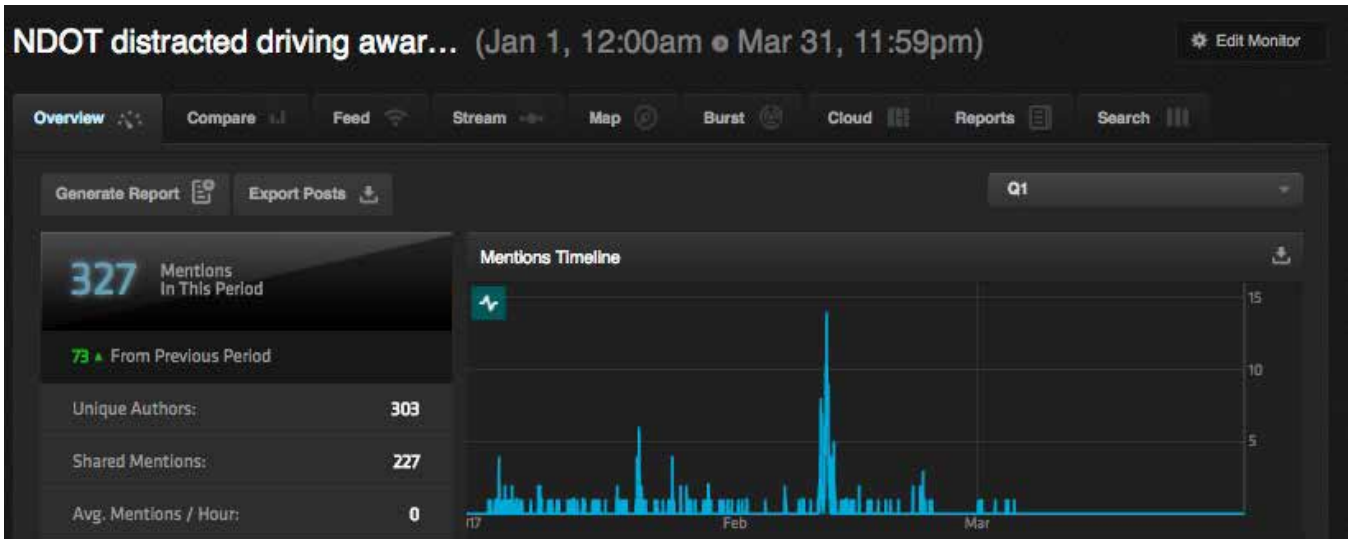
Penna Powers believes social media is a two-way conversation. It starts with listening to the audience. Listening helps us decide which traffic safety topics are of interest to people, and the best way to craft our messages so they resonate with our audience. In turn, this leads to an increase in audience education, engagement and awareness of the Zero Fatalities brand.

Our content strategy for DPS from the beginning has been to break down content planning from a quarterly perspective with specific overarching messaging goals for each month. We then weave each Critical Emphasis Area into a well thought out content calendar on a weekly and daily basis, ensuring equal treatment of each behavior. We also make sure to follow the NHTSA calendar to supplement and capitalize on the national campaigns that are running. This helps amplify the reach of safety campaigns and show a united front with other partnering organizations promoting traffic safety.



Penna Powers implemented a stringent social media policy for Zero Fatalities that laid out brand usage, content tone and how channel messages and/or comments should be handled. For example, all questions and comments are responded to within 24 hours across social media platforms.

2.1.3.3 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; guide course of social media's role in the campaign;



Monitoring Dashboard

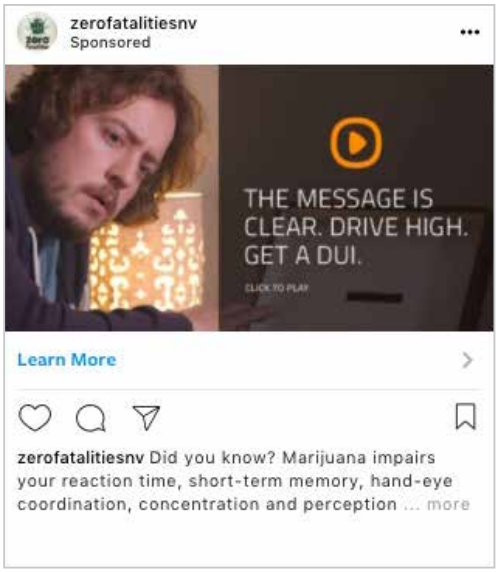
Penna Powers' strategic planning framework starts with the three C's of social media: consumption, credibility and conversation. Utilizing this framework allows us to actively engage the audience across the internet where they're most active, while aligning Zero Fatalities channels within each level.

Penna Powers implements weekly listening reports along with a custom listening dashboard for Zero Fatalities to actively build influencer lists, monitor potential content and share opportunities. We implement social monitoring and listening software based on client needs and the changing social media landscape.

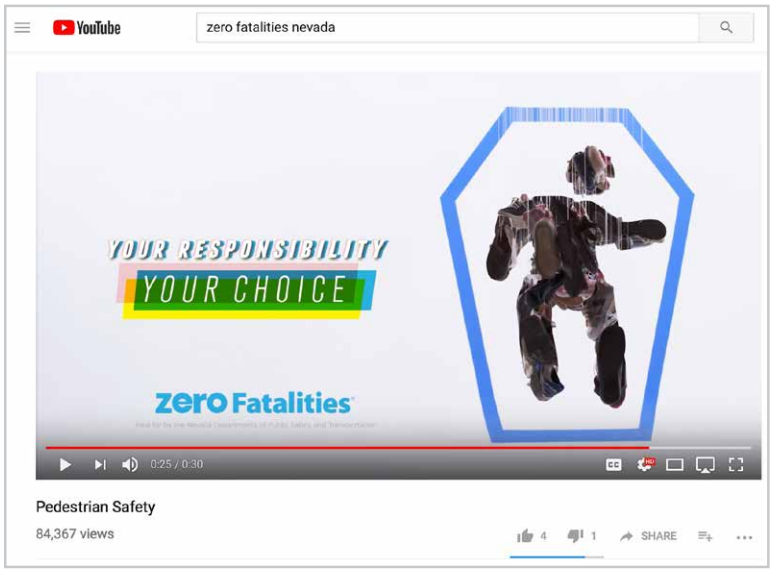
2.1.3.4 Develop campaign-specific graphics, images and assets to use for the content calendar and on social media channels. Include the time for creative development and budget for outside purchases;

One of the many benefits of using Penna Powers to promote your advertising and marketing efforts is our knowledge of both social media and traffic safety. You'll offend your audience if your safety messages come off as preachy, condescending or heavy-handed. You have to know which messages, images and assets will resonate with people and which messages will repel people. We know how to strike that balance, turning passive audiences into powerful advocates.

From the initial brainstorm and throughout the campaign, social media content ties closely to the overall concept. Whether it's promoted posts on Facebook or sponsored posts on Instagram, each piece of content is tailored to the strengths of each platform, increasing engagements and awareness.


zerofatalitiesnv
Sponsored
THE MESSAGE IS CLEAR. DRIVE HIGH. GET A DUI.
Learn More
zerofatalitiesnv Did you know? Marijuana impairs your reaction time, short-term memory, hand-eye coordination, concentration and perception ... more

Zero Fatalities NV
@DriveSafeNV
Following
You don't get a second chance to buckle up. Click it or ticket. ow.ly/iUnF3065NId
YOU DON'T GET A SECOND CHANCE TO
BUCKLE UP
CLICK IT. OR TICKET.
12:00 PM - 12 Nov 2016


YouTube
zero fatalities nevada
YOUR RESPONSIBILITY
YOUR CHOICE
zero Fatalities
0:25 / 0:30
Pedestrian Safety
84,367 views
SHARE

Zero Fatalities Nevada
Sponsored
Be Safe. Be Smart. Be Seen. Make sure drivers can see you before you cross. #ZeroFatalities
epedemic.org
Learn More
192
14 Comments 56 Shares

Zero Fatalities Nevada
Sponsored
The truth is, marijuana impairment behind the wheel is just as deadly as drunk driving. #DriveSober
drive HIGH
GET A DUI
Don't Drive Impaired : Marijuana - News & Events - Zero Fatalities I...
zerofatalitiesnv.com
1.7K
611 Comments 400 Shares

0:00 / 0:30
Marker Face | Zero Fatalities Nevada
26,593 views
SHARE

2.1.3.5 Prepare media budgets to run Promoted Posts and Sponsored Stories on Facebook 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; and

Penna Powers takes a two-pronged approach to paid social media planning by first analyzing local Las Vegas and Reno Scarborough data for initial channel budget planning. Secondly, we layer on in-depth social media targeting that includes behavior, demographic and contextual targeting. This approach delivers content and paid placements backed by data.

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

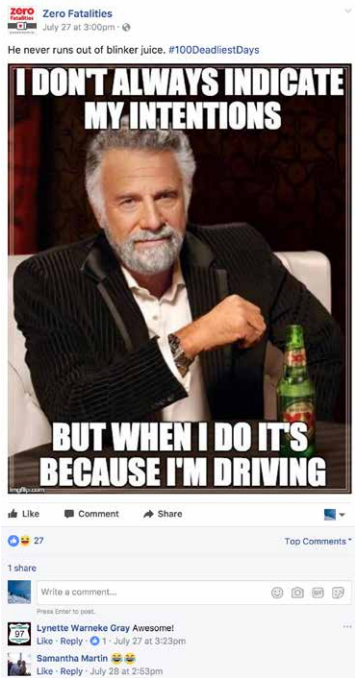
Penna Powers stays at the forefront of social media by constantly evolving creative elements used on social media channels as well as paid campaign placements. By actively listening to our audience and employing the latest creative techniques, we're able to cut through the social clutter and create content that promotes traffic safety and produces safety advocates.

2016 Channel Growth:

Facebook: *34.66%*

Twitter: *28.15%*

Instagram: *84.29%*



2.1.4 TASK 4: OUTREACH

2.1.4.1 Expand the reach and effectiveness of the Zero Fatalities program through one-on-one and group interactions, and educational programs;

CHANGING HEARTS ONE EVENT AT A TIME

Penna Powers takes an aggressive approach to grassroots outreach. This approach has been instrumental in spreading the message about Zero Fatalities and traffic safety throughout Nevada. More importantly—it has changed behavior. We realize that mass media is valuable in gaining awareness on a particular traffic-related safety topic, but it's the one-on-one grassroots interactions that really change behavior.

It's not outreach if you don't reach out. In order to execute effective and meaningful outreach, the public needs to be engaged on multiple levels. Penna Powers' outreach team will continue educating the public at qualified events with the addition of new tools to demonstrate and reinforce the current safety campaign messages.

We have been able to hone our outreach services for the Zero Fatalities effort over the past several years, but it's time to take it to the next level. That may not mean that we attend more events, but that we be more strategic with which events we attend.

Outreach team members will continue researching and studying Nevada's laws and the latest trends in regard to each of the Critical Emphasis Areas from the Strategic Highway Safety Plan. They will also be kept abreast of the current safety campaign that correlates with that specific Critical Emphasis Area, as the public will want to talk about the Zero Fatalities messages they've heard or seen lately.

2.1.4.2 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 DPS deems appropriate;

Our team of outreach professionals will seek out events that naturally fit the demographics of the current safety campaign or that meet the CEA criteria. We want to be as strategic as possible when it comes to these outreach events. Under the direction of DPS, our Penna Powers outreach team will carefully screen each event to make sure it's the right audience size, the right demographics, the right environment and the right fit for the Zero Fatalities message.

To make sure you get the best bang for your buck, our outreach and media teams collaborate to leverage media buys with vendors to secure as many qualified outreach opportunities as possible at no cost.

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

Penna Powers has the benefit of having our own in-house Spanish translators and outreach training coordinators. These full-time employees, based in our Las Vegas office, will translate materials and train team members to serve the Spanish-speaking communities in our state.

2.1.4.4 Create and procure items that are designed to drive stakeholder engagement, preserve top-of-mind awareness and strengthen the Zero Fatalities brand; and

Collaboration is key in sending a coherent message. Penna Powers will solicit stakeholders' input as to what would be the most useful, effective and productive promotional items to carry the Zero Fatalities message to the desired target audience. We seek out items that will remind the recipients of the Zero Fatalities safety message long after their initial discussion with our outreach team.

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

We want you to be in-the-know when it comes to outreach events and opportunities. We'll provide you with monthly requests for your approval of (and invitations to) future events, detailed recaps and photos of recent outreach efforts and other program progress.

2.1.5 TASK 5: PARTNERSHIPS AND SPONSORSHIPS

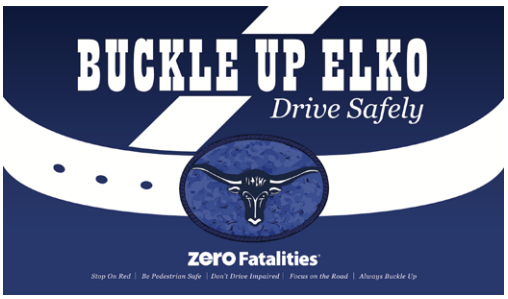
2.1.5.1. Utilize, solicit, and coordinate numerous partnerships and sponsorships that provide opportunities to expand the reach and effectiveness of the Zero Fatalities program to a larger population;

WE'RE STRONGER WHEN WE WORK TOGETHER

We're all about uniting as many partners as possible with the Zero Fatalities program in an effort to amplify and magnify the program's reach and effectiveness. The more organizations and agencies that promote the Zero Fatalities message, the louder and stronger it becomes.

But we're not just looking for anyone to promote the message. We want to continue building upon the relationships we've already cultivated over the past six years while adding the top industries that are fueling and shaping Nevada's future: tourism, gaming and hospitality, manufacturing, mining, aerospace and defense.

Forming partnerships with employers will allow us access to two important stakeholders. First, it will allow us to educate large groups of employees with the Certified Zero traffic safety program. Second, the partnerships will foster relationships with the top executives who employ our current and future workforce. These relationships will provide support for programming, action items and legislative issues. These businesses are invested in our future as a state and they will be instrumental in supporting safety in our local communities.



Elko Regional Airport

RTC Partnership

Penna Powers also intends to develop a robust internship program by partnering with the public health and criminal justice departments at both universities and at community colleges throughout the state. This will provide us access to upcoming leaders and change agents, while developing a team of young individuals to support the Zero Fatalities brand. The Zero internship platform will also assist with implementing the new, Zero 101 program and allow us untapped access to students and professors who can help us educate and recruit future participants.

2.1.5.2 Maintain existing and solicit new professional opportunities to sponsor community based events activities in order to gain a stronger Zero Fatalities presence among target audiences;

Nevada is known for its large, community events. Including a Zero Fatalities presence at these events reminds the community and our visitors to make Zero their goal. Whether that is watching out for pedestrians, buckling up or not driving impaired, the Zero message will be top of mind for event participants. Armed with our materials and reflective Zero Fatalities gear, these representatives will be hard to ignore. By engaging with people attending these community festivities, Zero Fatalities will be known as the life of the party.

Of course, not every community event is a fit for the Zero Fatalities message. Our team will be very strategic when considering which community events to attend. Factors such as the number of attendees, age and other demographic information, as well as the overall event atmosphere are critical factors. We won't waste your dollars on irrelevant or ineffective events.

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

Governor Signs Utah's Primary Seat Belt Law

Many organizations care about traffic safety, from local non-profit organizations, to large employers and everyone in between. Our goal is to discover an organization's motivation in creating safer roadways and give them an outlet to bring their voice into the conversation. The Strategic Highway Safety Plan CEA meetings provide opportunities for like-minded individuals and organizations to come together to assist and support each other in furthering the goal of safe and livable communities within Nevada. Penna Powers will continue to bring new players to the table and support their efforts on our collaborative journey toward zero.

Penna Powers created a strategic plan to help pass Utah's primary seat belt law. This plan called for an increase in support from non-traditional partners such as the Salt Lake Chamber of Commerce and others from the business community. We propose building the same level of partner relationships in Nevada.

The Office of Traffic Safety generously provides grants to many worthy organizations committed to promoting traffic safety. Penna Powers will coordinate with these organizations in an effort to develop deeper and stronger roots among like-minded organizations promoting traffic safety. With teamwork this strong, you'll see that 1+1=3.

Eliminating fatalities isn't just the responsibility of enforcement or engineering organizations. It will take numerous agencies and organizations working together to effectively and efficiently realize the Zero Fatalities goal. For some organizations, it will be easy to catch the Zero Fatalities vision, while others may need some coaxing and education in order for them to understand why they should participate and how their involvement is vital to helping the overall effort. Penna Powers has vast experience creating coalitions with non-traditional partners such as private businesses, educators, public health representatives and other groups in order to focus on improving safety.

Partnership with Nevada DMV

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

We're all in this together! Our partners have strengths we can tap into and Penna Powers has skills they can use. We understand the need to make these partnerships mutually beneficial. With their drive and our passion, we will send the message home to the audience that matters most…those who live and play in our communities.

2.1.5.5 Regularly coordinate with and follow-up with partners to cultivate relationships;

It's one thing to form a partnership, but it's what you do with that partnership that matters most. We understand that creating a traffic safety culture does not happen overnight or through one interaction. It is a culture that is developed over time, through ongoing conversation and a series of executable actions. That is why it is so important not only to form the partnerships but to cultivate and foster the relationships that will further our goal. Penna Powers is in this for the long haul and we will utilize every opportunity to provide benefit to the partnerships we create in order to further the objective of zero deaths on our roadways.

You are a key element in those partnerships. We'll make sure DPS representatives are at the table as much as you want to be. Your involvement is critical to advancing the program and strengthening partnerships.

Partnership with Hospital

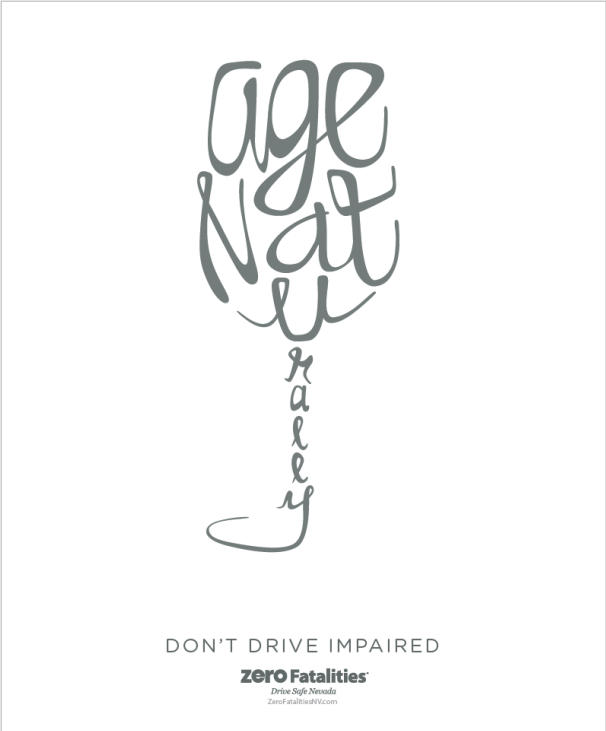
Sponsorship with UNR

2.1.5.6 Partnerships include relationships with organizations such as RTC, Universities, Reno Aces, etc.; and

Penna Powers already has established relationships in the North and South with the RTCs, the Universities and both AAA baseball teams. Any agency can buy ad space; we create partnerships. We've proudly worked with RTC North and South to leverage their space and partnerships to secure free interior signage, exterior signage and bus shelters.

Partnership with RTC

But, it's not just about free ad space, it's about bringing new ideas to the table as well. We've pitched unique ad space ideas like drink rails, tabletop wraps, concession stand and floor decals and restroom signage to our partners which we've secured at discounted rates or at no cost at all because it was our idea and the vendor loved it.



Sponsorship with UNLV

Sports Sponsorships

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

Penna Powers will provide opportunities for public exposure with the Zero Fatalities brand, to be approved by DPS prior to public involvement and/or partnerships commencing. Reports detailing brand exposure will be delivered to DPS on a monthly basis and we will provide detailed reports on tasks completed and upcoming opportunities.

2.1.6 TASK 6: ASSESSMENT/EVALUATION

SOLID CAMPAIGNS BUILT ON RESEARCH, NOT HUNCHES

2.1.6.1 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, online surveys, panel discussions, and focus groups;

Research is essential to any strategically sound social change campaign. Without it, you're just guessing that your strategy will work—and guessing is expensive. Conducting anything and everything from primary, secondary or informative research, ensures our planning rationale is concrete. Depending on our objectives, whether developing a campaign or evaluating it, we tailor the type of research to what's needed. One situation may call for focus groups or online surveys, while another situation may call for intercept surveys. By taking this step that is so often skipped, we find the golden nuggets of human behavior that provide the backbone to communicating effectively with our target audiences and changing their behavior.

There are many ways to conduct research for social change initiatives. Penna Powers relies on existing data, qualitative and quantitative research. We use qualitative research to understand the perceptions, motivations and behaviors of key audiences and quantitative research to understand the extent these feelings or actions exist among all key audiences. Once a campaign is established, we also leverage research to understand campaign outputs (who's heard the messages)—but more importantly, to understand the outcomes (who's made a change due to the messages). Here are common research methods we use for social change:

Primary Research
- *Focus Groups*
- *Telephone Surveys*
- *Online Surveys*

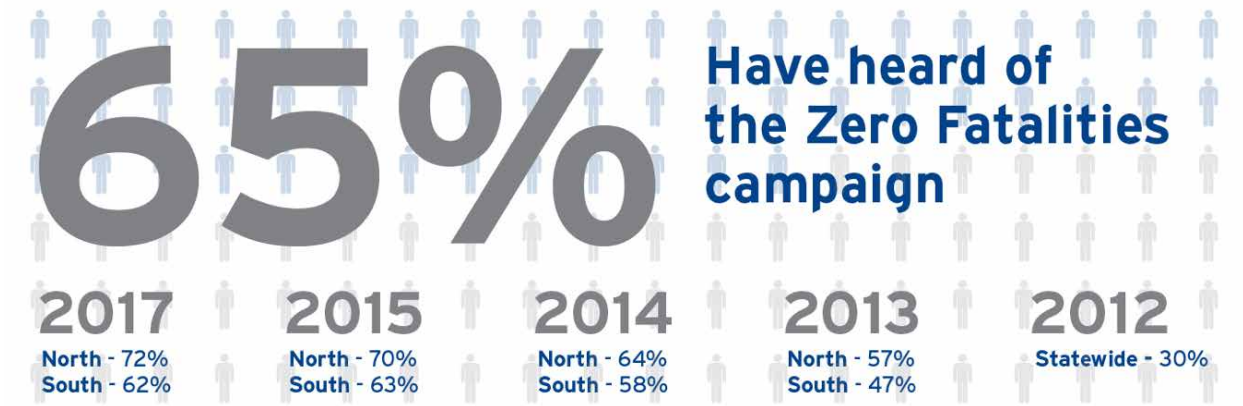
Secondary Research
- *Industry Trends*
- *Crash Reports*
- *Audience Psychographics*
- *Published White Papers*
- *Other Existing Research*

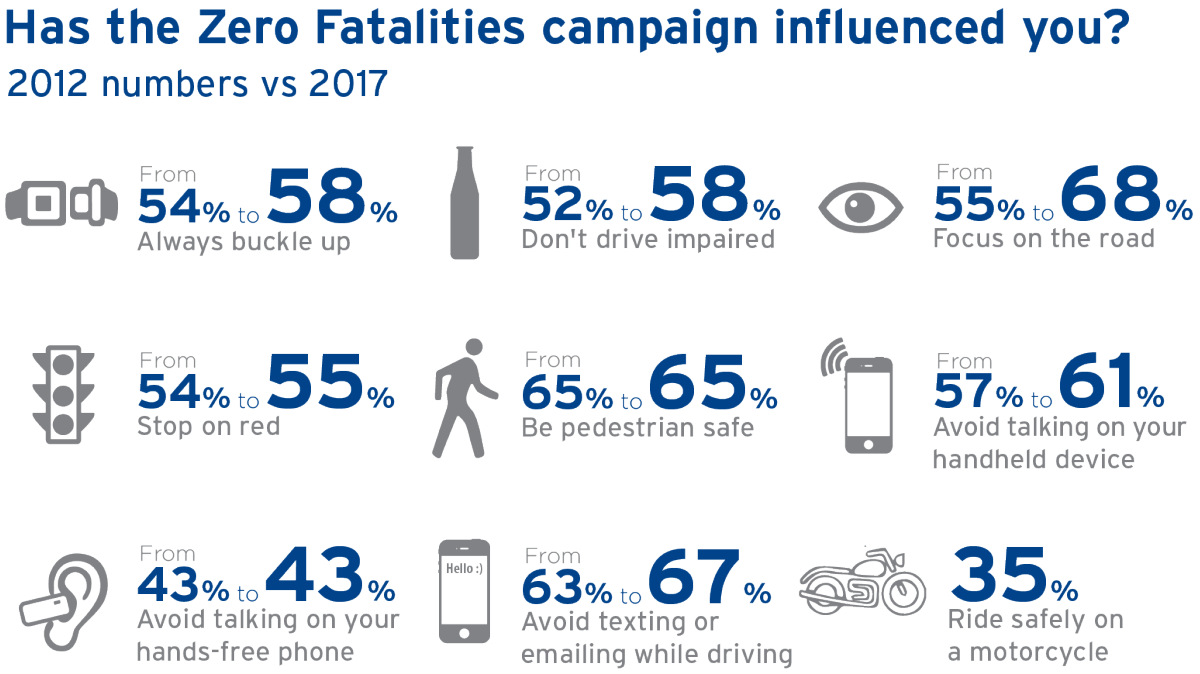
Informative Research
- *Intercept Surveys*
- *Outreach Feedback*
- *One-on-One Interviews*

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

Research is the foundation to changing behaviors. How do you know what your audience thinks unless you actually talk with them? Why do they behave the way they do? What would motivate or incentivize them to do things differently? What's the best way to connect with them? The more we understand your different target audiences, the more focused and effective the campaigns will be for each respective group. What makes one group tick will likely be different from another group. To aid in this process, we've conducted research on:

- *Distracted driving*
- *Seat belts*
- *Pedestrian safety*
- *Impaired driving*
- *Motorcycle safety*
- *Safety culture*
- *Zero Fatalities campaigns*
- *Traffic safety legislation*
- *A range of other traffic safety issues*





Annual Report

Focus Group

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

While Penna Powers conducts much of its own research and analysis, outside research firms are also used for their area of expertise and to ensure unbiased results. We have long-standing relationships with a variety of research firms. We prefer to work mostly with Consumer Opinion Services, Cicero Group, Lighthouse Research and Qualtrics.

Consumer Opinion Services
Market Research Since 1960

Cicero
Data-Driven Strategy

LIGHTHOUSE RESEARCH

qualtrics

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

CONTINUE TO BENCHMARK PROGRESS

We created an annual Zero Fatalities phone survey to measure how often the public engages in the dangerous behaviors we're trying to prevent. Yes, we're also measuring the success and awareness of the overall Zero Fatalities program, but we're more interested in changing behaviors. After conducting annual phone surveys in Nevada, Utah and Iowa for several years, we understand the messages that resonate with our audience and how to move the needle when it comes to changing behaviors.

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

DERIVING SMART KEY POINTS FROM SAVVY DATA ANALYSIS

Probably even more important than the data itself is the ability to effectively analyze it. Let's face it, there is a lot of information out there and raw data is just overwhelming. Penna Powers has a team of research experts with an uncanny ability to simplify complex research into guiding insights that drive social change, especially when it comes to traffic safety.

Probably even more important than the data itself is the ability to effectively analyze it.

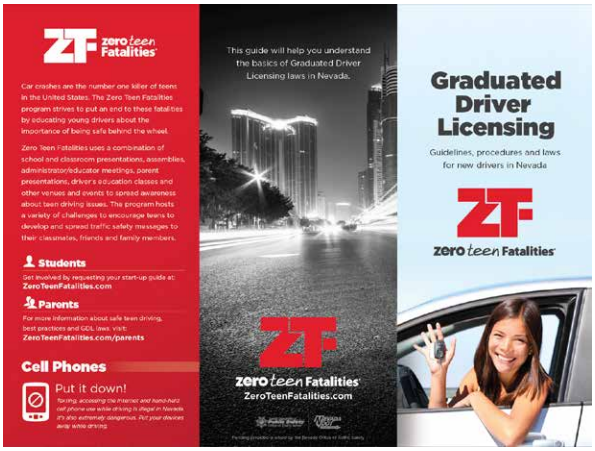
Penna Powers is invested in, engaged with and leading traffic safety initiatives in multiple states and at the national level. This benefits NDPS because we're on the forefront of traffic safety trends, insights and data—providing efficiencies in the knowledge base for general statistics and behavioral decision-making. That said, we put even more value in knowing Nevadans inside and out. We know why Nevadans do things when they themselves don't even know why—all because we've been studying them for years and plan to for years to come.

2.1.6.6 Design, develop, and produce documents and supporting materials such as fact sheets and fliers, logos, reports, presentations, etc.; and

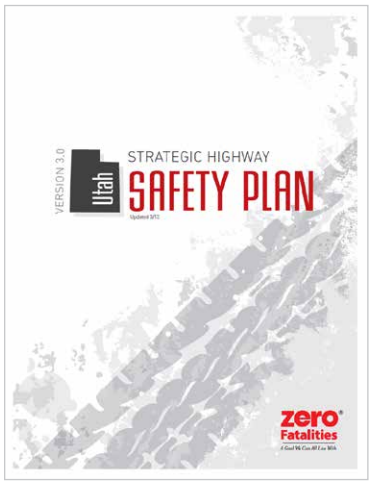
All the great data gathered from research helps craft stronger campaign materials. We've created hundreds of fact sheets, fliers, logos, presentations and other material just for traffic safety campaigns alone. These supporting materials expand the reach and impact of your traffic safety campaign. In an effort to save you money, we have a new approach that will allow you to make updates and edits to the creative down the road if you wish. Data changes every year, so we've made it simple to update fact sheets and presentations with easy-to-edit infographics and copy.

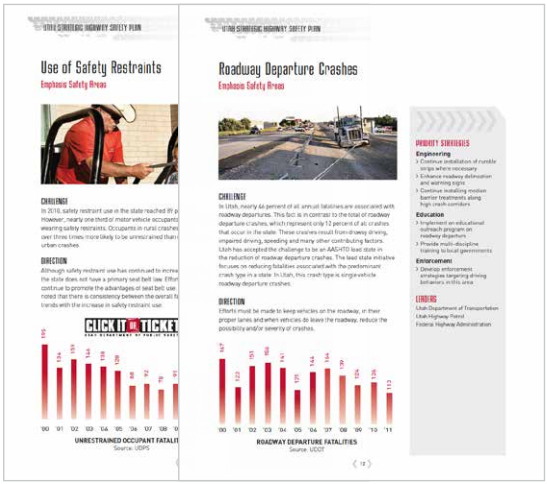
Two important pieces of information we want you to take away from this section: We pay attention to detail and we never want to miss out on an opportunity. Here are a few examples of the traffic safety fact sheets, fliers, reports and presentations we've prepared for Zero Fatalities over the past decade.

Presentation

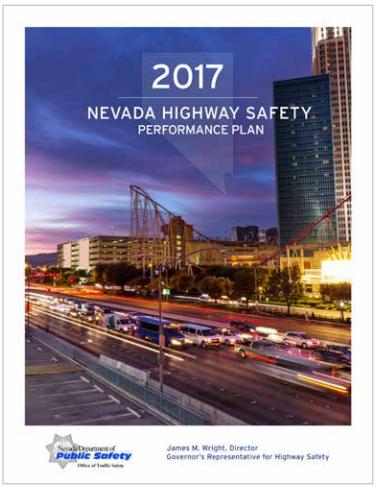


Trifold Brochure





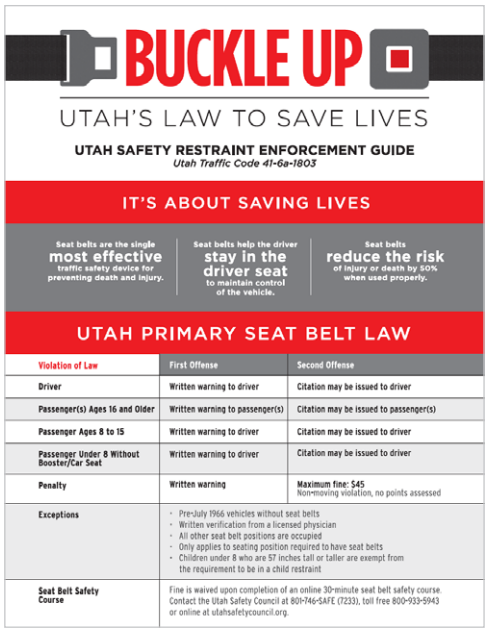
Utah's SHSP



Nevada's HSP

Rack Card

Flier



Training Card For Law Enforcement

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

You'll know what we know. We will involve you every step of the way to make sure you have all the research at your fingertips. You'll help craft the questions, read the responses and digest the data. The more information we have before, during and after a campaign; the stronger ability we have to save lives.

2.1.7 Task 7: Certified Zero Program

TASK 7: CERTIFIED ZERO PROGRAM

LET'S TAKE CERTIFIED ZERO TO THE NEXT LEVEL

2.1.7.1 Expand the Department Zero Fatalities Ambassador Training to a certification program, providing safety partners an opportunity to receive updated training and information to Zero Fatalities messaging and communication;

Several years ago, Penna Powers created the Zero Fatalities Ambassador Training program. This was a new effort to begin developing relationships with key people who could further the Zero Fatalities message among their circles of influence. It was successful in helping us make valuable connections as that is where we first met Andrew Bennett and Mike Colety, two outstanding traffic safety professionals committed to advancing the Zero Fatalities program.

We're excited for the next phase of the Certified Zero program, which will reflect current trends and educational techniques, feature an updated presentation, provide new leave-behind materials and instill a stronger commitment from these champions to advocate for safety. The certification that accompanies this program will provide attendees with a tangible investment for their time. Penna Powers plans to work with business management and human resources to create or update safe driving policies for employers. In addition, participants will have opportunities for continuous updated Zero Fatalities training and communication.

2.1.7.2 Coordinate with new and existing partners to help them become certified in Zero Fatalities messages and communication methods;

For the same reason a pilot keeps the engines running while in the air, continuous communication with existing Certified Zero partners/businesses is paramount to keeping traffic safety messages top of mind. Company-wide emails or newsletters with weekly or monthly traffic safety tips can be sent out to keep Zero Fatalities fresh and employees on track.

Las Vegas Ambassador Training Session

2.1.7.3 Conduct regular training throughout the state, using Department-approved methods and materials. Those completing the training will receive certificates, awards, and other incentives, at the Department's discretion;

Penna Powers is enthusiastic about spreading the Zero Fatalities message throughout Nevada. Certified Zero provides an opportunity to refresh motorists' traffic safety education, update attendees of changes to traffic laws and discuss new transportation infrastructure/construction projects. The Penna Powers team member who delivers these presentations is a Nevada-trained Driver Education instructor. The Certified Zero Ambassadors will receive a certificate of completion and other promotional items that reward and remind them of their commitment to make Zero their goal.

2.1.7.4 Provide professional services that coincide with the training. Professional services may include public relations, communication, design, programming, and scripting.

The Certified Zero Partnership Toolkit provides several options for business champions to promote traffic safety messages. These include creating workplace banners or modifying existing artwork from existing safety campaigns to use on electronic marquees. Depending on the nature of the partnership, we would also provide talking points to company leaders to use for media events and/or companywide meetings with employees.

2.1.7.5 Deliverables: Monthly report detailing training progress, organizational involvement, and number of certifications. Also, compilation of organizations that have completed the training and are "Certified Zero."

Penna Powers will provide DPS with monthly reports of how many Certified Zero presentations were given, the number of attendees, photos (when available) and sign-in sheets. We will also provide feedback in the form of comments and suggestions from attendees.

Zero Fatalities Ambassadors

2.2.1.1 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:

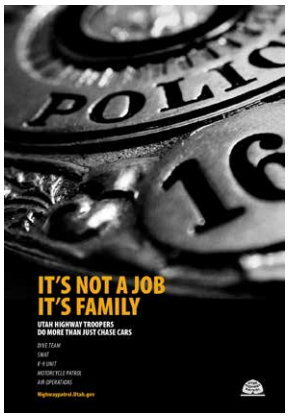
A. Recruiting Media;
B. Radio Ads;
C. Billboards;
D. Promotional Products;
E. Pamphlets; and
F. Social Media Outreach

2.2.1.1 DPS RECRUITMENT

CRITICAL JOBS NEED DEDICATED PEOPLE

First of all, thank you for the service you provide our state. This goes not only for the men and women on the streets putting their lives in danger, but for those dedicated employees behind the scenes or in the office, ensuring the safety of Nevada residents. NDPS needs more excellent candidates to fill the positions of public safety officers and personnel. It can be a tough sell. Candidates must be available around the clock, often working evenings, weekends and holidays. Overtime and 12-hour shifts are all too common. And the pressure to respond quickly and calmly in alarming situations can be stressful. Fortunately, we understand that recruiting and retaining these valuable people is crucial to providing effective service and well-being to both the agencies and the communities they serve.

Penna Powers has created recruitment campaigns in multiple states that appeal to a person's internal drive to public service as well as those who identify and bond with agency culture.



Utah Highway Patrol Recruitment Campaign

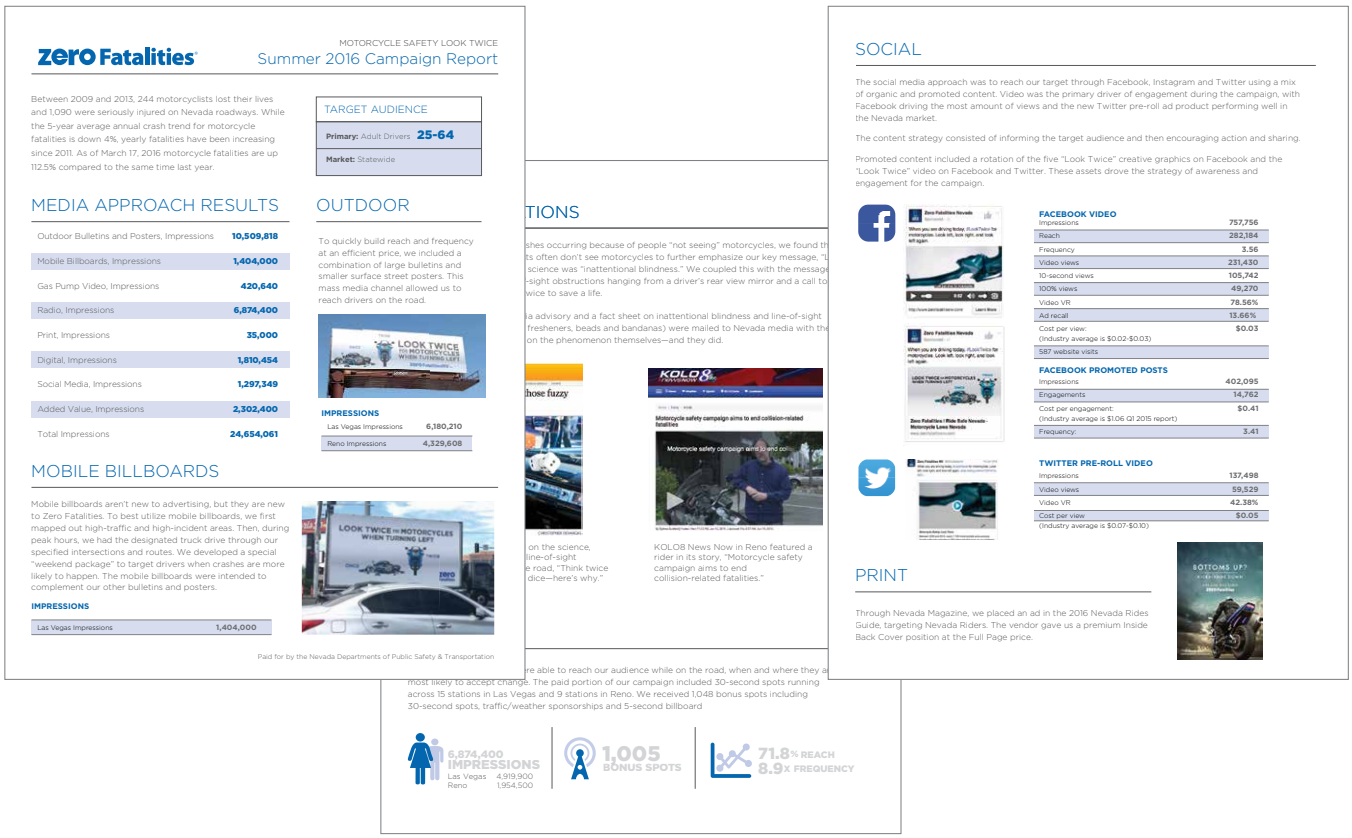
Nevada DPS Recruitment Campaign

2.2.1.2 Deliverables: Monthly outreach reports, final production media, pamphlets and fliers. Estimates will 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 air times, clicks pressed for web promotion, time, materials, etc.

We make sure you're as involved as you want to be all throughout the campaigns. At the beginning of a project, we won't make a move until you're ready for us to move. All estimates and information will be provided up-front to ensure transparency.

When it comes to reporting, we'll arm you with as much information as you need (and probably even more than that). Campaign reports, final production media, pamphlets and fliers will be delivered to DPS on a monthly basis.

In addition to agency invoices, we'll make sure that you're getting what you paid for when spending media dollars. All television and radio invoices are reconciled electronically to ensure spots ran as ordered. We monitor the media buys and make sure spots that didn't run as ordered are credited or run again as a make-good, if still within the campaign flight window. We will provide copies of vendor invoices/affidavits which display air times and web statistics.



zero Fatalities

MOTORCYCLE SAFETY LOOK TWICE
Summer 2016 Campaign Report

Between 2009 and 2013, 244 motorcyclists lost their lives and 1,090 were seriously injured on Nevada roadways. While the 5-year average annual crash trend for motorcycle fatalities is down 4%, yearly fatalities have been increasing since 2011. As of March 17, 2016 motorcycle fatalities are up 112.5% compared to the same time last year.

TARGET AUDIENCE
Primary: Adult Drivers 25-64
Market: Statewide

MEDIA APPROACH RESULTS

Outdoor Bulletins and Posters, Impressions	10,509,818
Mobile Billboards, Impressions	1,404,000
Gas Pump Video, Impressions	420,640
Radio, Impressions	6,874,400
Print, Impressions	35,000
Digital, Impressions	1,810,454
Social Media, Impressions	1,297,349
Added Value, Impressions	2,302,400
Total Impressions	24,654,061

OUTDOOR

To quickly build reach and frequency at an efficient price, we included a combination of large bulletins and smaller surface street posters. This mass media channel allowed us to reach drivers on the road.

IMPRESSIONS

Las Vegas Impressions	6,180,210
Reno Impressions	4,329,608

MOBILE BILLBOARDS

Mobile billboards aren't new to advertising, but they are new to Zero Fatalities. To best utilize mobile billboards, we first mapped out high-traffic and high-incident areas. Then, during peak hours, we had the designated truck drive through our specified intersections and routes. We developed a special "weekend package" to target drivers when crashes are more likely to happen. The mobile billboards were intended to complement our other bulletins and posters.

IMPRESSIONS

Las Vegas Impressions	1,404,000

Paid for by the Nevada Departments of Public Safety & Transportation

TIONS

KOLO8 News Now in Reno featured a rider in its story, "Motorcycle safety campaign aims to end collision-related fatalities."

6,874,400 IMPRESSIONS
Las Vegas 4,919,900
Reno 1,954,500

1,005 BONUS SPOTS

71.8% REACH
8.9x FREQUENCY

SOCIAL

The social media approach was to reach our target through Facebook, Instagram and Twitter using a mix of organic and promoted content. Video was the primary driver of engagement during the campaign, with Facebook driving the most amount of views and the new Twitter pre-roll ad product performing well in the Nevada market.

The content strategy consisted of informing the target audience and then encouraging action and sharing.

Promoted content included a rotation of the five "Look Twice" creative graphics on Facebook and the "Look Twice" video on Facebook and Twitter. These assets drove the strategy of awareness and engagement for the campaign.

FACEBOOK VIDEO

Impressions	757,756
Reach	282,184
Frequency	3.56
Video views	231,430
10-second views	105,742
100% views	49,270
Video VR	78.56%
Ad recall	13.66%
Cost per view: (Industry average is $0.02-$0.03)	$0.03
587 website visits	

FACEBOOK PROMOTED POSTS

Impressions	402,095
Engagements	14,762
Cost per engagement: (Industry average is $1.06 Q1 2015 report)	$0.41
Frequency:	3.41

TWITTER PRE-ROLL VIDEO

Impressions	137,498
Video views	59,529
Video VR	42.38%
Cost per view (Industry average is $0.07-$0.10)	$0.05

PRINT

Through Nevada Magazine, we placed an ad in the 2016 Nevada Rides Guide, targeting Nevada Riders. The vendor gave us a premium Inside Back Cover position at the Full Page price.

After a campaign we always provide you with a detailed analysis showing you the value of your dollars, the channels used to reach your audience and the campaign's effectiveness. This example shows the impact of last summer's motorcycle safety campaign.

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

A. Online Banner Ads;
B. Radio Ads;
C. Billboards;
D. Pump Toppers;
E. Social Media Outreach;
F. Media Awareness Surveys;
G. Public Relations; and
H. Pamphlets and Brochures.

2.2.1.3 NHP MOTOR CARRIER SAFETY ASSISTANCE PROGRAM

REDUCING CLOSE CALLS WITH COMMERCIAL TRUCKS

Reducing the number and severity of traffic related crashes with commercial motor vehicles requires a two-pronged approach. First, it's important to educate the public on safe driving practices around large commercial trucks. Research we conducted in 2017 identified that only one to three percent of Nevada passenger vehicle drivers believe they have close calls or near misses with commercial vehicles on a weekly basis. However, when you ask the truck drivers how often they have close calls or near misses with passenger vehicles, the frequency jumps to 67 percent. This discrepancy presents an opportunity to educate both audiences on the importance of watching out for each other. Armed with this information, Penna Powers intends to apply this perception of danger to actual risk avoidance.

Billboard

Second, NHP has a responsibility to continue educating commercial vehicle drivers of the dangers of bad driving behaviors. Reminding them to slow down, buckle up and stay alert remain top concerns for the industry. Working with the Nevada Trucking Association allows the Commercial Enforcement Section to leverage a collaborative relationship to keep safety at the top of mind for commercial drivers and increases public safety.

Truck Wraps

Digital Ads

3-D Billboard

2.2.1.4 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 air times, clicks pressed for web promotion, time, materials, etc. vehicle and transit signage, and other partner agencies when requested.

Penna Powers will provide estimates to be approved by MCSAP prior to work commencing. Outreach reports, final production media, pamphlets and fliers will be delivered to DPS on a monthly basis. In addition to agency invoices, we will provide copies of vendor invoices/affidavits, which display air times and web statistics. All television and radio invoices are reconciled electronically to ensure spots ran as ordered. Spots that didn't run as ordered will be credited or run again, as a make good, if still within the campaign flight window.

SECTION VI
Company Background & References

3. COMPANY BACKGROUND AND REFERENCES

3.1 VENDOR INFORMATION

3.1.1 Vendors shall provide a company profile in the table format below.

Question	Response
Company name:	*Penna Powers*
Ownership (sole proprietor, partnership, etc.):	*S-Corp*
State of incorporation:	*Utah*
Date of incorporation:	*June 1, 1984*
# of years in business:	*33*
List of top officers:	*Chuck Penna* *Mike Brian* *Dave Smith*
Location of company headquarters, to include City and State:	*Salt Lake City, UT*
Location(s) of the office that shall provide the services described in this RFP:	
Number of employees locally with the expertise to support the requirements identified in this RFP:	*6*
Number of employees nationally with the expertise to support the requirements in this RFP:	*56*
Location(s) from which employees shall be assigned for this project:	*4880 West University Dr., Suite B-6* *Las Vegas, NV 89103* *1496 Elizabeth Street* *Reno, NV 89509* *1706 Major Street* *Salt Lake City, UT 84115*

3.1.2 Please be advised, pursuant to NRS 80.010, a corporation organized pursuant to the laws of another state shall register with the State of Nevada, Secretary of State's Office as a foreign corporation before a contract can be executed between the State of Nevada and the awarded vendor, unless specifically exempted by NRS 80.015.

Understood and agreed.

3.1.3 The selected vendor, prior to doing business in the State of Nevada, shall be appropriately licensed by the State of Nevada, Secretary of State's Office pursuant to NRS76. Information regarding the Nevada Business License can be located at http://nvsos.gov.

Question	**Response**
Nevada Business License Number:	***NV20111035305***
Legal Entity Name:	***Penna Powers***

Is "Legal Entity Name" the same name as vendor is doing business as?

Yes	X	No	

If "No", provide explanation.

If "Yes", complete the following table for each State agency for whom the work was performed. Table can be duplicated for each contract being identified.

Question	**Response**
Name of State agency:	***Nevada Office of Traffic Safety (NOTS)***
State agency contact name:	***Amy Davey***
Dates when services were performed:	***May 1, 2011 - June 30, 2017***
Type of duties performed:	***Advertising, marketing, media buying, digital/ interactive, graphic design, public relations, grassroots outreach***
Total dollar value of the contract:	***$2 million***

Question	**Response**
Name of State agency:	***Nevada Department of Public Safety***
State agency contact name:	***Richard Wiggins***
Dates when services were performed:	***May 1, 2011 - June 30, 2017***
Type of duties performed:	***Advertising, marketing, media buying, digital/ interactive, graphic design, public relations, grassroots outreach***
Total dollar value of the contract:	***$439,000***

Question	Response
Name of State agency:	*Nevada Department of Transportation*
State agency contact name:	*Ken Mammen*
Dates when services were performed:	*April 1, 2011 - September 30, 2017*
Type of duties performed:	*Advertising, marketing, media buying, digital/ interactive, graphic design, public relations, grassroots outreach*
Total dollar value of the contract:	*$3.4 million*

Question	Response
Name of State agency:	*Nevada Department of Motor Vehicles*
State agency contact name:	*Brandi "Alex" Smith*
Dates when services were performed:	*October 2013 - Present*
Type of duties performed:	*Advertising, marketing, media buying, digital/ interactive, graphic design, public relations, grassroots outreach*
Total dollar value of the contract:	*$363,125 annually*

3.1.5 Are you now or have you been within the last two (2) years an employee of the State of Nevada, or any of its agencies, departments, or divisions?

Yes		No	X

If "Yes", please explain when the employee is planning to render services, while on annual leave, compensatory time, or on their own time?

If you employ (a) any person who is a current employee of an agency of the State of Nevada, or (b) any person who has been an employee of an agency of the State of Nevada within the past two (2) years, and if such person shall be performing or producing the services which you shall be contracted to provide under this contract, you shall disclose the identity of each such person in your response to this RFP, and specify the services that each person shall be expected to perform.

3.1.6 Disclosure of any significant prior or ongoing contract failures, contract breaches, civil or criminal litigation in which the vendor has been alleged to be liable or held liable in a matter involving a contract with the State of Nevada or any other governmental entity. Any pending claim or litigation occurring within the past six (6) years which may adversely affect the vendor's ability to perform or fulfill its obligations if a contract is awarded as a result of this RFP shall also be disclosed.

Does any of the above apply to your company?

Yes		No	X

If "Yes", please provide the following information. Table can be duplicated for each issue being identified.

3.1.7 Vendors shall review and provide if awarded a contract the insurance requirements as specified in Attachment D, Insurance Schedule for RFP 3481.

See Certificate of Insurance in the State Documents Folder

3.1.8 Company background/history and why vendor is qualified to provide the services described in this RFP. Limit response to no more than five (5) pages.

WE'RE PASSIONATE ABOUT ZERO

We specialize in traffic safety. We live it. We breathe it. We shape it. In fact, no other agency in the nation has been promoting a zero-based traffic safety message longer than Penna Powers. That's a bold statement, but when we started educating the public on the goal of Zero Fatalities nearly a dozen years ago, there were only two other states in the nation even talking about an aggressive, zero-based vision.

Penna Powers has been helping Utah with its Zero Fatalities program for nearly 12 years, Nevada for more than 6 years and Iowa for the past 4 years. It's safe to say, we know Zero.

As a full-service advertising and communications agency, we have all the right tools to create powerful, effective marketing and advertising campaigns. However, we use those tools to change the public's behavior. We specialize in social change campaigns—integrated campaigns that influence behaviors and change lives for the greater social good. While it's helpful to change attitudes, what we're really trying to change is behavior. For decades, we've been making a difference in the lives of individuals, their families and our communities through positive social change campaigns.

Creating effective traffic safety campaigns isn't the same as creating retail or sales campaigns. With social change campaigns, you're not trying to get people to buy a car, a couch or clothes; you're trying to alter their deep-rooted habits that have taken years to establish. So, we use our unique insights gained from more than a decade in the traffic safety industry, dedicated traffic safety team members and proven behavior change theoretical models that ensure our messages connect with the right audience and motivate them to adopt safe behaviors on the road.

For all the things that we are, there are some things we are not. For example, Penna Powers is not your typical ad agency. We're different. We're a social change agency. What other agencies do you know that have ***five nationally certified Child Passenger Safety (CPS) Technicians (and a CPS Instructor) on staff*** *to educate parents on the proper use of child restraint systems and seat belts? How many ad agencies have a* ***ServSafe Alcohol Approved Instructor on staff****, trained to address the trends and risks of the sale and service of alcohol? How many ad agencies have a* ***Nevada Drive School Instructor on staff****, licensed by the Nevada DMV to teach driver education? Sure, we have a team of creative directors, illustrators, designers, programmers and planners, too. But no one else is as entrenched, involved and invested in the traffic safety industry as Penna Powers.*

As you read through this proposal, you'll get a hint of our social change expertise and how we have helped countless clients achieve their objectives. We hope you'll quickly see why we're the right team to work with the Nevada Department of Public Safety.

If you want a social change agency that understands traffic safety and behavior change, look no further than Penna Powers. We're experts. We've been running successful social change campaigns for a wide array of clients, including clients in the traffic safety, health, transportation and environmental industries for decades. We know how to create and execute campaigns that strike a chord and motivate audiences to take action. We aren't just another agency with a client roster of casinos, entertainment and retail establishments. We specialize in traffic safety. When lives are on the line, don't you want a specialist?

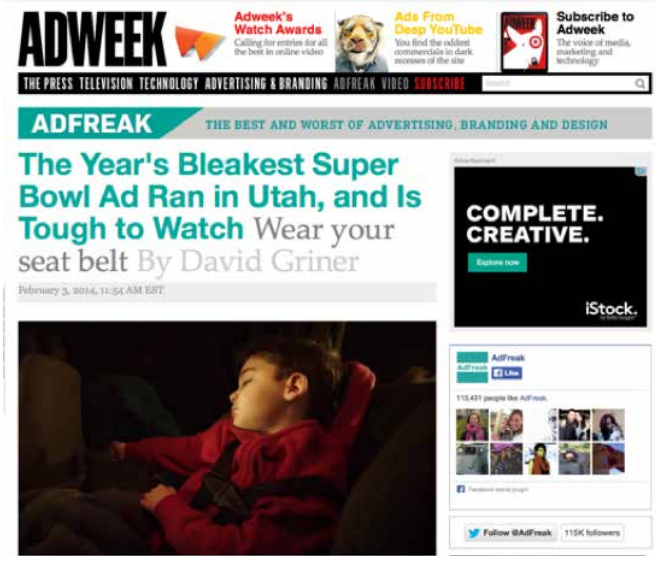
Traffic Safety Campaigns

Social Change Campaigns

UTAH ZERO FATALITIES

This statewide, comprehensive effort incorporates multidisciplinary partners in law enforcement, transportation, state and local health departments, the state office of education and others. Mass media, social media and extensive grassroots outreach efforts focus on educating the key target audiences and changing behavior. The Zero Fatalities program has high name recognition across the state. A recent statewide survey showed that 85 percent of adults are aware of the Zero Fatalities program, but more importantly, the program is changing behaviors.

Primary Seat Belt Law Press Event



Seat Belt TV Ad

DMS Program

Teen Memoriam

Media Partnership

Driver Ed Outreach

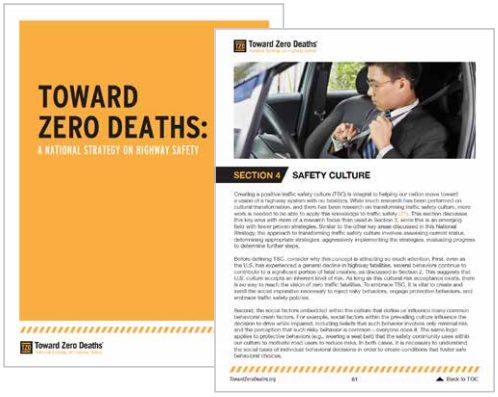
TOWARD ZERO DEATHS: NATIONAL STRATEGY ON HIGHWAY SAFETY

We're shaping traffic safety culture at the national level. Since 2011, Penna Powers has been part of the Toward Zero Deaths National Strategy on Highway Safety. The focus of this effort is to create a single, national vision for highway safety. We've been working with this multidisciplinary group of associations representing state and local government agencies working to reduce highway fatalities, including:

- *Governors Highway Safety Association (GHSA)*
- *American Association of State Highway and Transportation Officials (AASHTO)*
- *Internal Association of Chiefs of Police (IACP)*
- *American Association of Motor Vehicle Administrators (AAMVA)*
- *Additional associations representing state and local government agencies*

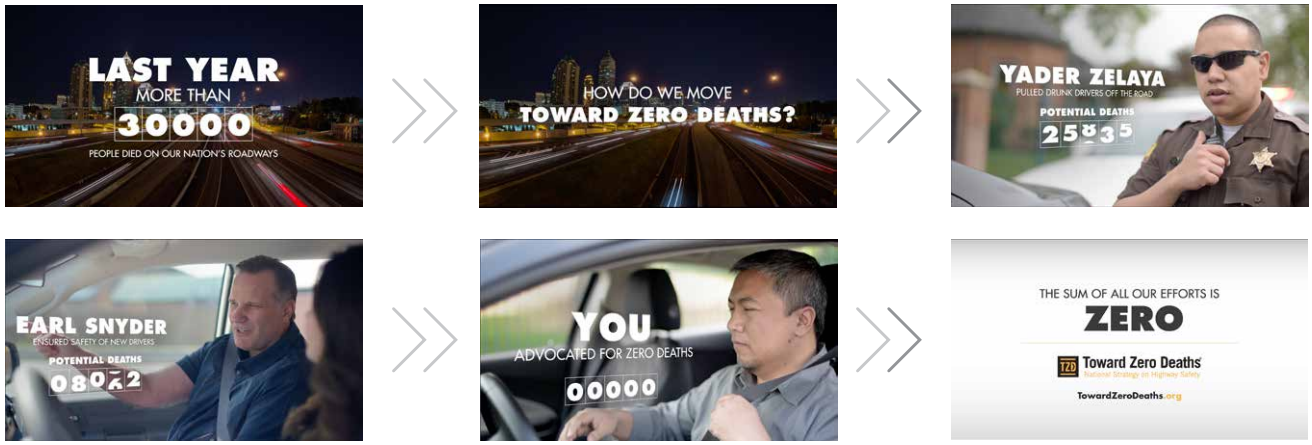
We conducted focus groups, surveys and other research to gather input on how to communicate the yet-to-be formed National Strategy on Highway Safety. Drawing on the feedback from our primary and secondary research, we created the TZD name, logo, brand, website and educational materials for this legacy project focused on creating a culture of safety. Penna Powers designed the layout for the National Strategy document—a monumental task to organize all that content into an easy-to-understand format. We also wrote and designed the TZD communication plan. This comprehensive guide serves as an instruction manual of how to implement the TZD vision. Penna Powers is currently under contract to continue the TZD national strategy rollout to the public and media, as well as develop the implementation pieces and website updates.

National Strategy On Highway Safety®
PROUD PARTNER
TowardZeroDeaths.org



National Strategy Manual

Fact Sheet



Video

THE DREAM TEAM

PENNA POWERS + Kimley»Horn

If you want a successful traffic safety marketing and advertising campaign, there are a couple of critical elements you need:

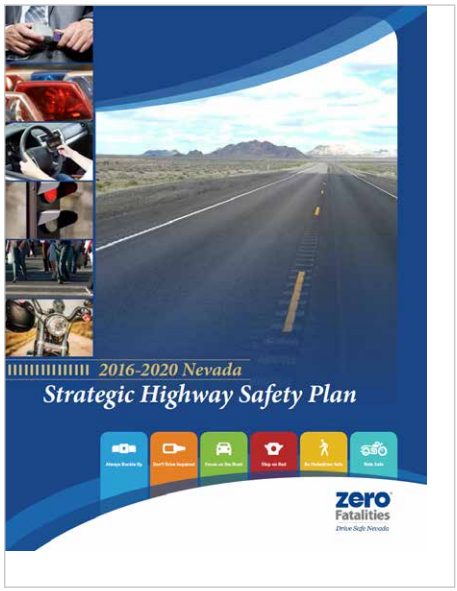
1. *A team that knows how to run a successful Zero Fatalities program*
2. *A team that knows Nevada's Strategic Highway Safety Plan*

It may sound cliché to say that we're your "dream team," but truthfully, that's the best way to explain the collective expertise of Penna Powers and Kimley-Horn for your Zero Fatalities effort. Why make such a bold statement? Well, that's what you get when you combine a social change agency that has run successful Zero Fatalities programs, with a firm previously and currently leading the efforts of Nevada's Strategic Highway Safety Plan.

Penna Powers developed a strategic partnership several years ago when Kimley-Horn began the SHSP implementation contract. Penna Powers is Kimley-Horn's partner on the SHSP contract and conversely, Kimley-Horn will be a partner on the Zero Fatalities contract. This creates a seamless implementation effort between NDPS, other State agencies and your contracting firms.

Call it a dream team, a dynamic duo or a pair of aces—but we know Zero Fatalities. We know Nevada's SHSP and we know we can help DPS and its partners continue an effective program that creates safer drivers.

Kimley-Horn is a national traffic engineering and transportation planning firm with over 3,000 employees in more than 80 offices nationwide, including Las Vegas and Reno. The Kimley-Horn team proposed for this project has received very positive feedback from Nevada's traffic safety partners on the performance of the existing SHSP Implementation Support contract and additional Nevada traffic safety projects, including:



- *Safety Management Plans*
- *Safety Engineering Design Services*
- *Highway Safety Capacity Building project*
- *RSAs*
- *Nevada Intersection Control Evaluations (ICE)*
- *The Nevada Integrated Transportation Reliability Program (ITRP)*
- *The Nevada Statewide Bicycle Plan*
- *Nevada Local (County) Bicycle Plans*
- *Numerous ITS design projects.*

Our combined team has built solid professional relationships with a variety of agencies and stakeholders in the state. We know Nevada's traffic safety challenges and have been (and will continue to be) part of the solution.

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

Penna Powers has been planning and executing successful public education and promotion campaigns for various public and private clients for the past 33 years. And we are still going strong.

3.1.10 Financial information and documentation to be included in accordance with Section 8.5, Part III – Confidential Financial Information.
3.1.10.1 Dun and Bradstreet Number
3.1.10.2 Federal Tax Identification Number
3.1.10.3 The last two (2) years and current year interim:
A. Profit and Loss Statement
B. Balance Statement

All required financial information is included in Part III-Tab III, Confidential Financial Information.

3.2 SUBCONTRACTOR INFORMATION

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

3.2.1 Does this proposal include the use of subcontractors?

Yes

If "Yes", vendor shall:

3.2.1.1 Identify specific subcontractors and the specific requirements of this RFP for which each proposed subcontractor shall perform services.

Penna Powers has been working with an outstanding subcontractor on the Zero Fatalities program over the past several years: Deitz Media and Marketing. Melissa Deitz will function under Task 2: Advertising and Media, where she will negotiate and place media buys across a broad spectrum of channels.

3.2.1.2 If any tasks are to be completed by subcontractor(s), vendors shall:

A. Describe how the work of any subcontractor(s) shall be supervised, channels of communication shall be maintained and compliance with contract terms assured; and

Melissa functions so much like a Penna Powers employee that you probably didn't even know she's a subcontractor. Her direct supervisor is Marc Stryker, Penna Powers' VP of Channel & Content Management. As a Reno resident, Melissa is tapped in to all of the appropriate media providers in Nevada. She coordinates (often daily) with the Penna Powers team working on Nevada accounts and participates bi-weekly client update meetings or any time we're discussing campaign media options.

B. Describe your previous experience with subcontractor(s).

Melissa Deitz is a subcontracted employee for Penna Powers. With more than 15 years experience buying media in Nevada, Melissa has long standing media relationships statewide and her exemplary reputation continually garners additional good-will for our clients. She is well known for her smart media strategies and her solid negotiating skills whether tackling small projects or multi-million dollar campaigns. Her media planning experience includes Nevada government (both State and County), healthcare, casino/gaming, automotive, special events, retail sectors and more.

3.2.1.3 Provide the same information for any proposed subcontractors as requested in Section 3.1, Vendor Information.

Understood and agreed. See included information about Deitz Media and Marketing.

3.2.1.4 Vendor shall not allow any subcontractor to commence work until all insurance required of the subcontractor is provided to the vendor.
Understood and agreed.

3.2.1.5 Vendor shall notify the using agency of the intended use of any subcontractors not identified within their original proposal and provide the information originally requested in the RFP in Section 3.2, Subcontractor Information. The vendor shall receive agency approval prior to subcontractor commencing work.
Understood and agreed.

3.3 BUSINESS REFERENCES

3.3.1 Vendors shall provide a minimum of three (3) business references from similar projects performed for private and/or public sector clients within the last three (3) years. The Project Manager and all key personnel must have three (3) years professional experience in marketing strategy for a transportation agency in the following areas:

- Website Hosting and Update Management/Maintenance;
- Advertising and Media Implementation;
- Social Media Management;
- Outreach and Incentive Items Management; and
- Partnerships and Sponsorships Coordination.

Understood and agreed.

3.3.2 Vendors shall submit Attachment E, Reference Questionnaire to their business references.

Understood and agreed.

3.3.3 It is the vendor's responsibility to ensure that completed forms are received by the Purchasing Division on or before the deadline as specified in Section 7, RFP Timeline for inclusion in the evaluation process. Reference Questionnaires not received, or not complete, may adversely affect the vendor's score in the evaluation process.

Understood and agreed.

3.3.4 The State reserves the right to contact and verify any and all references listed regarding the quality and degree of satisfaction for such performance.

Understood and agreed.

SECTION VII
Attachment F/Proposed Staff Resumes

3.4 VENDOR STAFF RESUMES

A resume shall be completed for each proposed key personnel responsible for performance under any contract resulting from this RFP per Attachment F, Proposed Staff Resume.

Penna Powers: Michael Brian

Company Name Submitting Proposal:		*Penna Powers*	
Contractor	☑	Subcontractor	
Name:		*Michael Brian*	Key Personnel ☑
Individual's Title		*Partner, Interactive Director & Social Change Strategist*	
# of Years in Classification:		*28*	
# of Years with Firm:		*24*	

BRIEF SUMMARY OF PROFESSIONAL EXPERIENCE
Information should include a brief summary of the proposed individual's professional experience.

Mike is a pioneer in social change marketing innovation and online communication. Mike excels at understanding a target audience and determining how best to affect change and create action. Mike's other interests extend to emerging tech, and he's always got the latest-and-greatest gadget somewhere close by.

RELEVANT EXPERIENCE
Information required should include: timeframe, company name, company location, position title held during the term of the contract/project and details of contract/project.

Zero Fatalities Nevada, Senior Strategist, April 2011–September 2017
- *Launched Nevada's Zero Fatalities effort in 2011*
- *Assists in identifying strategy and direction for the overall Zero Fatalities program*
- *Coordinate marketing, advertising, outreach and partnering efforts*

Zero Fatalities Utah, Senior Strategist, January 2006–ongoing
- *Helped launch the first Zero Fatalities educational effort in the nation*
- *Assisted in growing the Zero Fatalities effort into a large-scale comprehensive safety program, involving more than a dozen state and local organizations*
- *Coordinate advertising, PR, marketing, creative, social media and outreach professionals*

Nevada Department of Motor Vehicles, Senior Strategist, 2013–Spring 2017
- *Rebranded NDMV and Smog Spotter*
- *Strategized and planned public education campaigns*

EDUCATION Information required should include: institution name, city, state, degree and/or Achievement and date completed/received.
Weber State University, Ogden, UT, Bachelor in Marketing, Advertising emphasis ***Minor in Finance, July 1987***
CERTIFICATIONS Information required should include: type of certification and date completed/received.
REFERENCES A minimum of three (3) references are required, including name, title, organization, phone number, fax number and email address.
Joseph Walker ***Communications Director*** ***Utah Department of Transportation*** ***801-955-4088*** ***Fax 801-965-4338*** ***josephwalker@utah.gov*** ***Rick Clasby*** ***Executive Director*** ***Utah Trucking Association*** ***801- 973-9370*** ***Fax 801-973-8515*** ***rick@utahtrucking.com*** ***Elizabeth Weight*** ***Policy and Legislative Services*** ***Utah Department of Transportation*** ***(801-965-4923*** ***Fax 801-965-4338*** ***eweight@utah.gov***

Penna Powers: Brent Wilhite

Company Name Submitting Proposal:		*Penna Powers*	
Contractor	☑	Subcontractor	
Name:		*Brent Wilhite*	Key Personnel ☑
Individual's Title		*Social Change Director*	
# of Years in Classification:		*18*	
# of Years with Firm:		*11*	

BRIEF SUMMARY OF PROFESSIONAL EXPERIENCE
Information should include a brief summary of the proposed individual's professional experience.

Brent Wilhite is an accomplished communication professional with 18 years of experience across a broad spectrum of disciplines, including marketing, media relations, public relations, communication planning, writing, branding, event planning and crisis communications. His many roles and responsibilities at Penna Powers have been directly associated with improving traffic safety across the nation. Most of his day is spent trying to get drivers to buckle up, slow down, quit drinking, wake up, and get off the phone as part of the Zero Fatalities programs in Utah, Nevada and Iowa. Prior to his work at Penna Powers, Wilhite was a Public Information Officer at the Utah Department of Transportation where he served as a primary spokesperson and liaison between UDOT and the news media. Wilhite serves on the national TRB Committee on Transportation Safety Management (ANB10) as the Communication Coordinator.

RELEVANT EXPERIENCE
Information required should include: timeframe, company name, company location, position title held during the term of the contract/project and details of contract/project.

Zero Fatalities Nevada, Team Lead, April 2011–Sept. 2017

- *Brent launched Nevada's Zero Fatalities effort in 2011. He serves as the Principal Investigator and team lead. Brent identifies the strategy and direction for the overall Zero Fatalities program, overseeing the coordination of the marketing, advertising, outreach and partnering efforts. He manages the team structure and ensures proper execution of the overall communication plan. Responsible for maintaining positive client relationships with NDPS, NDOT and other key participants within the Zero Fatalities program.*

Zero Fatalities Utah, Team Lead, January 2006–present

- *Brent helped launch the first Zero Fatalities educational effort in the nation back in 2006. At that point, it was a public education campaign consisting of a website and a few TV and radio ads. The Zero Fatalities effort has since grown into a large-scale comprehensive traffic safety program involving more than a dozen state and local organizations; TV, radio and online mass media; extensive grassroots outreach efforts, media relations and a statewide traffic safety summit. Brent is responsible for the overall success of the program, leading a team of advertising, PR, marketing, creative, social media and outreach professionals.*

Zero Fatalities Iowa, Team Lead, August 2013 - ongoing

- *Brent helped launched Iowa's Zero Fatalities program in 2013. This comprehensive, marketing and advertising program reaches out to the public, teaching them about the top contributing factors to fatal car crashes in Iowa: speeding, impaired driving, distracted driving, drowsy driving and driving unbuckled. The program unifies the efforts between multidisciplinary groups to extend the reach and influence of the Zero Fatalities program and maximize resources. Brent is the lead account planner, responsible for research, audience definition, timelines, high-level budget and overall campaign success.*

AASHTO, Toward Zero Deaths, Team Lead, June 2011 - Ongoing

- *The focus of this effort is to create a single, national vision for highway safety. Brent has been working with this multidisciplinary group of associations representing state and local government agencies working to reduce highway fatalities since 2011. Officials from enforcement, engineering, EMS, education and vehicle manufacturers work together to create a culture of traffic safety. Brent identifies the key issues, themes and trends in traffic safety and develops strategies to raise awareness of the Toward Zero Deaths brand and reduce fatalities.*

EDUCATION

Information required should include: institution name, city, state, degree and/or Achievement and date completed/received.

University of Utah, Salt Lake City, UT, B.S. Mass Communications, May 1999

CERTIFICATIONS

Information required should include: type of certification and date completed/received.

REFERENCES A minimum of three (3) references are required, including name, title, organization, phone number, fax number and email address.
Robert Miles ***Director of Traffic and Safety*** ***Utah Department of Transportation*** ***801-965-4273*** ***robertmiles@utah.gov*** ***Kristy Rigby*** ***Director*** ***Utah Department of Public Safety, Highway Safety Office*** ***801-366-6040*** ***krigby@utah.gov*** ***Kelly Hardy*** ***Senior Engineering Manager for Safety*** ***American Association of State Highway Transportation Officials (AASHTO)*** ***202-624-5868*** ***khardy@aashto.org***

Penna Powers: Christine Adams

Company Name Submitting Proposal:		*Penna Powers*	
Contractor	☑	Subcontractor	
Name:		*Christine Adams*	Key Personnel ☑
Individual's Title		*Traffic Safety / Account Manager*	
# of Years in Classification:		*7*	
# of Years with Firm:		*.25*	

BRIEF SUMMARY OF PROFESSIONAL EXPERIENCE
Information should include a brief summary of the proposed individual's professional experience.

Christine Adams is a passionate advocate for traffic safety. She excels at creating mutually beneficial relationships in an effort to build stronger communities. Her strengths are in education, collaboration and marketing messages that create positive behavioral change. In 2017, she was presented with the Nevada Strategic Highway Plan, Impaired Driving Award. She proudly sits as Vice Chairperson for the Northern Nevada DUI Task Force. Penna Powers recently welcomed Christine as the newest Account Manager to Nevada's Zero Fatalities team. She manages other traffic safety programs for Penna Powers, including Iowa Zero Fatalities and Toward Zero Deaths in Washington DC.

RELEVANT EXPERIENCE
Information required should include: timeframe, company name, company location, position title held during the term of the contract/project and details of contract/project.

Join Together Northern Nevada, Project Manager, 2012–present
- *Sober Truth on Preventing Underage Laws (STOP Grant)*
- *Block Grant: Marijuana Regulation & Substance Use in Women of Childbearing Age*

Northern Nevada DUI Task Force, Vice Chairperson, 2012–present
- *Vice Chairperson, Organization Administrator & Victim Impact Panel Manager*

University of Nevada, Program Manager / Community Liaison, 2011–2016
- *Be in the Know: Website, Smartphone Application, Blog & Social Media Strategies*
- *Do the Ride Thing: Volunteer Designated Driver Service for College Students*

EDUCATION
Information required should include: institution name, city, state, degree and/or Achievement and date completed/received.

University of Nevada, Reno, NV, Master in Business Administration, December 2010
University of North Texas, Denton, TX, Bachelor in Business Administration, Marketing, August 2002
- *Honors: Beta Gamma Sigma, Mu Kappa Tau*

CERTIFICATIONS Information required should include: type of certification and date completed/received.
ServSafe Alcohol Instructor, August 2016
REFERENCES A minimum of three (3) references are required, including name, title, organization, phone number, fax number and email address.
Jim Holmes ***Chairman*** ***Northern Nevada DUI Task Force*** ***775-750-3222*** ***jholmes777@aol.com*** ***Jennifer DeLett-Snyder*** ***Executive Director*** ***Join Together Northern Nevada*** ***775-324-7557*** ***Jennifer@jtnn.org*** ***Carol Millie*** ***Dean of Students*** ***Oregon State University*** ***530-277-2243*** ***milliec@oregonstate.edu***

Penna Powers: Britni Brozo

Company Name Submitting Proposal:		*Penna Powers*		
Contractor	☑	Subcontractor		
Name:		*Britni Brozo*	Key Personnel	
Individual's Title		*Senior Social Change Strategist*		
# of Years in Classification:		*14*		
# of Years with Firm:		*9*		

BRIEF SUMMARY OF PROFESSIONAL EXPERIENCE
Information should include a brief summary of the proposed individual's professional experience.

Britni has established a strong track record as a strategist over social change initiatives. She excels at opening the lines of communication with clients and team to identify an effective approach for a client's needs. The key to Britni's success is truly understanding the target audience—in terms of both demographics and psychographics. Britni supports the team in research, conceptual direction, media planning, messaging, and plan execution.

RELEVANT EXPERIENCE
Information required should include: timeframe, company name, company location, position title held during the term of the contract/project and details of contract/project.

Zero Fatalities, Iowa
Senior Account Manager (2014 through Spring 2017)
Senior Project Manager (2014 to present)

- *Developed Zero Fatalities program in Iowa*
- *Conducted annual research*
- *Planned and executed public education campaigns*
- *Lead media and creative teams*

Department of Public Safety, Office of Traffic Safety, Nevada
Senior Project Manager (Fall 2016 through Summer 2017)

- *Rebranded Zero Teen Fatalities*
- *Developed new brands for Zero101, Cars & Cops and Code Zero*
- *Lead team in development of all creative assets needed for client's strategic plan*

Department of Motor Vehicles, Nevada
Senior Account Manager & Senior Project Manager (2013 through Spring 2017)

- *Rebranded NDMV and Smog Spotter*
- *Planned and executed public education campaigns*
- *Lead media and creative teams*

EDUCATION Information required should include: institution name, city, state, degree and/or Achievement and date completed/received.
University of Utah, Salt Lake City, UT, Bachelor of Marketing, June 2003
CERTIFICATIONS Information required should include: type of certification and date completed/received.
Qualtrics Core Research, March 2017
REFERENCES A minimum of three (3) references are required, including name, title, organization, phone number, fax number and email address.
Kevin Malone ***Public Information Officer*** ***Nevada Department of Motor Vehilces*** ***702-486-1311*** ***kmalone@dmv.nv.gov*** ***Keri Gibson*** ***Occupant Protection Program Manager*** ***Utah Department of Public Safety, Office of Highway Safety*** ***801-243-7571*** ***kgibson@utah.gov*** ***Andrew Bennett*** ***Zero Teen Fatalities Regional Program Coordinator*** ***Nevada Department of Public Safety, Office of Traffic Safety*** ***702-432-5126*** ***Andrew.Bennett@dps.state.nv.us***

Penna Powers: Erico Bisquera

Company Name Submitting Proposal:		*Penna Powers*	
Contractor	☑	Subcontractor	
Name:		*Erico Bisquera*	Key Personnel ☑
Individual's Title		*Vice President of Creative Services*	
# of Years in Classification:		*21*	
# of Years with Firm:		*20*	

BRIEF SUMMARY OF PROFESSIONAL EXPERIENCE
Information should include a brief summary of the proposed individual's professional experience.

Erico offers clients a unique creative mix. His background in marketing, coupled with his unparalleled creative genius, provides a potent mix when designing and delivering concepts. Whatever the medium, from logos and TV spots, to websites and guerilla marketing pieces, he does it all. Erico's ability to turn creative concepts into captivating campaigns has successfully guided our clients for 20 years.

RELEVANT EXPERIENCE
Information required should include: timeframe, company name, company location, position title held during the term of the contract/project and details of contract/project.

Zero Fatalities Nevada, Creative Director, April 2011–present

- *Played a vital role in the strategy development and completion of dozens of projects for Zero Fatalities over the last 6 years. These projects include video conception and production, online messaging (both web and social), visual branding/design and guerilla tactics.*

Click It or Ticket Utah, Creative Director, February 2009–present

- *Provided strategy and creative direction for production of multiple videos, radio ads and online banners promoting Click It or Ticket in the last 8 years.*

TravelWise Utah, Creative Director, July 2011–present

- *Provided strategy and creative direction for multiple TravelWise efforts, including video, targeted Pandora radio, visual branding/design and online messaging.*

EDUCATION
Information required should include: institution name, city, state, degree and/or Achievement and date completed/received.

College of Eastern Utah, Price, UT, Associate of Science, June 1992
Utah State University, Logan, UT, Bachelor in Marketing, June 1994

CERTIFICATIONS Information required should include: type of certification and date completed/received.

REFERENCES A minimum of three (3) references are required, including name, title, organization, phone number, fax number and email address.
Oscar Arvizu ***Freelance Sr. Art Director*** ***MRM/McCann*** ***801-201-5171*** ***oscar@oscararvizu.com*** ***David Raiford*** ***Manager, Campus Card Systems & Services*** ***Salt Lake Community College*** ***801-916-4116*** ***dave.raiford@slcc.edu*** ***Evangeline Golda*** ***Executive Director*** ***Culture Shock – Las Vegas*** ***702-281-7588*** ***vangiebisquera@cultureshockdance.org***

Penna Powers: Allyse Christensen

Company Name Submitting Proposal:		*Penna Powers*	
Contractor	☑	Subcontractor	
Name:		*Allyse Christensen*	Key Personnel ☑
Individual's Title		*Media Relations Manager*	
# of Years in Classification:		*7*	
# of Years with Firm:		*3*	

BRIEF SUMMARY OF PROFESSIONAL EXPERIENCE
Information should include a brief summary of the proposed individual's professional experience.

Allyse has been the public relations manager for Zero Fatalities, handling media relations, messaging and strategic planning as well as being highly involved in Utah's VMS messaging.

Before joining the Penna Powers family, Allyse served the state of Utah as a member of Governor Gary R. Herbert's communication team. Now at Penna Powers, her incredible PR skills have been focused on all aspects of traffic safety to eliminate death and injury on Utah roads. As you can imagine, she has a great understanding of how to respond to diverse media inquires, create strategic messaging documents, organize major media events and manage digital/social media outlets. With a background in public and private sector work, she is an outstanding resource for messaging, problem solving and planning.

RELEVANT EXPERIENCE
Information required should include: timeframe, company name, company location, position title held during the term of the contract/project and details of contract/project.

Zero Fatalities Nevada, PR Manager, January 2016–Sept 2017
Traffic safety campaigns for: Pedestrian, Bike, Motorcycle, Seat Belts, Distraction, Marijuana and Alcohol Impairment, Holiday Travel.

- *Plan, implement and report on media campaigns*
- *Build and maintain relationships with media, community leaders and advocates*
- *Respond to media requests*
- *Pitch and land effective media coverage*
- *Partner with local, state and federal programs to maximize efforts*

Zero Fatalities Utah, PR Manager, September 2014–Present
Traffic safety campaigns for: Pedestrian, Bike, Motorcycle, Seat Belts, Distraction, Drowsiness, Drug and Alcohol Impairment, Holiday Travel.

- *Plan, implement and report on media campaigns*
- *Build and maintain relationships with media, community leaders and advocates*
- *Respond to media requests*
- *Pitch and land effective media coverage*
- *Partner with local, state and federal programs to maximize efforts*
- *Zero Fatalities Spokesperson*
- *Member of Utah Safety Summit Committee*
- *Member of the VMS Messaging Committee*

Click It or Ticket Utah, PR Manager, September 2014–Present

- *Plan, implement and report on successful media campaigns*
- *Build and maintain relationships with media, community leaders and advocates*
- *Respond to media requests*
- *Pitch and land effective media coverage*
- *Partner with local, state and federal programs to maximize efforts*

EDUCATION

Information required should include: institution name, city, state, degree and/or Achievement and date completed/received.

Brigham Young University, Provo, UT, 2005–2011

- *Bachelor of Arts in Communications, Public Relations*
- *Bachelor of Arts in German Language and Literature*

CERTIFICATIONS

Information required should include: type of certification and date completed/received.

Qualtrics Bronze Certified, 2017
CPS Certified, 2016

REFERENCES

A minimum of three (3) references are required, including name, title, organization, phone number, fax number and email address.

Robert Miles
Director of Traffic and Safety
Utah Department of Transportation
801-965-4273
robertmiles@utah.gov

Kristy Rigby
Director
Utah Department of Public Safety, Highway Safety Office
801-366-6040
krigby@utah.gov

Nate McDonald
Director of Communications
Utah Department of Workforce Services
801-694-0294
Nmcdonald@utah.gov

Penna Powers: Maggie Saunders

Company Name Submitting Proposal:		*Penna Powers*	
Contractor	☑	Subcontractor	
Name:		*Maggie Saunders*	Key Personnel ☑
Individual's Title		*Community Relations Manager*	
# of Years in Classification:		*1*	
# of Years with Firm:		*1*	

BRIEF SUMMARY OF PROFESSIONAL EXPERIENCE
Information should include a brief summary of the proposed individual's professional experience.

Maggie Saunders is a traffic safety professional with 16 years experience as a researcher, program coordinator and community relations manager. Maggie's background and experience in theatre, marketing, volunteerism and project administration are extensive and enable her to interact with a broad spectrum of not-for-profit, public and private enterprises. As a seasoned advocate with an entrepreneurial instinct, Maggie, approaches projects with business and creative intent, organizing natural partners, forging alliances, building relationships and developing multi-disciplined teams.

RELEVANT EXPERIENCE
Information required should include: timeframe, company name, company location, position title held during the term of the contract/project and details of contract/project.

Zero Fatalities Nevada, Community Relations Manager, September 2016-present

- *Build private/public partnership to engage business in supporting and broadening the Zero Fatalities message*
- *Provide data input for campaign development*
- *Coordinate, schedule and staff public outreach events*
- *Analyze and develop strategies for more meaningful public outreach experiences*
- *Seek outreach and sponsorship opportunities for the campaigns*
- *Conduct Certified Zero presentations for business employees*

EDUCATION
Information required should include: institution name, city, state, degree and/or Achievement and date completed/received.

Slippery Rock University of Pennsylvania, Slippery Rock, PA
Bachelor of Theatre Arts – Directing, 1987, Emphasis in Arts Administration, Marketing and Advertising

UNLV, Las Vegas, NV, Arts Administration, 1997
Intellectual Property Law – Copyrights and Contracts, Entertainment Facility Management and Event Planning

University of Salzburg, Salzburg, Austria, German Language and Culture, 1985

CERTIFICATIONS Information required should include: type of certification and date completed/received.
Insurance Institute of Highway Safety, 2005 • ***Facilitator Train the Trainer*** ***Nevada Pedestrian and Bicycle Safety Instructor, Pre-School to 8th Grade, 2001*** ***Nevada Drive School Instructor, 2013***
REFERENCES A minimum of three (3) references are required, including name, title, organization, phone number, fax number and email address.
Dr. Shashi Nambisan ***Executive Director, Alabama Transportation Institute*** ***205.348.0769*** ***shashi@eng.ua.edu*** ***Christine Reilly*** ***Retired, Lecturer Cal State University*** ***661-472-5145*** ***Erin Breen*** ***Director, Vulnerable Road Users*** ***702-523-2750*** ***Scp.unlv@gmail.com***

Penna Powers: Bobby Brinton

Company Name Submitting Proposal:		*Penna Powers*	
Contractor	☑	Subcontractor	
Name:		*Bobby Brinton*	Key Personnel ☑
Individual's Title		*Senior Copywriter*	
# of Years in Classification:		*15*	
# of Years with Firm:		*5*	

BRIEF SUMMARY OF PROFESSIONAL EXPERIENCE
Information should include a brief summary of the proposed individual's professional experience.

Bobby's rich experience in social change marketing has allowed him to become adept in the art of concept and message development, creative management, copywriting, talent scouting and directing.

RELEVANT EXPERIENCE
Information required should include: timeframe, company name, company location, position title held during the term of the contract/project and details of contract/project.

Zero Fatalities Utah/Nevada/Iowa, Senior Copywriter, April 2012–present

- *Bobby has played a vital role in the development and completion of dozens of projects for Zero Fatalities over the last five years. These projects include video conception and production, online messaging (both web and social), radio production and guerilla tactics.*

TravelWise Utah, Senior Copywriter, April 2012–present

- *Bobby provided content and direction for multiple TravelWise efforts, including video, targeted Pandora radio and online messaging.*

Click It or Ticket Utah, Senior Copywriter, April 2012–present

- *Bobby has been involved in the production of multiple videos, radio ads and online banners promoting Click It or Ticket in the last five years.*

EDUCATION
Information required should include: institution name, city, state, degree and/or Achievement and date completed/received.

University of Utah, Salt Lake City, UT, Bachelor in Mass Communication, May 2000

CERTIFICATIONS
Information required should include: type of certification and date completed/received.

REFERENCES A minimum of three (3) references are required, including name, title, organization, phone number, fax number and email address.
Adam Morgan ***Senior Creative Director*** ***Adobe*** ***801-834-4158*** ***admorgan@adobe.com*** ***Spencer Jacobs*** ***Associate Creative Director*** ***MRM/McCann*** ***801-898-5800*** ***spencer.jacobs@mcann.com*** ***Justin Rosengreen*** ***Associate Director of Motion Graphics*** ***MRM/McCann*** ***801-209-9309*** ***justin.rosengreen@mrm-mccann.com***

Penna Powers: Kenny Hammond

Company Name Submitting Proposal:		*Penna Powers*	
Contractor	☑	Subcontractor	
Name:		*Kenny Hammond*	Key Personnel ☑
Individual's Title		*Senior Art Director*	
# of Years in Classification:		*10*	
# of Years with Firm:		*4*	

BRIEF SUMMARY OF PROFESSIONAL EXPERIENCE
Information should include a brief summary of the proposed individual's professional experience.

Kenny brings big city thinking and expertise to Penna Powers. After receiving his B.A. in Advertising at BYU he headed to Chicago where he earned his M.A. in PR and Advertising and worked with clients such as Wrigley, McDonald's, State Farm, Capital One, The Laughing Cow, The Field Museum, Samsung, Dell and Morton Salt, among others. Kenny's design skills and his knowledge of industry trends allow him to provide valuable guidance on logos, TV spots, radio ads, website interfaces, presentations, brochures, billboards, maps, fact sheets, public displays and more. He is never afraid to bring the big ideas to the table, which results in innovative, effective and sometimes controversial designs for our clients.

RELEVANT EXPERIENCE
Information required should include: timeframe, company name, company location, position title held during the term of the contract/project and details of contract/project.

Zero Fatalities Nevada, Senior Art Director, January 2013–present

- *Kenny has played a vital role in the development and completion of dozens of projects for Zero Fatalities over the last five years. These projects include video conception and production, online messaging (both web and social), visual branding/design and guerilla tactics.*

TravelWise Utah, Senior Art Director, January 2013–present

- *Kenny provided content and direction for multiple TravelWise efforts, including video, targeted Pandora radio, visual branding/design and online messaging.*

Nevada DMV, Senior Art Director, January 2013–present

- *Kenny has been involved in the production of multiple videos and online banners promoting Nevada DMV for the last five years.*

EDUCATION
Information required should include: institution name, city, state, degree and/or Achievement and date completed/received.

DePaul University, Chicago, IL, Master in Public Relations and Advertising, June 2011
Brigham Young University, Provo, UT, Bachelor in Advertising/Graphic Design, June 2007

CERTIFICATIONS Information required should include: type of certification and date completed/received.

REFERENCES A minimum of three (3) references are required, including name, title, organization, phone number, fax number and email address.
Brandon Crockett ***Creative Director*** ***We Are Unlimited*** ***312-513-8154*** ***bpcrockett@gmail.com*** ***David Shih*** ***VP/Creative Director*** ***Epsilon*** ***248-705-7695*** ***davidvshih@gmail.com*** ***Tony Katalinic*** ***Creative Director*** ***We Are Limited*** ***219-614-2239*** ***tkatalinic@gmail.com***

Penna Powers: Nicholas Giustino

Company Name Submitting Proposal:		*Penna Powers*	
Contractor	☑	Subcontractor	
Name:		*Nicholas Giustino*	Key Personnel ☑
Individual's Title		*Senior Content Strategist*	
# of Years in Classification:		7	
# of Years with Firm:		2	

BRIEF SUMMARY OF PROFESSIONAL EXPERIENCE
Information should include a brief summary of the proposed individual's professional experience.

Nicholas comes to Penna Powers with a comprehensive background in social media management and strategic planning. His natural ability to take a client's goals and objectives and transform them into measurable results in the social media domain is just one of the attributes that makes him an asset to our team. Nick brings the assurance that any client can trust their content will be reaching the intended audience in the most compelling and effective manner.

RELEVANT EXPERIENCE
Information required should include: timeframe, company name, company location, position title held during the term of the contract/project and details of contract/project.

Zero Teen Fatalities Nevada, Senior Content Strategist, January 2015–present
- *Nick provided content strategy along with paid social media advertising strategy and implementation.*

Click It or Ticket Nevada, Senior Content Strategist, January 2015–present
- *Nick has been involved in multiple Click It or Ticket Nevada campaigns leading content strategy and development including multiple video buys on Facebook, Twitter, YouTube and Instagram.*

Badge on Board Nevada, Senior Content Strategist January 2015–present
- *Nick launched the Badge on Board Nevada campaign on social media implementing a detailed strategy targeting drivers with unique content.*

Truck Safe Nevada, Senior Content Strategist January 2015–present
- *Nick launched the Truck Safe Nevada Facebook page leading it to over 5,800 followers. Over the past three years he has lead multiple successful campaigns utilizing the latest content techniques including motion graphic videos.*

EDUCATION
Information required should include: institution name, city, state, degree and/or Achievement and date completed/received.

Colorado State University, Fort Collins, CO, Bachelor of Fine Arts in Graphic Design, May 2009

CERTIFICATIONS Information required should include: type of certification and date completed/received.
AdWords Certification Video Advertising, Google, March 2017 ***AdWords Certification Display Advertising, Google, May 2017*** ***Ad Copywriting Certificate Program, Mediabistro, April 2013***
REFERENCES A minimum of three (3) references are required, including name, title, organization, phone number, fax number and email address.
Jaleesa Kirk ***Partner Manager*** ***Facebook*** ***512-516-6554*** ***jaleesakirk@fb.com*** ***Michelle Hart*** ***Team Lead, Customer Success Manager*** ***StackAdapt*** ***416-799-9370*** ***michelle@stackadapt.com*** ***Lauren Frisch*** ***Account Manager*** ***Wasatch Container*** ***801-694-2143*** ***Lauren.frisch@wasatchcontainer.com***

Penna Powers: Melissa Deitz

Company Name Submitting Proposal:		*Penna Powers*	
Contractor		Subcontractor	☑
Name:		*Melissa Deitz*	Key Personnel ☑
Individual's Title		*Senior Media Planner*	
# of Years in Classification:		*19*	
# of Years with Firm:		*4*	

BRIEF SUMMARY OF PROFESSIONAL EXPERIENCE
Information should include a brief summary of the proposed individual's professional experience.

With more than 15 years experience buying media in Nevada, Melissa has long standing media relationships statewide and her exemplary reputation continually garners additional good-will for our clients. She is well known for her smart media strategies and her solid negotiating skills whether tackling small projects or multi-million dollar campaigns. Her media planning experience includes healthcare, Nevada Government (both State and County), casino/gaming, automotive, special events, retail sectors and more.

RELEVANT EXPERIENCE
Information required should include: timeframe, company name, company location, position title held during the term of the contract/project and details of contract/project.

2015 – Present, Media Planner, Silver State Health Insurance Exchange
2014 – Present, Media Planner, City of Reno
2013 – Present, Media Planner, Nevada Department of Transportation, Nevada Office of Traffic Safety, Nevada Department of Public Safety, Nevada Department of Motor Vehicles
2013 – 2017 – Media Consultant, Saint Mary's Regional Medical Center
2001 – 2010 – Media Director, National Auto Museum, National Championship Air

EDUCATION
Information required should include: institution name, city, state, degree and/or Achievement and date completed/received.

University of Nevada, Reno, Bachelor of Fine Arts in Public Relations, Minor in Business, 2000

CERTIFICATIONS
Information required should include: type of certification and date completed/received.

REFERENCES A minimum of three (3) references are required, including name, title, organization, phone number, fax number and email address.
Nancy Prine ***Senior Account Executive*** ***Clear Channel Outdoor*** ***702-238-7225*** ***nancyprine@clearchannel.com*** ***Bryan Cochran*** ***Local Sales Manager*** ***Fox5 KVVU*** ***702-436-8275*** ***bryan.cochran@kvvu.com*** ***Douglas Groover*** ***General Sales Manager*** ***Reno Media Group*** ***775-240-7314*** ***doug@renomediagroup.com***

Penna Powers: Makenzie Stevens

Company Name Submitting Proposal:		*Penna Powers*	
Contractor	☑	Subcontractor	
Name:		*Makenzie Stevens*	Key Personnel ☑
Individual's Title		*Project Manager*	
# of Years in Classification:		*2*	
# of Years with Firm:		*1*	

BRIEF SUMMARY OF PROFESSIONAL EXPERIENCE
Information should include a brief summary of the proposed individual's professional experience.

Makenzie's background includes professional experience working for an international education organization in customer support managing student employees. Some of her duties included monitoring communication, acting as liaison between employees and upper management and training employees. She continued experience as Project Manager for BYU-Idaho University Relations which resulted in the creation and execution of dozens of projects, effective management of internal teams and strong relationships with clients due to great work, on time and on budget. Makenzie is currently a Project Manager at Penna Powers entails working with clients, partners and internal teams to meet goals and deliver superb work that meets account specifications.

RELEVANT EXPERIENCE
Information required should include: timeframe, company name, company location, position title held during the term of the contract/project and details of contract/project.

Zero Fatalities Project Manager, 2016-Present

- *Over the past year, Makenzie has played an essential role in client communications, managing assets to ensure messaging is on strategy and played a role in strategic planning for the Zero Fatalities campaign.*

See Something, Say Something Account Manager, 2016-2017

- *Makenzie consulted with clients on strategy and managed social, digital and traditional media efforts for the Nevada Threat Analysis Center.*

UDOT Annual Survey Project Manager, 2017-Present

- *Makenzie has been involved in perfecting research strategy and coordinating with research vendors to deliver accurate results.*

EDUCATION Information required should include: institution name, city, state, degree and/or Achievement and date completed/received.
BYU-Idaho, Rexburg, ID, Bachelor of Science Communication, Public Relations and Organizational Communication, 2011-2016
CERTIFICATIONS Information required should include: type of certification and date completed/received.
REFERENCES A minimum of three (3) references are required, including name, title, organization, phone number, fax number and email address.
Christine Menges ***Vice President of Project Management*** ***Penna Powers*** ***801-487-4800*** ***cmenges@pennapowers.com*** ***Jonathon Lawrence*** ***Project Management Supervisor*** ***BYU-Idaho University Relations*** ***208-496-3107*** ***lawrencej@byui.edu*** ***Jason Eldredge*** ***Pathway Student Services Manager*** ***Pathway Worldwide*** ***208-496-9818*** ***eldredgej@byui.edu***

Penna Powers: Gladys Pastor

Company Name Submitting Proposal:		*Penna Powers*	
Contractor	☑	Subcontractor	
Name:		*Gladys Pastor*	Key Personnel ☑
Individual's Title		*Project Manager*	
# of Years in Classification:		*1*	
# of Years with Firm:		*1*	

BRIEF SUMMARY OF PROFESSIONAL EXPERIENCE
Information should include a brief summary of the proposed individual's professional experience.

Gladys' professional experience includes working in bilingual Spanish media for over 5 years with the goal of educating and informing the Hispanic community of current social live changes. She has extensive experience in different communication platforms such as Newspaper, Radio, TV, and Internet. Some duties included monitoring communication, LIVE interview translations from English to Spanish, filming, writing, editing, and hosting. Gladys currently works as a Community Relations Coordinator at Penna Powers creating relevant relationships and searching for collaboration opportunities between our client and new stakeholders. Additionally she works with clients, partners and internal teams to meet goals and deliver superb work working with clients, partners and internal teams to meet goals and deliver superb work that meets account specifications.

RELEVANT EXPERIENCE
Information required should include: timeframe, company name, company location, position title held during the term of the contract/project and details of contract/project.

Nevada Health Link/Nevada, March 2017-present

- *Gladys is the Stakeholder Affairs Coordinator and creates opportunities through collaborations & partnerships with other organizations, companies, and/or community. In charge of Bilingual Public Relations as the Spokesperson and represents Nevada Health Link in all media platforms (TV, Radio, FB LIVE, Newspaper). Also assists translating media releases/ad campaigns from English to Spanish. Community Outreach Coordinator and searches for participation opportunities as an exhibitor, sponsorship, and/or works out trades.*

EDUCATION
Information required should include: institution name, city, state, degree and/or Achievement and date completed/received.

College of Southern Nevada, Henderson, NV, Associates of Arts, Communications, 2007-2010

CERTIFICATIONS Information required should include: type of certification and date completed/received.
Videographer Completed/Received, 2013 MundoFox KMCC 34, Sony Group Corporation
REFERENCES A minimum of three (3) references are required, including name, title, organization, phone number, fax number and email address.
Rosana Romero ***Director of Community Outreach*** ***Station Casinos*** ***702-340-2035*** ***Rosana.Romero@Stationcasinos.com*** ***Erika Aviles*** ***CEO and Director*** ***Ericka Aviles Consulting*** ***702-892-7658*** ***ericka@erickaaviles.com*** ***Patty Halabuk*** ***Nevada Account Operations Manager*** ***Penna Powers*** ***702-901-7233 x186*** ***Phalabuk@pennapowers.com***

Penna Powers: Janet Quintero

Company Name Submitting Proposal:		*Penna Powers*	
Contractor	☑	Subcontractor	
Name:		*Janet Quintero*	Key Personnel ☑
Individual's Title		*Outreach Relations Associate*	
# of Years in Classification:		*1*	
# of Years with Firm:		*1*	

BRIEF SUMMARY OF PROFESSIONAL EXPERIENCE
Information should include a brief summary of the proposed individual's professional experience.

Janet's professional career includes working for marketing, public relations and non-profit organizations. Her duties included creating and maintaining professional relationships with private and public agencies, grassroots and stakeholder outreach. Janet is fluent in Spanish.

RELEVANT EXPERIENCE
Information required should include: timeframe, company name, company location, position title held during the term of the contract/project and details of contract/project.

Nevada Health Link, Community Outreach Coordinator, August 2017-Present

- *Create and maintain partnerships to the benefit of Nevada Health Link and the community*
- *Give presentations in English and Spanish informing the public about Nevada Health Link resources/ product*
- *Perform outreach to a culturally diverse community*
- *Assist with event logistics*

EDUCATION
Information required should include: institution name, city, state, degree and/or Achievement and date completed/received.

University of Nevada, Las Vegas, NV, Bachelor of Science in Biochemistry, 2016-Present

CERTIFICATIONS
Information required should include: type of certification and date completed/received.

REFERENCES A minimum of three (3) references are required, including name, title, organization, phone number, fax number and email address.
Patty Halabuk ***Nevada Account Manager*** ***Penna Powers*** ***702-901-7233*** ***phalabuk@pennapowers.com*** ***Emily Higby*** ***Executive Director*** ***Asian Community and Resource Center*** ***702-984-0015*** ***Emily@lvacrc.org*** ***Jacki Ramirez*** ***CEO*** ***Ramirez Group*** ***jacki@ramirezgroup.com***

Penna Powers: Jennifer Whitaker

Company Name Submitting Proposal:		*Penna Powers*	
Contractor	☑	Subcontractor	
Name:		*Jennifer Whitaker*	Key Personnel ☑
Individual's Title		*Digital Media Planner*	
# of Years in Classification:		*11*	
# of Years with Firm:		*3*	

BRIEF SUMMARY OF PROFESSIONAL EXPERIENCE
Information should include a brief summary of the proposed individual's professional experience.

Jennifer is a digital media planner for Penna Powers. Outside of her public relations and broadcast media experience, Jennifer is a wizard at planning, executing, and managing digital, print and out-of-home advertising campaigns. She is experienced in creating incredible media mixed and standout message platforms for an array of large accounts, including Zero Fatalities.

RELEVANT EXPERIENCE
Information required should include: timeframe, company name, company location, position title held during the term of the contract/project and details of contract/project.

Zero Fatalities Iowa, Lead Media Planner, January 2015- Present

- *Cultivated multiple campaigns across multiple platforms including digital, broadcast TV, Radio and Social Media. Integral in introducing the Zero Fatalities program to the Iowa audience including brand awareness messaging and behavior specific messaging.*

Zero Fatalities Nevada, Senior Digital Media Planner, March 2016-Present

- *Planned, executed, managed and reported on multiple behavior-focused digital elements of holistic campaigns. Targeted niche audiences with creative and relevant media to drive engagement and awareness.*

Click It or Ticket Utah, Senior Digital Media Planner, June 2014-Present

- *Assisted in the planning and strategy of messaging to inform our target audience of the importance of buckling up. Created media plans around fun and edgy messaging to reach the more susceptible younger male audience and drove results that delighted the client.*

EDUCATION
Information required should include: institution name, city, state, degree and/or Achievement and date completed/received.

University of Utah, Salt Lake City, UT, Bachelor in Communications, May 2011

CERTIFICATIONS Information required should include: type of certification and date completed/received.
Google Adwords, August 2014 ***Double Click Campaign Manager, May 2015***
REFERENCES A minimum of three (3) references are required, including name, title, organization, phone number, fax number and email address.
Jamie Linville ***Marketing Director*** ***CenturyLink Business*** ***801-455-2355*** ***Jamie.linville@centurylink .com*** ***Cory Nelson*** ***Assistant Director Alumni Relations*** ***David Eccles School of Business, University of Utah*** ***801-391-4865*** ***Cory.nelson@eccles.utah.edu*** ***Megan Mayo*** ***Senior Account Executive*** ***Q1Media*** ***512-496-2427*** ***megan@q1media.com***

PENNA POWERS

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Utah Office: 1706 S. Major Street, Salt Lake City, Utah 84115 | 801.487.4800

PennaPowers.com