Part IA – Technical Proposal – RFP 3481

Department of Public Safety Marketing and Advertising Campaign

Proposal Opening Date: September 26, 2017

Proposal Opening Time: 2:00 pm

KPS3

50 W. Liberty St, #640
Reno, NV 89501

Company Information

kps3.com
p: 775.686.7439
f: 775.334.4313

Agency Contact

Stephanie Kruse, President
775.771.4510
stephanie@kps3.com

LETTER TO THE SELECTION COMMITTEE

Greetings.

Thank you for the opportunity to provide our proposal for these very important programs of the Department of Public Safety. We have watched your campaigns over the years with great interest. Over that time, we have seen that your traditional ad campaigns have been thought-provoking and on strategy. We are impressed at the number of partners across the state you have enlisted to help enforce your key messages. However, as we hope to demonstrate, there is a shift happening in how organizations should approach behavioral change. Here is an excerpt from a recent study published in Psychology Today, "Can Too Much Information Increase the Risk of Drunk Driving?":

> *"While we are bombarded with warnings about the dangers of impaired driving, smoking, substance abuse, or poor nutrition, making people aware of these risks doesn't necessarily lead to them making different choices in their lives. When it comes to impaired driving in particular, experimental research suggests that exposure to messages about responsible drinking may actually increase the likelihood of impaired driving under certain circumstances."*

And this from AdWeek on how to change behaviors:

> *"Behavior change is actually creating a fundamental and lasting alteration in how people live their lives, e.g., they stop smoking, buckle seat belts, don't drive drunk, reach for a carrot instead of a McNugget. Pure advertising can achieve a measure of this — usually early in the change cycle when motivated people gain awareness of the issue's benefit or risk. But just slightly farther along the cycle, ads alone produce less and less behavior change. A more expansive and substantive toolkit is required. What most agencies call a "360-degree approach" is only about 90 degrees as it applies to behavior change. The go-to set of cross-platform integration and earned media is only the skin of the behavior-change sphere. Filling the sphere are cultural interventions, grassroots activation, a new product, and even changing national laws and leaders."*

You have focused on awareness quite well. Now it's time to change behaviors. We can help you accomplish that, and create change in people's behaviors instead of just providing awareness-level marketing and reminder messages. This will get us all truly closer to Zero Fatalities.

That's a bold statement. We believe we are THE agency that can help you determine how to impact behaviors. We've done it for clients previously and intend to give you insights in this proposal as to how we will approach this next phase for you.

It won't be a traditional media campaign. We've learned that we can't use just traditional advertising or media in our own enormous task: when we assisted the Nevada Health Insurance Exchange in getting people to sign up for mandatory health insurance when they didn't want it, nor thought that they'd ever need it.

We will prescribe behavioral research once we assess your situation. We will then segment your target audiences and develop strategies to actually impact their decisions and make changes in their behaviors. We will also recommend who you should NOT waste your resources on — those not likely to make a change. After this, we will craft a campaign that includes alternative approaches to advertising, public relations, digital communications, and social media to impact the behaviors of your target segments. We would also like to make recommendations on other strategies that state and local governments might implement to help achieve behavioral change.

Nevada is ready for real change, lasting change, and as you have stated clearly in this RPF, you are ready for social change. We have the tools and experience to do just this and we hope our response gives you the confidence needed to choose KPS3.

Thank you in advance,

Stephanie Kruse, President and Founder

SECTION I

Title Page

Part IA – Technical Proposal	
RFP Title	***Department of Public Safety Marketing and Advertising Campaign***
RFP	***3481***
Vendor Name	***KPS3***
Address	***50 W. Liberty St., # 640*** ***Reno, NV 89501***
Proposal Opening Date	***September 26, 2017***
Proposal Opening Time	***2:00 PM***

SECTION II

Table of Contents

Table of Contents

Table of Contents

Section I - Title Page 4

Section II - Table of Contents 6

Section III - Vendor Information Sheet 8

Section IV - State Documents 10

Section V - Scope of Work 21

Section VI - Company Background and References 48

Section VII - Attachment F - Proposed Staff Resume 69

Section VIII - Other Information Material 100

SECTION III

Vendor Information 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	KPS3, Inc.

V2	Street Address	50 W. Liberty Street, #640

V3	City, State, ZIP	Reno, NV 89501

V4	Telephone Number		
	Area Code: 775	Number: 686-7439	Extension:

V5	Facsimile Number		
	Area Code: 775	Number: 334-4313	Extension:

V6	Toll Free Number		
	Area Code: 877	Number: 572-7263	Extension:

V7	***Contact Person for Questions / Contract Negotiations, including address if different than above***
	Name: Rob Gaedtke
	Title: CEO
	Address: 50 W. Liberty Street, #640 Reno, NV 89501
	Email Address: rob@kps3.com

V8	Telephone Number for Contact Person		
	Area Code: 775	Number: 750-5444	Extension:

V9	Facsimile Number for Contact Person		
	Area Code: 775	Number: 334-4313	Extension:

V10	***Name of Individual Authorized to Bind the Organization***	
	Name: Rob Gaedtke	Title: CEO

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

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: KPS3, Inc.

Authorized Signature: _____

Title: CEO Date: 9-25-17

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	RG
Justification for Confidential Status			

Part III – Confidential Financial Information			
YES	RG	NO	
Justification for Confidential Status			
KPS3 is a private corporation, therefore financial information is not public record			

KPS3, Inc
Company Name

Signature

Rob Gaedtke
Print Name

9-25-17
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.

KPS3, Inc

Vendor Company Name

Vendor Signature

Rob Gaedtke

Print Name

9-25-17

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: _____ 9-25-17

Signature of Official Authorized to Sign Application — Date

For: KPS3, Inc.

Vendor Name

RFP 3481: Department of Public Safety Marketing and Advertising Campaign

Project Title

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

SECTION V

Scope of Work

2.0

Scope of Work

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

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

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

- A listing of the project team, including all members working on the project and their roles and responsibilities;
- A task plan listing clear milestones. Hourly billing rates of each resource assigned to the engagement team and the number of projected hours per task;
- Costs for media placements;
- Costs for any outsourced services;
- A listing of key deliverables (e.g. campaign briefs, media plans, creative, metrics); and
- A timeline for execution of the project/campaign.

The awarded vendor shall provide timely project management and client services that balance planning, monitoring and controlling marketing services within budgeted funds. The awarded vendor shall provide project management that assures that DPS is kept abreast of all aspects of the preparation, management and execution of media campaigns. Awarded vendor shall conduct monthly meetings to review performance, provide project updates and communicate efforts concerning the coordination/facilitation between DPS Divisions and other agencies on integrated efforts. In addition to managing the project schedules, the awarded vendor shall also provide monthly spending summaries; review media invoices against delivered activity, and provide full

reconciliation of media dollars to the Department of Public Safety. Deviations from marketing and advertising plans will require approval of these scope changes.

KPS3 agrees to and has the full capacity (in-house) to deliver the above.

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

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

KPS3 has a rich history of website hosting and development for sites of all shapes and sizes. From very secure private organizations like McKesson Health and REMSA to State entities like Nevada State Parks and SCATS - these organizations put their no. 1 public facing asset in KPS3's hands and we have never failed them. We currently manage and maintain over 100 websites and web applications across the United States (many built on the Wordpress platform) and have over 15 in active development today. To put it bluntly, transitioning and adapting these websites to match the new campaign and live on different, secure servers will not be an issue. In fact, KPS3 has active contracts with many State IT departments and our team has been granted VPN access to several state servers, if that is an option worth pursuing. Here are just a few links of state and private websites we have built and actively maintain:

GOVERNMENT WEBSITES

Nevada Health Link

Safety Consultation and Training Section (SCATS)

University of Nevada, Reno

Washoe County

Nevada Department of Environmental Protection

Nevada State Parks

Reno Divorce History

City of Sparks

Incline Village General Improvement District and Diamond Peak

PRIVATE WEBSITES

The US Oncology Network

REMSA and Care Flight

HeroK12

Oxygenics

Santa Maria Valley

Dermody Properties

Kaempfer Crowell Law

Our philosophy on website development and maintenance is to treat the user's experience as our guide. We believe in ensuring an engaging experience, with a focus on excellent content and imagery.

We don't build with pre-built themes or purchased templates. Everything we do is custom and tailored to the individual client and project. Our devotion to detail and iteration is what makes our website projects shine. The web isn't a set it and forget it process — a website is an ongoing and ever-evolving product that must be built and maintained as such.

KPS3 takes security and hosting very seriously. All our websites are hosted on secure VPSs through a variety of high-quality vendors. These VPSs are often managed and receive managed security patches on an ongoing basis. Our developers ensure that server access uses SSH keys and is limited to approved users. All our local development happens on a staging server behind a firewall and requires VPN to access. Our code is stored in private Github repositories and accessible only to KPS3 or clients with the necessary access.

We also have incredible experience in analytics analysis and reports, and can guide changes in your site that will help people find you even better through Search Engine Optimization. Search Engine Optimization is marketing, not manipulation, and is not a set-it-and-forget-it marketing stream; it is an ongoing process requiring constant attention and adjustments. Our work with Nevada SCATS has increased the activity they desire from their target audiences. A recent report is attached in Section VIII - Other Information Material.

KPS3 is the most technical agency you will find in this region, and we hope that our long history of delivering strategic, secure, and stable digital assets for our clients proves that.

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

2.1.1.2 Web hosting;

2.1.1.3 Secure local 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

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

2.1.2 TASK 2: Advertising And Media

Because there will be a dramatic change in how we approach the overall Zero Fatalities program, we anticipate that our final plan will not reflect your past versions of advertising and media plans. Here are some initial ideas of alternative concepts:

One alternative is to encourage people to develop positive alternatives to doing unsafe behaviors prior being in a situation in which they are at risk or in which they put someone else at risk (i.e impaired driving). We would develop concepts, messaging, and programs to help people creatively develop those positive alternatives. We would also want to use in the moment teaching, i.e. messaging at a time when it will "stick." Here is an interesting concept for in-the-moment teaching, alternative advertising and social media to create moments for change:

View the Campaign

https://petapixel.com/2017/05/26/billboard-uses-tire-screeching-sounds-photograph-terrified-jaywalkers/

Our research to date indicates that motivators to change behavior vary by types of persons. We would recommend a target audience segmentation approach that as you move into your next phase of this program. We are providing a market segmentation study we completed for Nevada Health Link (in Section VIII, Other Informational Material) to show you how we intend to develop an approach for DPS that customizes advertising and media for the most likely targets.

We believe there can also be efforts completed to persuade state and local government entities to make changes that affect the enforcement element of behavior change. As we are sure you know, making changes in behaviors is affected by a variety of factors, and those factors vary by type of person.

Therefore, for those affected by fear of penalty or punishment, increasing the penalties may be beneficial. We would really like to have further discussions with you about this aspect.

We have statewide capabilities, including boots on the ground for account management, PR and outreach in both southern and northern Nevada. We also have experience in communications and programming in rural Nevada since there are often issues that are unique to them.

The following pages have examples of advertising, collateral, and other marketing materials that we have completed so that you can see our capabilities, including in work for transportation related agencies:

ADVERTISING AND MEDIA SAMPLE

RTC of northern Nevada

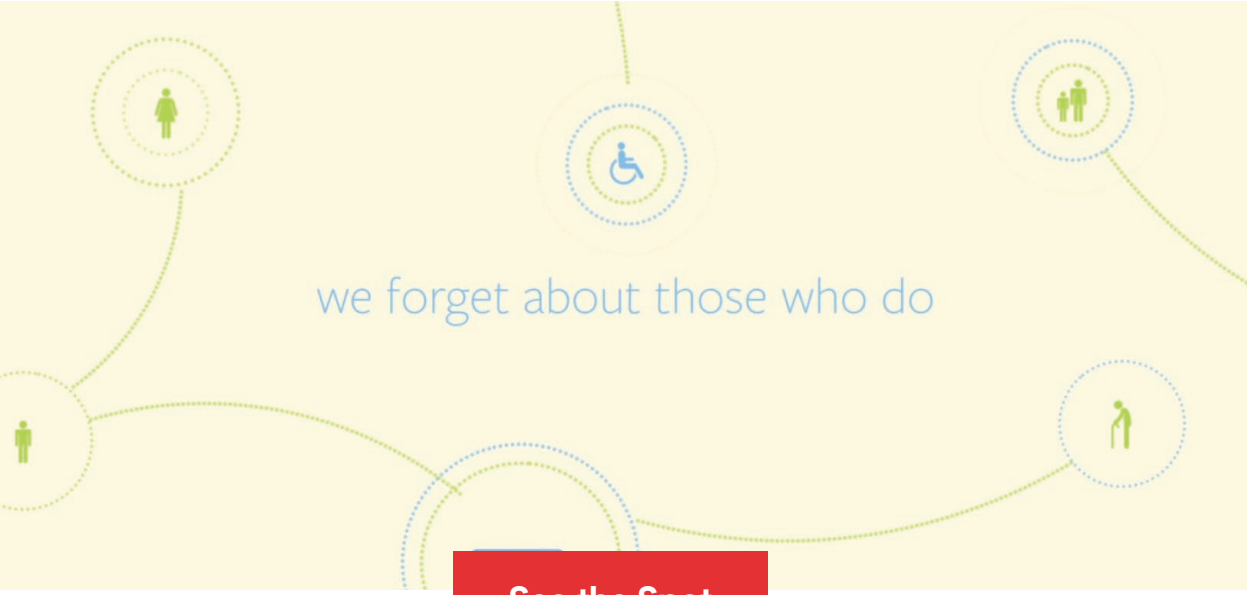
KPS3 has worked with RTC for more than 10 years developing various campaigns to make our streets safer and smarter. One campaign in particular had a goal different than the rest. This campaign needed to show the impact of public transportation in our community and rally to continue funding for these services. We started with a premise:

We all get caught up in everyday life. It's easy to assume that everyone around us thinks, acts and has the same routine as we do. People who never use public transportation think that no one does, and they forget it's here.

This campaign was put on buses, in transit stations and ran on TV and radio. It showed that peoples lives depend on RTC.

Our campaign helped the RTC keep their funding and continue to deliver high quality public transportation in Washoe County.

> *TV spot: Everyone has a different route. Too often we forget that. We miss the connections that are happening all around us. We don't ride the bus, so we forget about those who do. We overlook the 8 million rides, the 8 million connections, that happen every year. We don't see that RTC connects mothers to their sons' football games; connects fathers to their jobs and kids to school. We miss the connecting of family and friends, of first dates and birthday presents all thanks to public transportation. It's time we open our eyes and look further. See RTC's impact on our community at rtcwashoe.com.*



See the Spot

https://vimeo.com/77105273

ADVERTISING AND MEDIA SAMPLE

REMSA

As KPS3's first client, we have provided REMSA/ Care Flight with full-service marketing, advertising and public relations for more than 25 years. Our work together has included strategic planning/business development, government affairs consulting, branding, creative design, multi-channel advertising, digital development, public relations, issue management and employee communications.

KPS3 designed, developed and launched a new website for REMSA Health. The site includes new, large-format, detail photos that punctuate each page and draw attention to the expert work of REMSA's clinical, aviation, telecommunications, and administrative crews.

Check out the website at remsahealth.com

OUR PATIENTS ARE OUR PRIORITY

SPECIALIZED CREWS

Care Flight crews are highly-trained, specialized teams of medical and aviation professionals. With expanded scopes of practice and additional training, these crews are ready to provide life-saving, evidence-based healthcare on the ground and in the air.

TRIED & TRUE

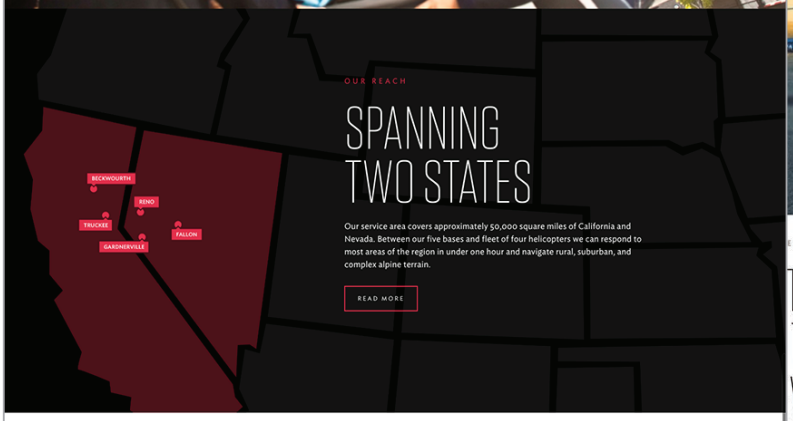
For 35 years, Care Flight has provided air ambulance service throughout the region. Taking the lead in safety, Care Flight continues to be a leader in safety including night vision, terrain avoidance, and drone awareness.

ACE ACCREDITED DISPATCH

At Care Flight, care begins with the call. When you request Care Flight, you are speaking to an Air Communication Specialist trained dispatch professional who works side-by-side with paramedics, EMT- Intermediates or registered nurses in an Accredited Center of Excellence by the International Academies of Emergency Dispatch.

SAFETY ABOVE ALL ELSE

Care Flight counts on the expertise of its crew. That's why they use the "three to say go, one to say no" protocol. It's a best practice among air ambulance providers and empowers any member of the flight team, for any reason to raise a safety concern.



OUR REACH

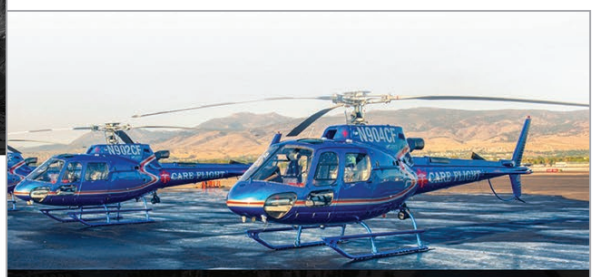
SPANNING TWO STATES

Our service area covers approximately 50,000 square miles of California and Nevada. Between our five bases and fleet of four helicopters we can respond to most areas of the region in under one hour and navigate rural, suburban, and complex alpine terrain.

READ MORE

OUR FLEET

FOUR A-STAR 350 B3'S | THE ENVIRONMENT | FIVE BASES | SAFETY FIRST

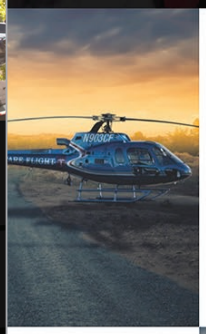


N IT
ERS
T

CRITICAL CARE

24/7 SUPPORT

MORE THAN JUST AIR



NEWS & UPDATES

AUGUST 10, 2016

CARE FLIGHT EXPANDS BECKWOURTH BASE TO 24/7

Care Flight expanded its emergency medical helicopter service into Plumas County with the opening of its Beckwourth, California base at the Nervino Airport. A r...

MAY 5, 2016

CARE FLIGHT EXPANDS TO 24/7 COVERAGE IN FALLON AT THE BANNER-CHURCHILL HOSPITAL BASE

Care Flight has expanded its hours of service of the emergency medical helicopter based at Banner Churchill Community Hospital to 24 hours a day, seven days a w...

ERS

T TO
THE
W?

PENINGS

CT

Care Flight may be requested by calling 1-800-648-4888

Learn more ›

General inquiries and location information

Learn more ›

ADVERTISING AND MEDIA SAMPLE

Nevada Health Link

When the Affordable Care Act was passed, Nevada looked to KPS3 to help raise awareness of the online health insurance marketplace and move Nevadans to buy.

Marketing materials in Englisha nd Spanish were developed for Nevada Health Link and used for advertising including television, outdoor and radio. Materials were also used for outreach distribution including community and health events.

Prior to the campaign, only 11.5% of the general population was aware of Nevada's online health insurance exchange. Post-campaign, the number grew to 60%. We drove 20 million web visitors (2 million unique) and 275,000+ callers to Nevada Health Link in the first enrollment period. The media campaign exceeded projected goals in every measurement category and achieved added value equivalent to 23% of the total paid media buy. The outreach campaign exceeded original goals by more than a half million touch-points at a mere 87-cent cost per touch.

Read our full case study at kps3.com/work/nevada-health-link

Having affordable health insurance is a big relief. We can finally do the things we love with less worry.
I'm finally covered, even with my asthma. Now I can afford to get the care I need to stay healthy.
Enrolling was easier than I thought and now I have health insurance that fits my budget.
For us, having affordable health insurance means we worry less and enjoy life more.
bright, sun-lit backgrounds
outdoors
nevada health link
Yes. I have health insurance.
Sign Up Now through Feb. 15
IMPORTANT REMINDER:
Current Nevada Health Link customers must re-enroll.
NevadaHealthLink.com/re-enroll
for more information.
NevadaHealthLink.com
Individuals & Families
Employers
What's Nevada Health Link?
Connecting You To Health Insurance
Nevada Health Link was created by the State of Nevada to help individuals and small businesses easily shop for, compare and buy health insurance. In October 2013, this website will become an online marketplace where you can enroll in an income-based health insurance plan. You'll be able to make side-by-side comparisons of plans from different insurance companies, so you can pick the plan that's right for your needs. If you have questions, the Nevada Health Link team is here to help, by phone, online, and in-person.
Get the information you need:
Individuals & Families
Employers
Calculate Your Silver Plan Premiums
1) ENTER YOUR ANNUAL INCOME
Include spouse's income if you are married and filing taxes jointly.
2) ENTER YOUR FAMILY SIZE
Match the family size on your income tax return.
4 Months
until enrollment begins
OCT 2013 - You can start using this website to compare and choose health insurance plans.
DEC 15, 2013 - If you enroll in a plan by Dec. 15, you'll have coverage as
MacBook Pro

ADVERTISING AND MEDIA SAMPLE

Department of Public and Behavioral Health

Research drives our creative. Even when it's uncomfortable. We were given the task of reaching pregnant mothers who were using drugs including meth and heroin. When we conducted a focus group of pregnant women who were using substances, the results showed that only a hard-hitting message with strong recall had a chance of changing their behavior.

With social sharing and change as our goal, we developed a fake website called "BabyUsers.com" that claimed to sell baby products with shocking phrases such as "Meth User" and "Withdrawing Before Crawling." Our intention was to only wait seconds before serving a message about getting help and support.

This website isn't real, but the problem is. Find help at SoberMomsHealthyBabies.com

Find Help Now >

BabyUsers

Newborn Boys | Newborn Girls | Accessories

Welcome, Baby!

Products for babies who suffer complications after birth from mothers who used drugs and alcohol while pregnant!

shop NEW styles

OUR LINE OF PRODUCTS

See More Styles

This website isn't real, but the problem is. Find help

15 seconds*

Of course this website isn't real, but the problem is.

In Nevada, using drugs or alcohol while pregnant is a serious public health problem. Using during pregnancy can cause life-long problems for a child. If you're pregnant and using, or know someone who is, there are many safe places to get help across the state. Learn more about your options, or find help in your community at SoberMomsHealthyBabies.com.

Find Help Now >

ADVERTISING AND MEDIA SAMPLE

Tobacco Prevention Education

This is truly an audience who doesn't want to change their behaviors. KPS3 conducted test messaging and focus groups to establish a strategy for how to reach this difficult group — tobacco users.

Our top five insights were:

1. *You have to be ready to quit.*
2. *People continue to use tobacco because they are addicted and/or just enjoy it.*
3. *Tobacco users rationalize smoking and chewing.*
4. *Health is a motivator only when it is an immediate, personal concern.*
5. *"Free patches and gum" resonated with participants across the different groups.*

KPS3 developed 5 collateral pieces, one each to address the most difficult segments: Postpartum, American Indian, Smoker, Chewing Tobacco User and LGBT audiences. Along with these pieces for outreach to give out, we recommended targeted paid advertising opportunities to help round out a campaign aimed at reaching these segments with research-based messages.

MYTH OR TRUTH?
A MILLI
THINGS CO
KILL M
SMOKING IS
THE WORS
BIG. BA
MYTH OR TRUTH?
CHEWING
TOBACCO IS
BETTER FOR YOU
THAN CIGARETTES.
THAT'S A BOLD-FACED LIE.
MYTH OR TRUTH?
MY MOM
IOK
GNA
MY B
L BE
THAT'S A B
MYTH OR TRUTH?
THERE ARE
WORSE
THINGS
THAN SMOKING
IT'S A MYTH!

ADVERTISING AND MEDIA SAMPLE

Santa Maria Valley

KPS3 is the agency of record for Santa Maria Valley. We collaborate(d) on the research, rebrand, website, content creation, social media, public relations, seo, digital media, traditional creative campaign, media planning/buying, and anything else we have to dream up to accomplish their goals.

Days to Launch New Brand

120

New Email Audience Sign Ups

10,000+

Increase in Website Visits from Target Markets

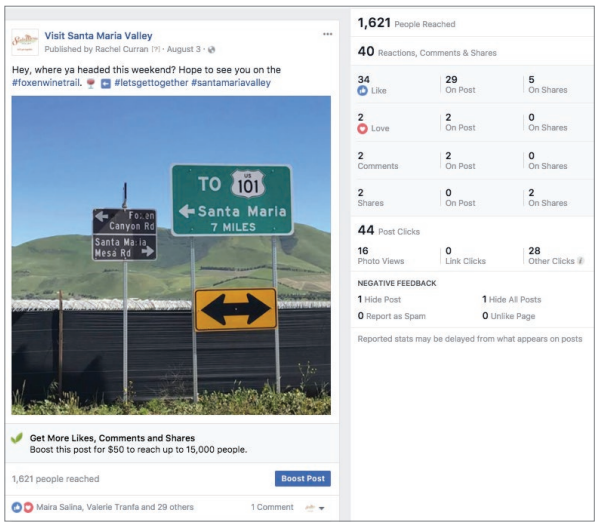
900%

Increase in Website Visitors

400%

You can read the full case study at kps3.com/smv

NO MORE SAYING,
Maybe next weekend.
Let's get together. Where barbecue is cooked slow. The wine smooth. Crafted from traditions that have been handed down over generations. In a place rich with culture, arts and events. We'll laugh until our cheeks hurt, and eat until our bellies are full, with plenty of cash left over to do it all again tomorrow.
Let's get together.
Santa Maria VALLEY
SantaMariaValley.com
See how much more you can do for way less.
EAT & DRINK
Like Family
What we have is grown, cooked and corked right here — in the heart of this valley full of all things good. The excellence of the Pacific Conservatory Theatre adds to that flavor.Thank you for supporting the food, wine, and culture that makes this community great.
Santa Maria VALLEY
SantaMariaValley.com
See how much more you can do for way less.
Santa Maria-Style
It's what we do best. It's the reason our barbecue is known by all. It's why we do wine country differently — we let our grapes take their sweet, sweet time. It's why our produce is fresher, our plates are bigger, and our laughter is louder.
Let's get together.
Santa Maria VALLEY
SantaMariaValley.com
See how much more you can do for way less.


Visit Santa Maria Valley
Published by Rachel Curran [?] · August 3 ·
Hey, where ya headed this weekend? Hope to see you on the #foxenwinetrail. #letsgettogether #santamariavalley
TO 101
Santa Maria
7 MILES
Foxen Canyon Rd
Santa Maria Mesa Rd
Get More Likes, Comments and Shares
Boost this post for $50 to reach up to 15,000 people.
1,621 people reached
Boost Post
Maira Salina, Valerie Tranfa and 29 others
1 Comment
1,621 People Reached
40 Reactions, Comments & Shares
34 Like
29 On Post
5 On Shares
2 Love
2 On Post
0 On Shares
2 Comments
2 On Post
0 On Shares
2 Shares
0 On Post
2 On Shares
44 Post Clicks
16 Photo Views
0 Link Clicks
28 Other Clicks
NEGATIVE FEEDBACK
1 Hide Post
1 Hide All Posts
0 Report as Spam
0 Unlike Page
Reported stats may be delayed from what appears on posts

What's New
Industry Info
Plan Your Trip
Contests
Santa Maria VALLEY
THINGS TO SEE & DO
EAT & DRINK
WINE COUNTRY
HAPPENING HERE
STAY WITH US
EAT & DRINK
Like Family
What we have is grown, cooked and corked right here—in the heart of this valley full of all things good. Where breaking bread is a beautiful thing.
VIEW ALL BARBECUE

We have media buying and reporting capabilities for statewide placement, in all traditional media as well as extensive digital media placement, including display, retargeting, native, Google AdWords, social media, and video. In Section VIII - Other Informational Material - we have included a sample of the type of media placement plans we create for statewide campaigns. In our negotiation and placement for the Nevada Health Insurance Exchange, we were able to garner discounts and added value placements and editorial coverage of approximately 25% of the total campaign budget. We truly believe that these public safety topics will be a great platform for us to again negotiate extreme value added figures.

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

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

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

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.

2.1.3 TASK 3: Social Media Management

The purpose of social media platforms is to educate, inspire and entertain, focusing on community development. If people react to a post, reach is automatically expanded and paid posts and ads provide even greater reach. Success in social media hinges on the ability to create a two-way, relevant digital community for social engagement between DPS and the audience. Paid materials should promote the product or topic, encourage visits to the website and/or spread awareness and encourage behavioral change. It's vital to create social media images and content that are useful and helpful to increase engagement. We will work together to develop an organic social media strategy.

We will monitor engagement and translate the top posts with the greatest engagement into paid ads. Success is about extracting value in the things that work. When content is performing well, we'll expand on it. We'll use qualitative data (comments and feedback) and quantitative data (reach, impressions, and, most importantly, engagement) to optimize social media posts and campaigns. We'll work together to test content organically and put dollars behind what works.

In the end, the goal is not to just get more engagement but to get people to take action – visit your website, learn more, understand more and begin to consider behavior change -- which is why we don't just rely on Facebook's data for our reporting. We'll make sure that we're tracking website behavior and engagement back to our efforts on social media and the other marketing channels in play.

We act as social media manager and advertiser for a number of clients. Our activities in these roles include: developing an initial strategic social media plan, editorial priorities document, editorial calendars, researching and crafting content and gathering visual assets or links to other interesting material, developing engaging contests and promotions, monitoring and responding to posts, and providing recommendations and budgets for advertising. Just a few of the clients we play this role for include the Department of Public and Behavioral Health, Nevada Rural Housing Authority, Santa Maria Valley (tourism account), and REMSA (EMS agency in northern Nevada).

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;

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;

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;

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;

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

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.

2.1.4 TASK 4: Outreach

We are very capable of creating the list of more appropriate events and outreach opportunities. We can also help create lists of new potential outreach partners and contact them for you on your behalf. We have included our plan and reports for outreach for our recent successful approach with the Nevada Health Insurance Exchange in Section VIII, Other Informational Material. We have, in the past, created outreach activities that focus on the Latino markets (and have in-house and also other resources for translation), African American populations, the faith community, school-age children, as well as college students. We found that in the case of the Health Insurance Exchange, a complex topic, we had better success in one-on-one and small group interactions. We believe that when we begin to implement behavioral change techniques in our programming there will be great success in individual or small group programming with the target audience segments.

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

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;

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;

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

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

2.1.5 TASK 5: Partnerships And Sponsorships

You have already done an excellent job of developing partnerships and sponsorships to support Zero Fatalities. However, the messaging that we see being used by your partners is still simply supporting the superficial level of awareness. We believe that we should go beyond this basic level and move to find partnerships that will be even more appropriate to help us to change behaviors. These might include Uber, Lyft, taxi companies, cell phone carriers, local bars and restaurants, etc. as well as your existing organizations such as local RTCs and car dealers. Again, our messaging and approach would be more than one 10 word "reminder." We need to take this to the next level.

We have extensive experience in making or maintaining contacts and relationships with organizations that would be targeted for this task. If you take a look at the outreach plan we developed for the Health Insurance Exchange (included in Section VIII, Other Informational Material), you'll get a sense of our ability to complete this task.

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;

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;

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;

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

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

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

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

2.1.6 TASK 6: Assessment/Evaluation

KPS3 has an in-house research and analytics division and is able to advise on research methodologies most appropriate given the need or objective. We have developed both quantitative and qualitative research programs for a wide variety of clients. We have performed intercept surveys, executive interviews, focus groups, and online and telephone surveys. We love research and the value it provides to us in our work with clients.

We also have relationships with a number of third party research firms statewide and outside of Nevada that can assist with many of the tasks listed in this section. For the annual survey, we might suggest using a third party research firm that has been used in the past (if you have been satisfied with their performance), for better continuity and benchmarking.

In campaigns meant to alter behavior, we would definitely include messaging and concept testing. When we were doing pre-campaign research for the Nevada Health Insurance Exchange we also did some rather ground-breaking cognitive research, using a team from the University of Nevada, Reno. We believe that for your campaigns that such an approach would be excellent; this type of research gets to the heart of subconscious beliefs that isn't uncovered in standard research.

We would also add digital analytics reports to the list of reports and measurement metrics. One completed for Nevada SCATS is already included in Section VIII. We are no stranger to developing reports and presentations that summarize results, progress and performance against Key Performance Indicators. We made monthly detailed presentations to the board of the Silver State Health Insurance Exchange. They - and we - were scrutinized carefully due to the nature of the Affordable Care Act and therefore we had to truly know how to measure and report on performance.

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;

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;

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

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;

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

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

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.

2.1.7 TASK 7: Certified Zero Program

We are so excited about this program! This is similar to a program that we have helped promote and manage for State of Nevada SCATS. This is an outstanding engagement technique and we have experience in making it work well, and helping pull in the ambassadors that you need to expand your program at very little cost. We can assist you across the state with creating, implementing and promoting the certification program. We are likely the only agency in Nevada with prior experience with a program such as this.

We also have extensive experience with creating and implementing training programs, including presentations for varied populations for the Health Insurance Exchange. We created a science education program for third graders in northern Nevada and taught the program in the classroom, for Enel Green Power.

We also frequently do presentations for clients that use us as spokespersons, for service clubs and community presentations.

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;

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

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;

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

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."

2.2

DPS Additional Scope of Services

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

2.2.1 TASK 1:DPS Additional Scope Of Services

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:

We have 25 years of experience in recruitment marketing. One of our more recent client programs has been for REMSA/Care Flight in northern Nevada. Our program helped them target paramedics, EMTs and flight nurses. We feel there would be similarities in approaches for the DPS Director's Office recruitment. We have also supported our healthcare clients in developing strategies and tools for nurse recruitment and physician recruitment.

Please see our answers to Section 2.1 that speak to our capabilities to create all of the tools listed in 2.2.1.1.

A. Recruiting Media;

B. Radio Ads;

C. Billboards;

D. Promotional Products;

E. Pamphlets; and

F. Social Media Outreach

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.

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:

Again, we feel that we may be able to provide more than just the standard awareness messages for this campaign and approach as well. They have been proven by research to over time to just skim the tip of the iceberg. Please see our answers to Section 2.1 that speak to our capabilities to create all of the tools listed in 2.2.1.3.

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.

2.2.1.4 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.

SECTION VI

Company Background and References

3.0

Company Background and References

3.1

Vendor Information

3.1.1 Vendors must provide a company profile in the table format below

Question	Response
Company name	***KPS3, Inc.***
Ownership (sole proprietor, partnership, etc.)	***KPS3 is a Nevada C-Corporation***
State of incorporation	***Nevada***
Date of incorporation	***July 1991***
# of years in business	***26 years***
List of top officers	***Stephanie Kruse (President & Shareholder), Rob Gaedtke (CEO & Shareholder), Kevin Jones (Director of Tech & Shareholder)***
Location of company headquarters	***50 W. Liberty St, #640 - Reno, NV 89501***
Location(s) of the company offices	***50 W. Liberty St, #640 - Reno, NV 89501***
Location(s) of the office that will provide the services described in this RFP	***50 W. Liberty St, #640 - Reno, NV 89501***
Number of employees locally with the expertise to support the requirements identified in this RFP	***25***
Number of employees nationally with the expertise to support the requirements in this RFP	***25***
Location(s) from which employees will be assigned for this project	***Reno, Nevada***

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.

3.1.3 The selected vendor, prior to doing business in the State of Nevada, must 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	***NV19941094961***
Legal Entity Name	***KPS3***

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

Yes.

If "No," provide explanation.

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

Yes.

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 Division of Environmental Protection
State Agency Contact Name	Sean Nichols
Dates when services were performed	2014 - present
Type of duties performed	Logo and website redesign/development for multiple sites
Total dollar value of the contract	$129,000

Question	Response
Name of State Agency	Nevada Division of Insurance
State Agency Contact Name	Jake Sunderland
Dates when services were performed	2012 - 2013
Type of duties performed	Website Design and Development
Total dollar value of the contract	$55,000

Question	Response
Name of State Agency	Silver State Health Insurance Exchange (Nevada Health Link)
State Agency Contact Name	Janel Davis
Dates when services were performed	2013 - present
Type of duties performed	Strategic Planning / Brand Research / Creative Development / Brand and Logo Development / Website Design / Statewide Media Buying / Statewide Outreach and Education
Total dollar value of the contract	Current contract amount not to exceed $11,070,976

Question	Response
Name of State Agency	Nevada Department of Health and Human Services
State Agency Contact Name	Various by Division
Dates when services were performed	2010 - present
Type of duties performed	Brand Identity Creation / Advertising / Creative / Web Consultation / Public Relations / Marketing / Media Strategy and Placement Statewide Project
Total dollar value of the contract	Current contract amount not to exceed $3,500,000 (July 1, 2014 - June 30, 2018)

Question	Response
Name of State Agency	Governor's Office of Economic Development
State Agency Contact Name	Jennifer Cooper
Dates when services were performed	2012 - present
Type of duties performed	Strategic Planning / Brand Research / Creative Development / Brand and Logo Development / Website Design
Total dollar value of the contract	$99,000 (FY 2012 - 2014) $21,000 (Nov. 2016 - Aug. 2017)

Question	Response
Name of State Agency	Division of Industrial Relations, State of Nevada (SCATS)
State Agency Contact Name	Stephen Rodgers
Dates when services were performed	1994 - present
Type of duties performed	Advertising / Creative / Web Consultation / PR / Marketing / Media Strategy and Placement Statewide / Website Design
Total dollar value of the contract	Current contract amount $125,000 (FY 2016 - 2017)

Question	Response
Name of State Agency	Nevada System of Higher Education
State Agency Contact Name	Magdalena Martinez
Dates when services were performed	2006 - 2011
Type of duties performed	Advertising / Creative / Media Strategy and Placement Statewide
Total dollar value of the contract	$356,720.50 (2006 - 2011)

Question	Response
Name of State Agency	Nevada Commission on Economic Development
State Agency Contact Name	Jeannie Ashe
Dates when services were performed	1997 - 1999, 2003 - 2006
Type of duties performed	Design / Public Relations / Marketing / Media / Web Development (97 - 99) Design / Public Relations / Marketing / Media / Web Development and In-sourced PR (03 - 06)
Total dollar value of the contract	$665,797.25 (1997 - 2006)

Question	Response
Name of State Agency	University of Nevada, Reno
State Agency Contact Name	Thomas White
Dates when services were performed	2005 - present
Type of duties performed	Brand Research / Analysis and Re-Brand Development / Website Redesign and Data Collection Design / Public Relations and Crisis Communications Support
Total dollar value of the contract	$250,650 (2005 - 2014)

Question	Response
Name of State Agency	University of Nevada School of Medicine
State Agency Contact Name	Jessica Younger, Christy Jerz
Dates when services were performed	2005 - 2006, 2015 - 2016
Type of duties performed	Research / Branding / Design / Event Planning / Video Production / Copywriting / Strategic Marketing and Communications Planning
Total dollar value of the contract	$30,000 (2005 - 2006), $177,000 (2015 - 2016)

Question	Response
Name of State Agency	Reno-Tahoe International Airport
State Agency Contact Name	Brian Kulpin
Dates when services were performed	2006 - present
Type of duties performed	Brand Identity Creation / Advertising / Creative / Web Consulation / Public Relations / Marketing / Media Strategy and Placement
Total dollar value of the contract	$550,000 (2006 - 2012)

Question	Response
Name of State Agency	Nevada Department of Public Safety
State Agency Contact Name	Kim Evans
Dates when services were performed	2001-2002
Type of duties performed	Advertising / Creative / Media Placement for Statewide Public Information Campaign
Total dollar value of the contract	$102,705 (2001 - 2002)

Question	Response
Name of State Agency	Nevada Rangeland Resource Commission
State Agency Contact Name	2002 - 2004: Don Henderson — 2005 - 2006: Jennifer Bartlett
Dates when services were performed	2002 - 2006
Type of duties performed	Advertising / Creative / Web / Public Relations / Marketing / Media Placement
Total dollar value of the contract	$154,327 (2002 - 2006)

Question	Response
Name of State Agency	Nevada Public Utilities Commission
State Agency Contact Name	98 - 99: Kathy Kollar — 99 - 00: Judy Sheldrew and Cynthia Messina
Dates when services were performed	1998 - 2000
Type of duties performed	Communications / Advertising / Media Placement for Statewide Public Information Program
Total dollar value of the contract	$313,238 (1998 - 2000)

Question	Response
Name of State Agency	Nevada Department of Motor Vehicles
State Agency Contact Name	Kim Evans
Dates when services were performed	2001
Type of duties performed	Advertising / Creative / Media Placement for Statewide Public Information Campaign
Total dollar value of the contract	$158,000

Question	Response
Name of State Agency	Nevada Department of Wildlife
State Agency Contact Name	Ryan Coleman
Dates when services were performed	2012
Type of duties performed	Website Redesign
Total dollar value of the contract	$65,000

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?

No.

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?

No.

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.

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 take “full service” seriously.

KPS3 was founded in 1991 by Stephanie Kruse, and has grown into a 25-person firm with its primary office in Reno, NV and satellite staff in Las Vegas, NV. Shareholders in the firm are Stephanie Kruse, Rob Gaedtke, and Kevin Jones. You would be getting the involvement of all three partners on this account.

Our primary place of business for more than 25 years is Nevada. It is why we are applying for the 5% Nevada business preference. Please see our letter of application in Section VIII.

We truly are a full-service agency, with services in-house that most agencies have to sub-contract for, especially in the digital realm. We have included a page that succinctly shows all of our services, but we have 25 plus years of experience in marketing, advertising, graphic design, brand research and development, content writing, media planning and buying, and public relations. In 2007, during the start of the recession, we made the bold move to aggressively develop our digital, web and social capacities. While other agencies were cutting back we were growing the element of marketing and communications that has become one of the most important.

You’ve read about our capabilities and have the chance to review our work samples as well, so we won’t belabor that information again.

Instead we’d like to give several reasons why we are not only qualified to provide the services in this RFP, but should be the preferred partner:

Employees

25

Years in Business

26

Brief History

We are a well-established, well-respected Nevada firm with more than 25 years creating satisfied clients. We are financially and organizationally stable.

No Task Too Difficult

We have extensive experience in creating campaigns that are designed to change opinions, attitudes and behaviors. We have been tasked to: get uninsured people buy health insurance when they didn't want to or think they need it; get teenage boys to quit chewing tobacco when their heroes chew; make people (especially intoxicated ones) pay attention to crosswalks and not jaywalk; convince addicted pregnant women to not drink or take drugs; and convince young men not to date underage women ... just to name a few. Difficult sells? Yes. But we have been successful with difficult "sells" like these.

State Government Experience

We are a large, statewide agency that has the depth and breadth to achieve the many tasks and programs you list, without having to sub-contract (including media buying, digital/web and research/analytics). We have handled a number of accounts with your budget and needs, all in-house.

Government Client Retention

We have extensive experience working with government agencies, including a number of state agencies for many years. In fact, one of our state accounts, SCATS, has been a client for 20 years, retained through numerous RFP cycles.

Transportation Safety Experience

We have almost 10 years of experiences working with RTC in Reno, completing tasks such as communications plans, research, public opinion campaigns, behavior changing campaigns, and web design.

Research + Digital = Our Wheelhouse

We have an in-house research and analytics division. Our research and web analytics abilities go far beyond what one normally finds in a market research firm. We THRIVE on research and rely upon it to develop on-target brands, and strategic creative approaches, and also accurate media plans.

We Have the Capabilities and We're Ready

It is time for you to take the next step in your campaign approach to move beyond awareness tactics and develop programs that begin to change behaviors. We have the staff credentials, capabilities and understanding on how to do that.

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.

KPS3 has been in business in Nevada since 1991; first as Stephanie Kruse and Associates – a sole proprietorship, and then incorporated in 1996 as a C-Corporation with Stephanie Kruse as the majority shareholder. In 2010, Rob Gaedtke, the firm's CEO and Creative Director, was added as a shareholder. We have been serving clients in the public and private sectors for 25 years.

3.1.10 Financial information and documentation to be included in Part III, Confidential Financial Information of vendor's response in accordance with Section 9.5, 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

The confidential section of this proposal is attached in a sealed package marked "PROPOSAL COMPONENT: PART III - CONFIDENTIAL FINANCIAL INFORMATION"

3.2

Subcontractor Information

3.2.1 Does this proposal include the use of subcontractors?

No subcontractors believed to be included at this time.

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.

We have requested references from a number of clients to demonstrate not only our proficiency in safety and marketing strategies for a transportation agency (RTC), but also success in clients who specialize in safety programming for all of Nevada employers and employees (SCATS). We also work with another large state client that specializes in awareness campaigns that provide people with resources that improve quality of life (DHHS). Another long term client that focuses on critical health and safety of populations (REMSA). And finally a private-public agency we work with to change traveler perceptions and drive visitation while managing a large budget and strict board review processes (Santa Maria Valley). They were all selected to demonstrate our abilities in the various aspects you state you desire in an agency, as well as the ability to manage large budgets effectively.

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

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.

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.

KPS3 agrees to this item.

Reference 1: Regional Transportation Commission (RTC)	
Identify role company will have for this RFP project	
Identify role company will have for this RFP Project: ***Vendor***	
Project Name: ***Preferred Vendor Status***	
Primary Contact Information	
Name	***Michael Moreno***
Street Address	***1105 Terminal Way Suite 217***
City, State, Zip	***Reno, NV 89502***
Phone, including area code	***775-348-0400***
Facsimile, including area code	***n/a***
Email address	***Mmoreno@rtcwashoe.com***
ALTERNATE Contact Information	
Name	***n/a***
Street Address	***n/a***
City, State, Zip	***n/a***
Phone, including area code	***n/a***
Facsimile, including area code	***n/a***
Email address	***n/a***
Project Information	
Brief description of the project/contract and description of services performed, including technical environment (i.e., software applications, data communications, etc.) if applicable	***KPS3 has been one of RTC's agencies that provide strategic communications planning, public information campaigns, RTC agency branding campaigns, and digital projects.***
Original Project/Contract Start Date	***Approximately 1/1/1996***
Original Project/Contract End Date	***n/a***
Original Project/Contract Value	***Varies by project***
Final Project/Contract Date	***n/a***
Was project/contract completed in time originally allotted, and if not, why not?	***All projects have been completed on time.***
Was project/contract completed within or under the original budget/ cost proposal, and if not, why not?	***All projects have been completed within budget.***

Reference 2: Nevada Safety Consultation and Training Section (SCATS)	
Identify role company will have for this RFP project	
Identify role company will have for this RFP Project: ***Vendor***	
Project Name: ***Agency of Record***	
Primary Contact Information	
Name	***Steven Rodgers***
Street Address	***1301 N. Green Valley Parkway, Suite 200***
City, State, Zip	***Henderson, Nevada 89074***
Phone, including area code	***702.486.9140***
Facsimile, including area code	***702.990.0362***
Email address	***Rodgers.Stephen@dol.gov***
ALTERNATE Contact Information	
Name	***n/a***
Street Address	***n/a***
City, State, Zip	***n/a***
Phone, including area code	***n/a***
Facsimile, including area code	***n/a***
Email address	***n/a***
Project Information	
Brief description of the project/contract and description of services performed, including technical environment (i.e., software applications, data communications, etc.) if applicable	***We perform all of the marketing, advertising, public relations and web/digital services for SCATS. We have continued to be selected as their AOR through an RFP process for the last 20 years.***
Original Project/Contract Start Date	***1995***
Original Project/Contract End Date	***Ongoing***
Original Project/Contract Value	***$125,000 (over the last 20 yrs., budget has fluctuated but is typically $125,000 per yr.)***
Final Project/Contract Date	***Ongoing***
Was project/contract completed in time originally allotted, and if not, why not?	***Yes***
Was project/contract completed within or under the original budget/ cost proposal, and if not, why not?	***We stay within budget every single year.***

Reference 3: REMSA	
Identify role company will have for this RFP project	
Identify role company will have for this RFP Project: ***Vendor***	
Project Name: ***Agency of Record***	
Primary Contact Information	
Name	***JW Hodge***
Street Address	***450 Edison Way***
City, State, Zip	***Reno, NV 89502***
Phone, including area code	***775.353.0723***
Facsimile, including area code	***n/a***
Email address	***jhodge@remsa-cf.com***
ALTERNATE Contact Information	
Name	***Brenda Staffan***
Street Address	***450 Edison Way***
City, State, Zip	***Reno, NV 89502***
Phone, including area code	***775.858.5700***
Facsimile, including area code	***n/a***
Email address	***bstaffan@remsa-cf.com***
Project Information	
Brief description of the project/contract and description of services performed, including technical environment (i.e., software applications, data communications, etc.) if applicable	***Responsible for strategic leadership for multiple iterations of brand awareness campaigns, numerous service- focused campaigns, media buying, internal and external communications programs and materials, issue management/crisis communications, and website projects.***
Original Project/Contract Start Date	***1991***
Original Project/Contract End Date	***On-going***
Original Project/Contract Value	***$100,000 - 175,000 Annually***
Final Project/Contract Date	***Ongoing***
Was project/contract completed in time originally allotted, and if not, why not?	***Yes***
Was project/contract completed within or under the original budget/ cost proposal, and if not, why not?	***Yes***

Reference 4: Santa Maria Valley Chamber of Commerce	
Identify role company will have for this RFP project	
Identify role company will have for this RFP Project: ***Vendor***	
Project Name: ***Agency of Record***	
Primary Contact Information	
Name	***Glenn Morris***
Street Address	***614 S Broadway***
City, State, Zip	***Santa Maria, CA 93454***
Phone, including area code	***805.925.2403 x825***
Facsimile, including area code	***805.928.7559***
Email address	***glenn@santamaria.com***
ALTERNATE Contact Information	
Name	***n/a***
Street Address	***n/a***
City, State, Zip	***n/a***
Phone, including area code	***n/a***
Facsimile, including area code	***n/a***
Email address	***n/a***
Project Information	
Brief description of the project/contract and description of services performed, including technical environment (i.e., software applications, data communications, etc.) if applicable	***Responsible for strategic leadership of Santa Maria Valley's integrated marketing campaign, including research, brand development, media planning and placement, creative campaign development and execution, consumer website development, outreach plan development and execution, special events, digital marketing, social media, and public relations support.***
Original Project/Contract Start Date	***6/1/2016***
Original Project/Contract End Date	***2/1/2018***
Original Project/Contract Value	***$810,000***
Final Project/Contract Date	***2/1/2018***
Was project/contract completed in time originally allotted, and if not, why not?	***The contract is on-going and all projects to date have been completed on time.***
Was project/contract completed within or under the original budget/ cost proposal, and if not, why not?	***The contract is on-going and all projects to date have been completed within budget.***

Reference 5: Nevada Department of Health and Human Services	
Identify role company will have for this RFP project	
Identify role company will have for this RFP Project: ***Vendor***	
Project Name: ***BIPP Marketing and Outreach Campaign***	
Primary Contact Information	
Name	***Gloria Macdonald, CPA***
Street Address	***1000 E. Williams Street, Suite 200***
City, State, Zip	***Carson City, NV 89701***
Phone, including area code	***775-687-8407***
Facsimile, including area code	***n/a***
Email address	***gloria.macdonald@dhcfp.nv.gov***
ALTERNATE Contact Information	
Name	***n/a***
Street Address	***n/a***
City, State, Zip	***n/a***
Phone, including area code	***n/a***
Facsimile, including area code	***n/a***
Email address	***n/a***
Project Information	
Brief description of the project/contract and description of services performed, including technical environment (i.e., software applications, data communications, etc.) if applicable	***Responsible for development of a statewide campaign to advertise DHHS Long Term Services and Support. Included brand development, creative asset development, media buying, media planning and implementation, collateral development, outreach plan development and execution, and measurement.***
Original Project/Contract Start Date	***9/21/16***
Original Project/Contract End Date	***9/30/17***
Original Project/Contract Value	***$513,177***
Final Project/Contract Date	***n/a***
Was project/contract completed in time originally allotted, and if not, why not?	***Yes***
Was project/contract completed within or under the original budget/ cost proposal, and if not, why not?	***Yes***

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.

This is the team of KPS3 members who would assist DPS and whose resumes are included in Attachment F.

Your KPS3 Team

The lead for your account management team will Katie Coleman, VP of accounts, supported by Stephanie Kruse, president and account planner. Providing additional support will be Rachel Curran, senior account director. All three are experienced in public safety and health marketing and communications.

Our creative director and CEO, Rob Gaedtke, will be responsible for the quality and production of any creative products and will be intimately involved with any digital projects we undertake together.

At KPS3, we believe teams produce better work than departments. Our company is built on this philosophy, and our work proves its success. Projects and tasks remain with the same team members, ensuring a cohesive execution every time. This structure ensures that history, communication styles and collaboration remain consistent for the duration of the engagement. The larger KPS3 team is always here for fresh sets of eyes or extra brainpower should you need it.

SECTION VII | ATTACHMENT F

Proposed Staff Resumes

PROPOSED STAFF RESUME FOR RFP 3481

A resume must be completed for all proposed prime contractor staff and proposed subcontractor staff.

Company Name Submitting Proposal:	***KPS3 Marketing***

Check the appropriate box if the proposed individual is prime contractor staff or subcontractor staff.			
Contractor:	***X***	**Subcontractor:**	

The following information requested pertains to the individual being proposed for this project.			
Name:	***Stephanie Kruse***	**Key Personnel: (Yes/No)**	***Yes***
Individual's Title	***President & Chief Strategis***		
# of Years in Classification:	***25***	**# of Years with Firm:**	***25***

BRIEF SUMMARY OF PROFESSIONAL EXPERIENCE

Information should include a brief summary of the proposed individual's professional experience.

Marketing and Brand Strategist, Planner & Advisor for all clients integrated marketing communications services

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.

07/1991 – present
KPS3
50 W. Liberty St., Suite 640
Reno, NV 89501
President
Account Strategist & Supervisor for all client campaign collaterals, advertising, web and digital and public relations services

EDUCATION

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

Augustana College
Sioux Falls, Idaho
BA Journalism

University of Nevada, Reno
Reno, Nevada
MBA

CERTIFICATIONS

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

n/a

REFERENCES

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

JW Hodge, Director of Public Affairs
REMSA
775.353.0723 (p)
N/A (f)
jhodge@remsa-cf.com

Stephen Rodgers, Program Coordinator
Safety Consultation and Training Section, SCATS
702.486.9140 (p)
702.990.0362 (f)
rodgers.steven@dol.gov

Michael Dermody, Chairman & CEO
Dermody Properties
775.858.8080 (p)
775.856.0831 (f)
mdermody@dermody.com

PROPOSED STAFF RESUME FOR RFP 3481

A resume must be completed for all proposed prime contractor staff and proposed subcontractor staff.

Company Name Submitting Proposal:	***KPS3 Marketing***

Check the appropriate box if the proposed individual is prime contractor staff or subcontractor staff.			
Contractor:	***X***	**Subcontractor:**	

The following information requested pertains to the individual being proposed for this project.			
Name:	***Rob Gaedtke***	**Key Personnel: (Yes/No)**	***Yes***
Individual's Title	***CEO and Creative Director***		
# of Years in Classification:	***2***	**# of Years with Firm:**	***11***

BRIEF SUMMARY OF PROFESSIONAL EXPERIENCE

Information should include a brief summary of the proposed individual's professional experience.

Manages the day-to-day operations of the agency, helping all of our teams supply clients with strategic and creative solutions and products. Provides creative direction for all campaigns both traditional and digital.

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.

11/2010 – present
KPS3
50 W. Liberty St., Suite 640
Reno, NV 89501
VP of Creative Services
Digital Strategist & Creative Director for all campaign collaterals and advertising

12/2007 – 11/2010
One To One Interactive
121 Madison Avenue
New York, NY 10016
Director of Travel
Digital Strategist & Direction for all campaign collaterals and advertising within tourism division

7/2004 – 12/2007
KPS3
50 W. Liberty St., Suite 640
Reno, NV 89501
Designer
Strategic planning and advisement for collateral design and execution for various campaigns

EDUCATION

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

University of Nevada, Reno
Reno, NV
BA Journalism

CERTIFICATIONS

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

N/A

REFERENCES

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

Christy Jerz, Communications & Public Affairs Specialist
University of Nevada, Reno School of Medicine
775.682.7346 (p)
N/A (f)
cjerz@unr.edu

Glenn Morris, President and CEO
Santa Maria Valley Chamber of Commerce / Tourism Marketing District
805.925.2403 x825 (p)
805.928.7559 (f)
glenn@santamaria.com

Janel Davis, Communications Officer
Silver State Health Insurance Exchange
775.687.9934 (p)
N/A (f)
j-davis@exchange.nv.gov

PROPOSED STAFF RESUME FOR RFP 3481

A resume must be completed for all proposed prime contractor staff and proposed subcontractor staff.

Company Name Submitting Proposal:	***KPS3 Marketing***

Check the appropriate box if the proposed individual is prime contractor staff or subcontractor staff.			
Contractor:	***X***	**Subcontractor:**	

The following information requested pertains to the individual being proposed for this project.			
Name:	***Julia Kruper***	**Key Personnel: (Yes/No)**	***Yes***
Individual's Title	***Research Director***		
# of Years in Classification:	***1***	**# of Years with Firm:**	***6***

BRIEF SUMMARY OF PROFESSIONAL EXPERIENCE

Information should include a brief summary of the proposed individual's professional experience.

Marketing, public relations, research, and strategic communication management

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.

KPS3
50 W. Liberty St., Suite 640
Reno, NV 89501
Account Manager
Marketing advisement on and management of multiple public health education and awareness campaigns, strategic planning and advisement to create new communications plan.

08/2011 – 12/2011
Moana Nursery
1100 W. Moana Lane
Reno, NV 89509
Marketing and Rewards Manager
Managed all in-house marketing initiatives and communications for the nursery's Landscape Division and three Garden Centers, including: customer rewards program, weekly educational seminars, email communications, and special events.

EDUCATION

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

University of Puget Sound
Tacoma, WA
Bachelor's Degree in English Literature

CERTIFICATIONS

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

N/A

REFERENCES

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

Michael Moreno, Public Affairs Administrator
Regional Transportation Commission (RTC)
775-348-0400
N/A (f)
Mmoreno@rtcwashoe.com

Christy Jerz, Communications & Public Affairs Specialist
University of Nevada, Reno School of Medicine
775.682.7346 (p)
N/A (f)
cjerz@unr.edu

Carol Martin, Foundation & Marketing Administrator
Dermody Properties
775.858.8080 (p)
775.856.0831 (f)
cmartin@dermody.com

PROPOSED STAFF RESUME FOR RFP 3481

A resume must be completed for all proposed prime contractor staff and proposed subcontractor staff.

Company Name Submitting Proposal:	***KPS3 Marketing***

Check the appropriate box if the proposed individual is prime contractor staff or subcontractor staff.			
Contractor:	***X***	**Subcontractor:**	

The following information requested pertains to the individual being proposed for this project.			
Name:	***Katie Coleman***	**Key Personnel: (Yes/No)**	***Yes***
Individual's Title	***VP of Accounts***		
# of Years in Classification:	***2***	**# of Years with Firm:**	***4***

BRIEF SUMMARY OF PROFESSIONAL EXPERIENCE

Information should include a brief summary of the proposed individual's professional experience.

Marketing communications specialist with a blend of professional and academic experience. Top-notch skills in writing, strategy, planning, corporate and internal communications, executive messaging, public relations, advertising, digital marketing, project management, creative development, critical thinking, customer service and internal relationship management.

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.

12/2012 – present
KPS3
50 W. Liberty St., Suite 640
Reno, NV 89501
VP of Accounts
Responsible for strategic account management for a diverse range of KPS3 clients; market research, analysis and planning; public relations, media communications, reputation management and crisis management; brand analysis, strategy, planning and brand platform development; email marketing and online media planning and campaign development; copywriting for brochures, annual reports, direct mail and other collateral

05/2012 – 12/2012
IGT
9295 Prototype Dr.
Reno, NV 89521
Games Product Marketing Specialist
Responsible for all outbound, product marketing initiatives for IGT's games business; work closely with product management organization to determine product marketing strategy, execution and measurement; create B2B, B2B2C and B2C marketing materials including digital assets, product literature, video content, tradeshow collateral and customer marketing support materials; create sales support materials (printed, digital, training) relating to IGT games' features, benefits and selling points; create and execute against demand generation/e-communications program targeted direct to customers; align outbound marketing initiatives with social and digital media efforts; align outbound, games marketing initiatives with external communications (public relations) and internal/employee communications

04/2010 – 05/2012
IGT
9295 Prototype Dr.
Reno, NV 89521
Internal Communications Lead/Public Relations
Responsible for the strategy, planning and execution for the internal communications and employee engagement efforts at IGT. Wrote, edited and managed internal/external marketing pieces for IGT including B2B marketing materials (printed collateral, audio/video, digital marketing), press releases, product launch campaign components (games and systems), executive communiqués, organizational announcements and employee program announcements; additional public relations work includes customer interviews and testimonial capture, ghost writing and editing press release quotes on behalf of customers and executives, and other executive communications management; managed large internal (up to 2,000+ guests) and external events including annual employee celebrations, sports events, employee recognition programs, tradeshow activities and executive/celebrity handling for press engagements; assisted with the company's philanthropic efforts with the Corporate Contributions Committee.

EDUCATION

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

University of Nevada, Reno
Reno, NV
Masters in Journalism

CERTIFICATIONS

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

Bachelors in Journalism

REFERENCES

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

Damon Haycock, Executive Officer
Public Employees' Benefits Program
775.684.7020 (p)
775.684.7028 (f)
dhaycock@peb.state.nv.us

Bill Brewer, Deputy Director
Nevada Rural Housing Authority
775.684.7020 (p)
775.684.7028(f)
dhaycock@peb.state.nv.us

Janel Davis, Communications Officer
Silver State Health Insurance Exchange
775.687.9934 (p), N/A (f)
j-davis@exchange.nv.gov

PROPOSED STAFF RESUME FOR RFP 3481

A resume must be completed for all proposed prime contractor staff and proposed subcontractor staff.

Company Name Submitting Proposal:	***KPS3 Marketing***

Check the appropriate box if the proposed individual is prime contractor staff or subcontractor staff.			
Contractor:	***X***	**Subcontractor:**	

The following information requested pertains to the individual being proposed for this project.			
Name:	***Kevin Jones***	**Key Personnel: (Yes/No)**	***Yes***
Individual's Title	***Director of Tech***		
# of Years in Classification:	***3***	**# of Years with Firm:**	***8***

BRIEF SUMMARY OF PROFESSIONAL EXPERIENCE

Information should include a brief summary of the proposed individual's professional experience.

UX Designer and lover of HTML 5/ Jquery / CSS3

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.

02/2013 – present
KPS3
50 W. Liberty St., Suite 640
Reno, NV 89501
Director of Tech
Design and direction of logo development, corporate branding and campaign look and feel.

5/2012 – 2/2013
Cloudsnap
Co-founder & Design Lead
Co-founded a reno-based startup that focuses on the integration of various SaaS products without developer or API knowledge.

8/2009 – 5/2012
KPS3
50 W. Liberty St., Suite 640
Reno, NV 89501
Jr. Art Director
Design and direction of logo development, corporate branding and campaign look and feel.

EDUCATION

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

University of Nevada, Reno
Reno, NV
n/a

CERTIFICATIONS

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

n/a

REFERENCES

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

Nancy Fennell, CEO and Broker / Owner
Dickson Realty
775.284.3130 (p)
775-746-7010 (f)
nfennell@dicksonrealty.com

Bryan Landaburu, Director, Global Marketing
Hero
775-338-8686 (p)
305-620-0647 (f)
blandaburu@heropowered.com

Steve Davidek, Director of IT & Technology
City of Sparks
775-353-7894 (p)
N/A (f)
sdavidek@cityofsparks.us

PROPOSED STAFF RESUME FOR RFP 3481

A resume must be completed for all proposed prime contractor staff and proposed subcontractor staff.

Company Name Submitting Proposal:	***KPS3 Marketing***

Check the appropriate box if the proposed individual is prime contractor staff or subcontractor staff.			
Contractor:	***X***	**Subcontractor:**	

The following information requested pertains to the individual being proposed for this project.			
Name:	***Bob Whitefield***	**Key Personnel: (Yes/No)**	***Yes***
Individual's Title	***Director of Search***		
# of Years in Classification:	***8***	**# of Years with Firm:**	***3***

BRIEF SUMMARY OF PROFESSIONAL EXPERIENCE

Information should include a brief summary of the proposed individual's professional experience.

8 years of search engine optimization and search engine marketing experience with a heavy background in data analysis across multiple platforms.

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.

07/2014 – present
KPS3
50 W. Liberty St., Suite 640
Reno, NV 89501
Director of Search
SEO & SEM strategist, supervisor for all client organic search and paid search campaigns, overseeing digital marketing and advertising strategies from start to finish.

08/2010 – 07/2014
Whitefield Group
Reno, NV 89509
Owner
SEO & SEM strategist, supervisor for all client organic search and paid search campaigns, overseeing website creation from conception to launch.

EDUCATION

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

University of Nevada, Reno
Reno, Nevada
BA History
2010

CERTIFICATIONS

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

N/A

REFERENCES

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

Nancy Fennell CEO and Broker/Owner
Dickson Realty
775.746.7000 (p) 775.746.7010 (f)
nfennell@dicksonrealty.com

Greg Tessitore, Manager, Creative & Brand
Sovos Compliance
917.733.8796 (p)
greg.tessitore@sovos.com

Greg Crawford, Manager
Alliance Trust Company
775.297.4682 (p)
gcrawford@alliancetrustcompany.com

PROPOSED STAFF RESUME FOR RFP 3481

A resume must be completed for all proposed prime contractor staff and proposed subcontractor staff.

Company Name Submitting Proposal:	***KPS3 Marketing***

Check the appropriate box if the proposed individual is prime contractor staff or subcontractor staff.			
Contractor:	***X***	**Subcontractor:**	

The following information requested pertains to the individual being proposed for this project.			
Name:	***Jaclyn March***	**Key Personnel: (Yes/No)**	***Yes***
Individual's Title	***Account 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.

Marketing, public relations, research, and strategic communication management

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.

09/2016 – present
KPS3
50 W. Liberty St., Suite 640
Reno, NV 89501
Senior Account Manager
Marketing advisement, strategic planning and management of multiple State of Nevada advertising, public relations and marketing campaigns.

08/2013 – 08/2015
QuantumMark LLC
639 Isbell Rd # 350
Reno, NV 89509
Consultant and Public Relations Specialist
Public relations work included creation of marketing and PR processes and procedures; project management; strategic communication planning; press release writing, editing and distribution; creation and editing of marketing materials; website content creation; social media planning and execution; trade show preparation. Additional responsibilities include participation in project management activities for a number of public sector consulting projects.

10/2007 - 03/2012
IGT
9295 Prototype Way
Reno, NV 89521
Public Relations Lead

Responsibilities included interaction with key internal and external stakeholders including Executive Staff, Board of Directors, media, internal department leaders, vendors, customers and players. Duties included assisting with media coaching and interview/speaking preparation for executives and high level management; advertising budget management; brand awareness; project and media deadline management; copy writing; press release writing and distribution; and maintenance of specifics areas of IGT's website. Professional representative of IGT's brand and image to public. Strategic development and execution of communications, advertising and PR campaigns on the local, State, National and International levels. Media guide and host for on-site tours and game demos in both Reno and Las Vegas. Onsite PR representative at company events in Las Vegas and Reno as well as representative at offsite events including major trade shows and customer sites. Project manager of numerous projects including printed and online materials, email-based campaigns/messages and video scripts creation. Contact for outside advertising and PR agencies providing guidance and direction on materials, copy writing and brand standards.

EDUCATION

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

University of California, Santa Barbara
Santa Barbara, CA
Bachelor's Degree in Communication
Bachelor's Degree in Psychology

CERTIFICATIONS

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

N/A

REFERENCES

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

Joe Dibble, Nutrition Coordinator, Nevada State WIC Program
Nevada Department of Health and Human Services
775.684.4252 (p)
775..684.4246 (f)
jdibble@health.nv.gov

Lindsey Dermid Gray, Statewide Breastfeeding Coordinator
Nevada Department of Health and Human Services
Women, Infants and Children (WIC) Program
775.684.4270 (p)
775.684.4246 (f)
lgray@health.nv.gov

Jeff Duncan, Social Services Chief II
Nevada Department of Health and Humans Services
Aging and Disability Services Division | Supportive Services Unit
702.486.3558 (p)
702.486.3236 (f)
jsduncan@adsd.nv.gov

PROPOSED STAFF RESUME FOR RFP 3481

A resume must be completed for all proposed prime contractor staff and proposed subcontractor staff.

Company Name Submitting Proposal:	***KPS3 Marketing***

Check the appropriate box if the proposed individual is prime contractor staff or subcontractor staff.			
Contractor:	***X***	**Subcontractor:**	

The following information requested pertains to the individual being proposed for this project.			
Name:	***Rachel Curran***	**Key Personnel: (Yes/No)**	***No***
Individual's Title	***Senior Account Director***		
# 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.

Over 13 years experience in content development, project management, and strategic marketing communications.

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.

11/2016 – present
KPS3
50 W. Liberty St., Suite 640
Reno, NV 89501
Senior Account Director
Responsible for the day-to-day management, strategic direction and ongoing growth of client accounts.

10/2004 – 8/2015
Wells Fargo Bank
San Francisco, CA
Vice President, Strategy Consultant
Lead cross-channel initiatives to develop new tools and strategies to improve the customer experience at 9,000+ locations across the U.S.

EDUCATION

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

University of Nevada, Reno
Reno, Nevada
BA in Journalism with an emphasis in Advertising

CERTIFICATIONS

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

N/A

REFERENCES

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

Glenn Morris, President & CEO
Santa Maria Valley Chamber of Commerce / Tourism Marketing District
805-925-2403 x825 (p)
805-928-7559 (f)
glenn@santamaria.com

JW Hodge, Director of Public Affairs
REMSA
775.353.0723 (p)
N/A (f)
jhodge@remsa-cf.com

Carol Martin, Foundation & Marketing Administrator
Dermody Properties
775.858.8080 (p)
775.856.0831 (f)
cmartin@dermody.com

PROPOSED STAFF RESUME FOR RFP 3481

A resume must be completed for all proposed prime contractor staff and proposed subcontractor staff.

Company Name Submitting Proposal:	***KPS3 Marketing***

Check the appropriate box as to whether the proposed individual is prime contractor staff or subcontractor staff.

Contractor:	***X***	**Subcontractor:**	

The following information requested pertains to the individual being proposed for this project.

Name:	***Fong Menante***		**Key Personnel: (Yes/No)**	***Yes***
Individual's Title:	***Media Director***			
# of Years in Classification:	***15***	**# of Years with Firm:**		***4***

BRIEF SUMMARY OF PROFESSIONAL EXPERIENCE

Information should include a brief summary of the proposed individual's professional experience.

15 years of media buying, planning, placement and negotiation experience

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.

01/2009 - present
Fong Media
1170 Brown Street, Reno, NV 89509
Media Planner & Strategist
Media Planning, developing and implementing of marketing and advertising strategies, media buying. Projects include promoting and generating awareness through paid and earned media for various programs such as Diabetes, Smoking Cessation, Air Quality, Get Healthy Washoe and various other public awareness campaigns

01/2002 - 12/2005
R&R Partners
615 Riverside Drive, Reno, NV 89503
Media Director
Research, media, planning and buying. Assisted in creating an integrated communications plan that repositioned Washoe Medical Center by communicating key messages to key audiences. Established communications objectives, strategies, audiences and messages. Participated in the delivery of consistent and coordinated messages through TV, print, outdoor, direct mail, media and community relations

EDUCATION

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

University of Utah
Salt Lake City
Utah
B.S. in Biology

CERTIFICATIONS

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

N/A

REFERENCES

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

Glenn Morris, President and CEO
Santa Maria Valley Chamber of Commerce / Tourism Marketing District
805.925.2403 x825 (p)
805.928.7559 (f)
glenn@santamaria.com

Philip Ulibarri
Public Information Officer
Washoe County Health District
775.328.2483 (p) 775.325.8130 (f)
PUlibarri@washoecounty.us

Justin Piper
EVP
Reno Aces
775.334.7023 (p) 775.334.4701 (f)
Justin@renoaces.com

PROPOSED STAFF RESUME FOR RFP 3481

A resume must be completed for all proposed prime contractor staff and proposed subcontractor staff.

Company Name Submitting Proposal:	***KPS3 Marketing***

Check the appropriate box if the proposed individual is prime contractor staff or subcontractor staff.			
Contractor:	***X***	**Subcontractor:**	

The following information requested pertains to the individual being proposed for this project.			
Name:	***Chrisie Yabu***	**Key Personnel: (Yes/No)**	***Yes***
Individual's Title	***Senior Director, Public Relations***		
# of Years in Classification:	***21***	**# of Years with Firm:**	***3***

BRIEF SUMMARY OF PROFESSIONAL EXPERIENCE

Information should include a brief summary of the proposed individual's professional experience.

22 years in integrated marketing communications and strategic communications experience on both the agency and client sides, leading a wide-range of branding, advertising/marketing and public relations, content strategy and social media development for a multitude of organizations and industries.

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.

09/2014 – present
KPS3
50 W. Liberty St., Suite 640
Reno, NV 89501
Sr. Director, Public Relations
Communications strategy, advisement and management of public relations, content development and social media programs and campaigns for a multitude of clients across a variety of industries.

01/2012 – 08/2014
Monarch Casino & Resort, Inc. (Atlantis Casino Resort Spa and Monarch Blackhawk)
3800 S. Virginia St.
Reno, NV 89502
Corporate Executive Director of Marketing
Branding, marketing, advertising and communications strategy and management for two casino resort properties; management of in-house marketing, PR and art teams.

07/2007 – 01/2012
IGT
9295 Prototype Drive
Reno, NV 89521
Manager, Integrated Marketing

Management of agency relationships, integrating marketing strategy and program execution, management of the global marketing process, led strategy and execution for product launches, wrote key messaging for organization and content strategy for major trade shows.

02/1995 – 01/2002 and 01/2006-03/2007
Team Leader
The Phelps Group (now Phelps Agency)
Led branding, marketing, advertising and digital strategy, projects and campaigns for B2C and B2B clients in many industries.

02/2002 – 12/2005
Sr. Account Supervisor/VP
GustinCurtis / Powerhouse / Curtis & Outland
Lead strategist and account person for a plethora of local and regional clients.

EDUCATION

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

University of Southern California
Los Angeles, California
BA Communication Arts & Sciences, Magna Cum Laude and with Honors

CERTIFICATIONS

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

N/A

REFERENCES

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

Victor Leyba
PR and Media Specialist
National Council of Juvenile and Family Court Judges
775.507.4833
vleyba@ncjfcj.org

JW Hodge, COO
REMSA
775.858.5700
jhodge@remsa-cf.com

MaryBeth Smith
Owner
Roundabout Catering & Party Rentals and Roundabout Grill
775.747.2090
mbsmith@roundaboutcatering.com

PROPOSED STAFF RESUME FOR RFP 3481

A resume must be completed for all proposed prime contractor staff and proposed subcontractor staff.

Company Name Submitting Proposal:	***KPS3 Marketing***

Check the appropriate box if the proposed individual is prime contractor staff or subcontractor staff.			
Contractor:	***X***	**Subcontractor:**	

The following information requested pertains to the individual being proposed for this project.			
Name:	***Jenna Hubert***	**Key Personnel: (Yes/No)**	***No***
Individual's Title	***Associate Creative Director***		
# of Years in Classification:	***.5***	**# of Years with Firm:**	***6***

BRIEF SUMMARY OF PROFESSIONAL EXPERIENCE

Information should include a brief summary of the proposed individual's professional experience.

Provides creative direction for campaigns both traditional and digital. Designer and front end website developer. Extensive experience in branding, collateral design, web and ux design, digital advertising and copywriting.

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.

03/2011 – present
KPS3
50 W. Liberty St., Suite 640
Reno, NV 89501
Designer
Collateral design and execution for campaigns both traditional and digital; strategic planning and advisement to create new communications plans

EDUCATION

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

University of Nevada, Reno
Reno, NV
B.A Journalism

CERTIFICATIONS

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

N/A

REFERENCES

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

Carol Martin, Foundation Administrator
Dermody Properties
775.858.8080 (p)
775.856.0831 (f)
cmartin@dermody.com

Glenn Morris
Santa Maria Valley Chamber of Commerce / Tourism Marketing District
805.925.2403 x825 (p)
805.928.7559 (f)
glenn@santamaria.com

Janel Davis, Communications Officer
Silver State Health Insurance Exchange
775.687.9934 (p)
N/A (f)
j-davis@exchange.nv.gov

PROPOSED STAFF RESUME FOR RFP 3481

A resume must be completed for all proposed prime contractor staff and proposed subcontractor staff.

Company Name Submitting Proposal:	***KPS3 Marketing***

Check the appropriate box if the proposed individual is prime contractor staff or subcontractor staff.			
Contractor:	***X***	**Subcontractor:**	

The following information requested pertains to the individual being proposed for this project.			
Name:	***Andrew Muth***	**Key Personnel: (Yes/No)**	***No***
Individual's Title	***Lead Developer***		
# 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.

PHP, C#, HTML, JavaScript, MySQL and SQL Server developer.

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.

06/2012 – present
KPS3
50 W. Liberty St., Suite 640
Reno, NV 89501
Lead Developer
Builds websites and custom applications for clients and internal. Software includes WordPress, Ektron and Drupal. Sites built in PHP, C#, HTML and JavaScript integrating with MySQL and SQL Server databases.

10/2010 – 10/2012
One To One Interactive
121 Madison Avenue
New York, NY 10016
Senior Developer
Engineer on the MessageMaker platform, built in C# and integrated with SQL Server backend. Built Facebook custom applications for clients.

05/2004 – 10/2010
Twelve Horses
Reno, NV
Lead Developer
Built custom web sites and web apps for clients, built in PHP, Perl, with MySQL and PostgresSQL database backends. Managed a small group of developers in the technical services department.

EDUCATION

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

N/A

CERTIFICATIONS

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

N/A

REFERENCES

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

Bryan Landaburu, Director, Global Marketing
Hero
775-338-8686 (p)
305-620-0647 (f)
blandaburu@heropowered.com

Janel Davis, Communications Officer
Silver State Health Insurance Exchange
775.687.9934 (p)
N/A (f)
j-davis.exchange.nv.gov

Steve Davidek, Director of IT & Technology
City of Sparks
775-353-7894 (p)
N/A (f)
sdavidek@cityofsparks.us

PROPOSED STAFF RESUME FOR RFP 3481

A resume must be completed for all proposed prime contractor staff and proposed subcontractor staff.

Company Name Submitting Proposal:	***KPS3 Marketing***

Check the appropriate box if the proposed individual is prime contractor staff or subcontractor staff.			
Contractor:	***X***	**Subcontractor:**	

The following information requested pertains to the individual being proposed for this project.			
Name:	***Leah Chew***	**Key Personnel: (Yes/No)**	***No***
Individual's Title	***Designer***		
# of Years in Classification:	***5***	**# of Years with Firm:**	***4***

BRIEF SUMMARY OF PROFESSIONAL EXPERIENCE

Information should include a brief summary of the proposed individual's professional experience.

5 years of design, advertising, and production experience. Extensive work in branding, collateral design, digital marketing, illustration, animation, video/audio editing, and copywriting.

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.

04/2013 – present
KPS3
50 W. Liberty Street, #640
Reno, NV 89501
Graphic Designer
Strategic design and production healthcare campaign collaterals, ads and logos.

04/2012 – 04/2013
The Glenn Group
Graphic Designer
Design and production, focusing on print media.

EDUCATION

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

Boston University
Boston, MA
B.A in Communication, emphasis on Advertising & Design

CERTIFICATIONS

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

n/a

REFERENCES

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

Christy Jerz, Communications & Public Affairs Specialist
University of Nevada, Reno School of Medicine
775.682.7346 (p)
N/A (f)
cjerz@unr.edu

Glenn Morris
Santa Maria Valley Chamber of Commerce / Tourism Marketing District
805-925-2403 x825 (p)
805-928-7559 (f)
glenn@santamaria.com

Janel Davis, Communications Officer
Silver State Health Insurance Exchange
775.687.9934 (p)
N/A (f)
j-davis@exchange.nv.gov

PROPOSED STAFF RESUME FOR RFP 3481

A resume must be completed for all proposed prime contractor staff and proposed subcontractor staff.

Company Name Submitting Proposal:	***KPS3 Marketing***

Check the appropriate box if the proposed individual is prime contractor staff or subcontractor staff.			
Contractor:	***X***	**Subcontractor:**	

The following information requested pertains to the individual being proposed for this project.			
Name:	***Vy Tat***	**Key Personnel: (Yes/No)**	***No***
Individual's Title	***Designer***		
# of Years in Classification:	***4***	**# of Years with Firm:**	***.5***

BRIEF SUMMARY OF PROFESSIONAL EXPERIENCE

Information should include a brief summary of the proposed individual's professional experience.

4 years of graphic and web design experience from photo production to print collateral to digital/web assets.

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.

KPS3
12/2016 – Present
Designer
Design traditional and digital collateral for marketing campaigns and websites.

Sportif U.S.A
06/2013 – 12/2016
Web & Graphic Designer
Designed and managed updates for multiple e-commerce websites. Designed and developed assets for email campaigns, social media and web/social ads.

EDUCATION

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

Truckee Meadows Community College
Reno, Nevada
AAS Graphic Communications

CERTIFICATIONS

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

n/a

REFERENCES

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

Glenn Morris, President & CEO
Santa Maria Valley Chamber of Commerce / Tourism Marketing District
805-925-2403 x825 (p)
805-928-7559 (f)
glenn@santamaria.com

Christy Jerz, Communications & Public Affairs Specialist
University of Nevada, Reno School of Medicine
775.682.7346 (p)
N/A (f)
cjerz@unr.edu

Carol Martin, Foundation & Marketing Administrator
Dermody Properties
775.858.8080 (p)
775.856.0831 (f)
cmartin@dermody.com

PROPOSED STAFF RESUME FOR RFP 3481

A resume must be completed for all proposed prime contractor staff and proposed subcontractor staff.

Company Name Submitting Proposal:	***KPS3 Marketing***

Check the appropriate box if the proposed individual is prime contractor staff or subcontractor staff.			
Contractor:	***X***	**Subcontractor:**	

The following information requested pertains to the individual being proposed for this project.			
Name:	***Jonathan Rutheiser***	**Key Personnel: (Yes/No)**	***No***
Individual's Title	***Front-end Developer***		
# of Years in Classification:	***8***	**# of Years with Firm:**	***4***

BRIEF SUMMARY OF PROFESSIONAL EXPERIENCE

Information should include a brief summary of the proposed individual's professional experience.

HTML, CSS, JavaScript, PHP, and MySQL

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.

10/2013 – present
KPS3
50 W. Liberty St., Suite 640
Reno, NV 89501
Front-end Developer
Builds custom websites for clients and internal. Primarily focused on the front-end of websites, but have also worked on the back-end. Software includes Wordpress, Expression Engine, Drupal, and Node. Languages include HTML, CSS, JavaScript, PHP, and Python.

09/2008 – 10/2013
Freelance Web Developer
Built custom websites and applications for a variety of clients. Languages include HTML, CSS, JavaScript, PHP, and Python. Databases used include MySQL, PostgreSQL, Redis, and MongoDB.

EDUCATION

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

N/A

CERTIFICATIONS

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

N/A

REFERENCES

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

Glenn Morris, President & CEO
Santa Maria Valley Chamber of Commerce / Tourism Marketing District
805-925-2403 x825 (p)
805-928-7559 (f)
glenn@santamaria.com

Bryan Landaburu, Director, Global Marketing
Hero
775-338-8686 (p)
305-620-0647 (f)
blandaburu@heropowered.com

Janel Davis, Communications Officer
Silver State Health Insurance Exchange
775.687.9934 (p)
N/A (f)
j-davis@exchange.nv.gov

SECTION VIII

Other Informational Material

8.2.2.8

Other Informational Material

Vendors must include any other applicable reference material in this section clearly cross-referenced with the proposal.

1. KPS3 is attaching a letter that applies for a 5% preference due to the fact that our primary place of business is within the state of Nevada. Here is the information from Question and Answer 7 in Amendment 1 (which is included below):

> 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.

Greetings:

This letter is our application for a 5% preference on our proposal due to the fact that KPS3 has its principal place of business within Nevada. We were established in 1991 in Nevada and have been located here as our primary location ever since. The address of our principal place of business is 50 West Liberty, Suite 640, Reno, NV 89519. We are attaching a copy of our business license as proof.

We do not qualify for, nor are we applying for any other preference allowance.

If you have questions about our qualification, please contact us. Thank you in advance for your consideration of our qualification for this preference.

Sincerely,

Stephanie Kruse, President and Founder

KPS3

50 W. Liberty / #640
Reno, Nevada 89501
775.686.7439

kps3.com
Toll Free: 1.877.572.7263

SECRETARY OF STATE

STATE OF NEVADA

NEVADA STATE BUSINESS LICENSE

KPS/3

Nevada Business Identification # NV19941094961

Expiration Date: August 31, 2018

In accordance with Title 7 of Nevada Revised Statutes, pursuant to proper application duly filed and payment of appropriate prescribed fees, the above named is hereby granted a Nevada State Business License for business activities conducted within the State of Nevada.

Valid until the expiration date listed unless suspended, revoked or cancelled in accordance with the provisions in Nevada Revised Statutes. License is not transferable and is not in lieu of any local business license, permit or registration.

IN WITNESS WHEREOF, I have hereunto set my hand and affixed the Great Seal of State, at my office on July 31, 2017

Barbara K. Cegavske

Barbara K. Cegavske
Secretary of State

You may verify this license at www.nvsos.gov under the Nevada Business Search.

License must be cancelled on or before its expiration date if business activity ceases. Failure to do so will result in late fees or penalties which by law cannot be waived.

2. These are examples of our outreach plan and reports that we achieved for the Nevada Health Insurance Exchange. We will be able to provide similar plans and reports for Department of Public Safety programs.

Outreach Campaign Highlights

- 288 events and distribution points
- 521,258 touch points (Goal: 500,000)
- 429,734 in attendance at events
- 14,796 one-on-one conversations* with members of our target audience
- 91,524 pieces of literature distributed
- $.17 final cost per touch

**Number is already included in the attendance numbers and is not duplicated in the total touchpoints number.*

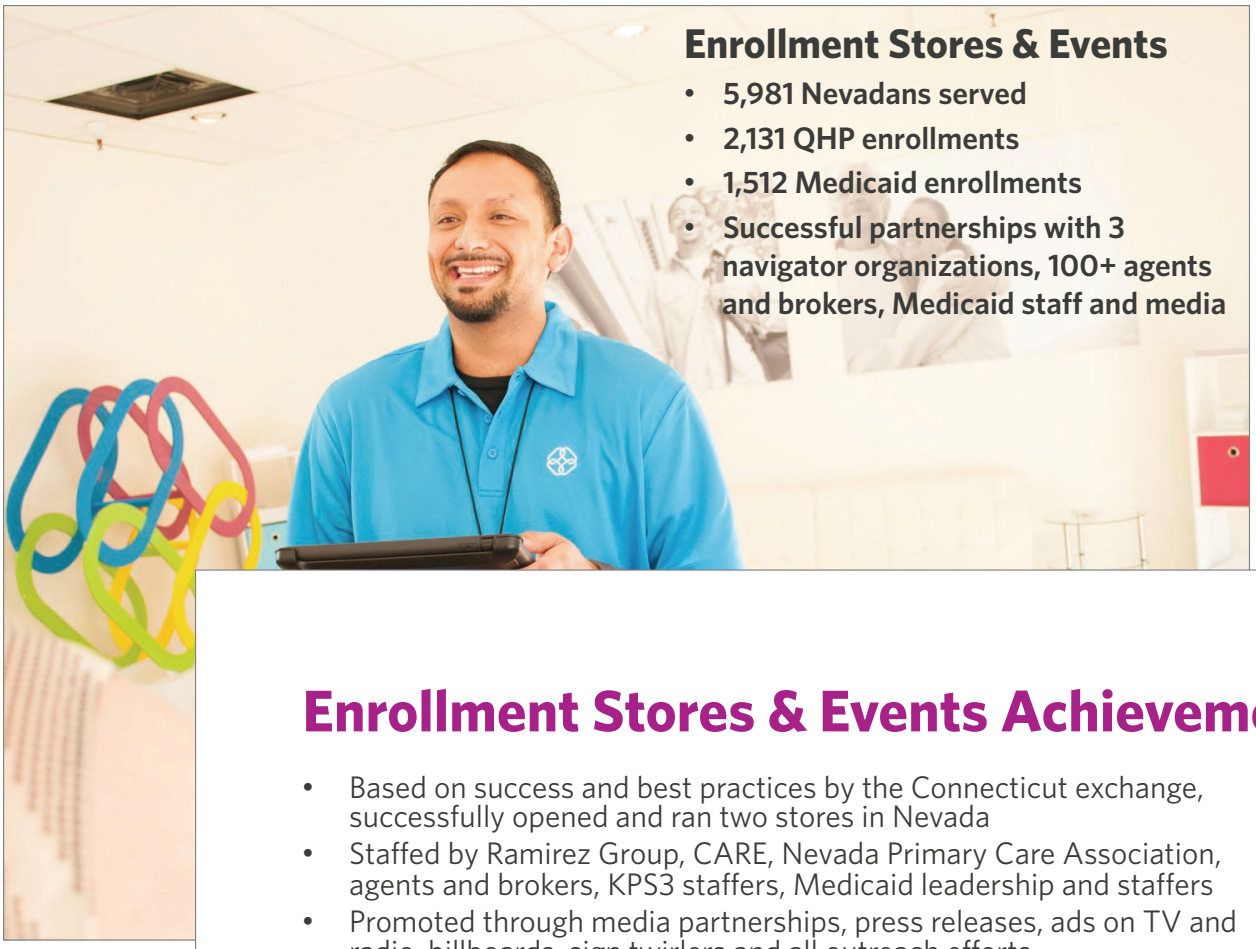
Outreach Campaign Achievements

- Diversified our outreach tactics with new ways to reach our target audiences. This included more college athletics games, athletic club tabling, mall tabling and new partnerships.
- New and successful connections with businesses (namely gaming companies)
- Development of hundreds of thousands of branded consumer materials for our outreach purposes and also those of our navigator partners:
  - Informational directories
  - Flyers
  - Posters
  - Banners
  - Booths
  - 2014 FAQ packet
  - Logo'd items
- And most important to our efforts: in-person conversations with members of our target audience to answer questions, ease anxiety, and help connect them with enrollment assisters and tools

nevada health link

connecting you to health insurance

6



Enrollment Stores & Events Achievements

- Based on success and best practices by the Connecticut exchange, successfully opened and ran two stores in Nevada
- Staffed by Ramirez Group, CARE, Nevada Primary Care Association, agents and brokers, KPS3 staffers, Medicaid leadership and staffers
- Promoted through media partnerships, press releases, ads on TV and radio, billboards, sign twirlers and all outreach efforts
- Provided a physical presence for the Nevada Health Link brand
- Gave Nevadans the opportunity to get answers to their questions, in person, at a static location
- Open 7 days per week, 9-11 hours per day (depending upon store and day) with extended times on the 15th of each month
- Forged and maintained successful partnerships with the broker and assister community through stores and community enrollment events
- This was a TEAM effort – the entire Nevada Health Link family came together to create a useful place for our consumers to get help enrolling

nevada health link

connecting you to health insurance

8

KPS3

3. The following pages are a preview of a research-based target audience segmentation plan developed for Nevada Health Insurance Exchange. It also includes strategy for approaches, message and media channels.

FIGURE 1: CMS SEGMENTS AND THE UNINSURED

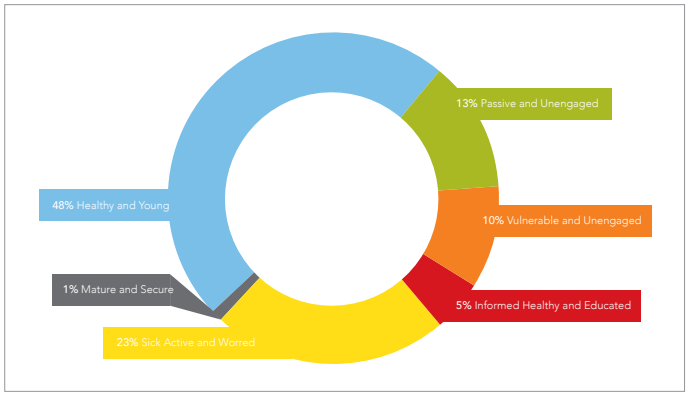


TABLE 2: COMPARING THE UNINSURED SEGMENTS

SICK, ACTIVE & WORRIED	HEALTHY & YOUNG	PASSIVE & UNENGAGED
Cost is cited as main reason for being uninsured by 79%; 60% have been noncompliant with medications due to cost.	Cost is cited as main reason for being uninsured by 54%; 33% have been noncompliant with medications due to cost.	Cost is cited as a main reason for being uninsured by 73%; 33% have been noncompliant with medications due to cost.
Health is fair to very poor; 67% have a chronic condition; 34% report a disability.	Health is excellent to very good; 4% have a chronic condition, 5% report a disability.	Health is fair to excellent; 23% have chronic condition; 12% report a disability.
79% use internet	91% use internet	62% use internet

TABLE 3: COMPARING THE UNINSURED SEGMENTS: DEMOGRAPHICS

SICK, ACTIVE & WORRIED	HEALTHY & YOUNG	PASSIVE & UNENGAGED
59% female	43% female	46% female
58% High School or less	56% High School or less	63% High School or less
67% with chronic condition	4% with chronic condition	23% with chronic condition
53% married	41% married	56% married
42% employed	57% employed	56% employed
77% Caucasian 16% African American 15% Hispanic	62% Caucasian 16% African American 22% Hispanic	62% Caucasian 29% African American 15% Hispanic
90% likely to qualify for subsidy	84% likely to qualify for subsidy	82% likely to qualify for subsidy

TABLE 4: THEMES AND SEGMENTS

	SICK, ACTIVE & WORRIED	HEALTHY & YOUNG	PASSIVE & UNENGAGED
Common Themes Across Segments	Cost-conscious and sensitive to motivational propositions emphasize high perceived value, getting a good deal, best deal for the dollar. Family centered lifestyles and obligations.	Cost-conscious and sensitive to motivational propositions emphasize high perceived value, getting a good deal, best deal for the dollar. Family centered lifestyles and obligations.	Cost-conscious and sensitive to motivational propositions emphasize high perceived value, getting a good deal, best deal for the dollar. Family centered lifestyles and obligations.
Distinct Themes Among Segments	Willingness to take a chance and do things their own way. Preferences for simple and straightforward with "no frills."	Image-conscious, interested in self-improvement. Open minded, interest in having the "latest and greatest."	Live for today. Preference for known brands ["the real thing"].

KEY COMMUNICATION NEEDS

Healthy & Young - Motivational messages with a focus on making a smart decision.

Sick Active & Worried - Awareness of new options will be critical, fewer motivational barriers, but may need help sharpening skills to make best use of information.

Passive & Unengaged - Motivational messages with a focus on independence, control, testimonials. In addition, skill building and support will be especially needed for those in the Passive & Unengaged Segment.

C. ROBERT WOOD JOHNSON RESEARCH SEGMENTATION:

- Experienced and Enthusiastic (have some prior experience with government services and plans): motivated by staying healthy but some also in preventing medical bills; they just need to be informed of new program
- Cost-Conscious (little experience with prior plans/services): less enthusiastic about insurance, most motivated about concerns over medical bills; probably not motivated to enroll in insurance plans
- Barrier Bound: like experienced and enthusiastic but are concerned about eligibility, doubt they'll find a plan they can buy, dominated by women
- Rural Reluctants: live in rurals, concerns about eligibility and finding plans they can afford and are eligible for

D. BRIDGES OUT OF POVERTY INSIGHTS AND SEGMENTATION

- Three segments - Wealthy, Middle Class, Poverty
- For adults from poverty, the primary hope for their success will be their relationships
- Need to be able to communicate with those in poverty using language they understand and comprehend - simple terms, graphics/images
- Those in poverty form an opinion about something in the first 15 minutes - need to create the "relationship" immediately
- The "now" and surviving the day is what people in poverty think about; difficult to think too far in the future, no concept of future
- Families in poverty respond well to clearly outlined choices and consequences

- Family structure evolves to meet the survival needs of the family as a single unit
- Stories found to be effective forms of communication with those in poverty
- Must approach messaging with mutual respect in tone and language
- Family structure in poverty stricken homes are typically matriarchal - gender roles will play into how a family must be communicated with
- Those in poverty use casual register in language for survival, and respond well to this register since it is seen as more "accurate"
- Survival, relationships and entertainment are motivating and driving forces to those in poverty
- Those in poverty believe in fate - cannot do much to mitigate change
- Those in poverty see the world in terms of local settings

E. ENROLL AMERICA SECONDARY RESEARCH [23]

The adult population ages 18 to 64 at or below 400% FPL is incredibly diverse. To help analyze this population, EA used a statistical technique called "cluster analysis." This tool identifies and creates distinct segments of the population based on key variables. For this study, EA used cluster analysis to segment the audience based on demographics, insurance coverage security, and benchmark questions on interest and skepticism toward options in 2014.

Ten clusters or segments of the population emerged. The target audiences - those who are most likely to need coverage in 2014 - are represented by five of the clusters. These audiences, described in detail on the following pages, are:

- Unnecessary & Uninterested (11% of population; 71% are currently uninsured)
- Reluctant but Reachable (10% of population; 64% currently uninsured)
- Desperate & Believing (8% of population; 55% currently uninsured)
- Connected, Low-income Women (9% of population; 39% currently uninsured)
- Insured but At-Risk (13% of population; 35% currently uninsured)

There are five additional clusters, not reported here, who are not key audiences. Those clusters include very large majorities who are currently insured and are not at risk for losing coverage. Most have employer coverage and are very certain they will have their coverage a year from now. They are much more likely to earn higher incomes and be more educated than your targets.

UNNECESSARY & UNINTERESTED (11% OF EXCHANGE POP.) SKEPTICAL, YOUNG (MOSTLY) MEN [23]

24% OF THE UNINSURED FALL INTO THIS SEGMENT

- **71% are uninsured - and most have been so for more than two years.** A majority are men (67%). They are one of the youngest clusters (40% are ages 18 to 29) and among the most single (53%). They represent a mix of race, ethnicity and income, but lean less educated than others - 63% have a high school degree or less. They are the least connected to Medicaid. Politically, they are independent and 45% are Southerners. Most are in excellent or good health.
- **Most do not see health insurance as necessary - only 22% say it is.** Close to half (44%) feel insurance is not even important or needed - a much bigger proportion than any other cluster.
- **Only 3% express strong interest in the new options.** This segment is incredibly skeptical - only 3% to 4% lean toward thinking there will be a plan they can afford or one that will cover what they need.
- **They are moveable, however.** About a third (37%) move in the positive direction - becoming slightly more interested in the options after hearing information. Half (52%) shift in the direction of believing they may be able to find an affordable plan.

TOP FACTS:

- What is covered
- Simple language, no fine print
- Financial help

TOP MOTIVATORS:

- Financial security
- Find a plan to fit budget
- Mandate

FIRST PLACE THEY'D GO FOR INFO:

- Google/search engine
- Family member (mom, then spouse)

TOP MESSENGERS:

- Family Member (spouse or mom)
- Friend
- Doctor

BEHAVIORS:

- 29% have a smart phone
- 61% text
- 59% use the internet at least several times/week
- 51% use Facebook

RELUCTANT BUT REACHABLE (10%) [23]

YOUNG, DIVERSE, UNINSURED SEEKERS

21% OF THE UNINSURED FALL INTO THIS SEGMENT

- 64% are uninsured - but unlike others, many have tried to find insurance in the past 12 months. This cluster is among the least white (27%), with 46% Latinos and 23% African Americans.
- They are the one of the youngest clusters (40% are ages 18 to 29) and earn among the lowest incomes - 50% are under 139% FPL. They are among the least educated (62% have a high school degree or less). A majority (55%) are parents of children under 18, and 36% say someone in their household is enrolled in Medicaid or CHIP. Politically, they are least Republican (5%). They are the cluster most likely to be living in the West (36%).
- 71% of this group sees health insurance as necessary.
- They are among the most likely to express "soft" interest in new options.
- While only one third (31%) is extremely interested in the new options, 98% express some level of interest. They also lean toward believing there might be a plan they could afford (87%) and that it would cover the care they need (79%).
- Many move toward firmer positions after information. More than four in ten (42%) move toward a firmer belief that they could find a plan they could afford and one that will cover what they need (46%).

TOP FACTS:

- What is covered
- Financial help
- Can't be denied for pre-existing conditions

TOP MOTIVATORS:

- Plan will be there for you
- Financial security
- Find a plan to fit budget

4. This is an example of a large-scale media placement plan developed for the Nevada Health Insurance Exchange. It shows type of media, placements, costs and timing for a diversity of types of media.

NEVADA HEALTH LINK

REVISION FIVE

OPEN ENROLLMENT 11/15/14-2/15/15

		OCTOBER				NOVEMBER				DECEMBER				JANUARY					FEBRUARY				
		29	6	13	20	27	3	10	17	24	1	8	15	22	29	5	12	19	26	2	9	16	TOTAL
PRINT	**SIZE/PLACEMENT**																						
Humboldt Sun (Winnemucca)	5 col. X 8", 4C																						
Battle Mountain Bugle (Battle Mountain)	5 col. X 8", 4C																						
Mailbox News (Fernley & Fallon)	5 col. X 8", 4C																						
Lovelock Review Miner (Lovelock)	5 col. X 8", 4C																						
Mailbox News	5 col. X 8", 4C																						
Elko Daily Free Press (Elko)	3 col. X 10", 4C																						
Reno News & Review	FP4C & 1/2P4C																						
Fernely Leader-Dayton Courier	15-40 Column Inches																						
Nevada Appeal (Carson City)	15-40 Column Inches																						
Las Vegas Weekly (Las Vegas)	15-40 Column Inches																						
Pahrump Mirror	15-40 Column Inches																						
SPANISH PRINT																							
El Mundo (Las Vegas)	15-40 Column Inches																						
El Tiempo (Las Vegas)	15-40 Column Inches																						
Ahora Latino Journal (Reno)	15-40 Column Inches																						
La Voz de Nevada																							
El Sol de Nevada (Reno)	15-40 Column Inches																						
TELEVISION ;30	**UNIT**																						
Charter Media (Reno/Carson City/Fallon/Elko Cable Networks)	:60/:30 Spots																						
KTVN-TV (Reno, CBS)	:60/:30 Spots																						
KRNV-TV (Reno, NBC)	:30 Spots																						
KOLO-TV (Reno, ABC)	:30 Spots																						
KRXI-TV (Reno, FOX)/KAME	:30 Spots																						
KRNS-TV (Reno, CW)	:30 Spots																						
Cox Communications (Las Vegas Cable Network)	:30 Spots																						
KLAS-TV (Las Vegas, CBS)	:30 Spots																						
KTNV-TV (Las Vegas, ABC)	:30 Spots																						
KSNV-TV (Las Vegas, NBC)	:30 Spots																						
KVVU-TV (Las Vegas, FOX)	:30 Spots																						
KVCW/KVMY/NVMY	:30 Spots																						
SPANISH TELEVISION																							
Hispanic Television (No. Nevada) KNVV, Telemundo, Galavision, Azteca America	:30 Spots																						
Hispanic Television (So. Nevada) KWWB, KINC, KELV, Telemundo, Galavision, Azteca America	:30 Spots																						
Charter Media - Hispanic Networks (No. Nevada)	:30 Spots																						
Cox Communications - Hispanic Networks (So. Nevada)	:30 Spots																						

		OPEN ENROLLMENT 11/15/14-2/15/15																				
		OCTOBER				NOVEMBER				DECEMBER				JANUARY					FEBRUARY				
		29	6	13	20	27	3	10	17	24	1	8	15	22	29	5	12	19	26	2	9	16	TOTAL
RADIO	**UNIT**																						
Reno/Sparks Metro and Rural Radio	:60 Spots																						
Las Vegas Metro Radio	:60 Spots																						
SPANISH RADIO																							
Reno/Sparks Spanish Radio	:60 Spots																						
Las Vegas Spanish Radio	:60 Spots																						
OUT-OF-HOME	**SIZE/PLACEMENT**																						
Northern Nevada - Digital Outdoor	Digital Outdoor																						
Northern Nevada - Poster Panels	Poster Panels																						
Southern Nevada Digital Outdoor	Digital Outdoor																						
Southern Nevada Poster Panels	Poster Panels																						
Southern Nevada Transit	Bus Wraps																						
Movie Theater Advertising 6 in LV/3 in Reno	30 Seconds																						
ELECTRONIC MEDIA (INTERNET & MOBILE MEDIA)	**SIZE/PLACEMENT**																						
STATEWIDE (English and Spanish)																							
English Ad Networks - Traditional/Mobile Display	300x250/160x600/728x90/300x50 mobile/tablet/desktop																						
Latino Networks - Traditional Display/Mobile/Tablets	re-marketing																						

TOTAL* PAID MEDIA:	**$2,781,190**
ADDED VALUE	**$651,888**
MEDIA VALUE	**$3,433,078**

*This plan reflects budget allocation in cost and percent of budget. Details (i.e. run dates, exact costs, special sections, programming, etc) TBD on budget and flight approvals. Above are estimates only. Costs may vary depending on season, lead time to negotiate and/or availability.

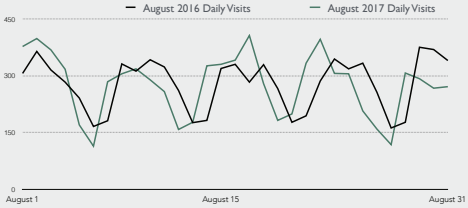
5. This is a Search Engine Optimization and web analytics report prepared for Nevada SCATS. We would prepare something similar for DPS and its programs on the frequency desired.

WEBSITE ANALYTICS REPORT

AUGUST, 2017

OVERALL TRAFFIC

TOTAL DAILY VISITS
AUGUST, 2016 V. AUGUST, 2017



WEBSITE USAGE STATS
AUGUST, 2016 V. AUGUST, 2017

SESSIONS	USERS
1%	3%
8,557 vs 8,641	6,268 vs 6,443
PAGEVIEWS	**AVG. SESSION DURATION**
10%	29%
31,232 vs 28,425	2m8s vs 1m40s
BOUNCE RATE	**NEW SESSIONS**
11%	3%
58% vs 65%	66% vs 68%

KEY PERFORMANCE INDICATOR

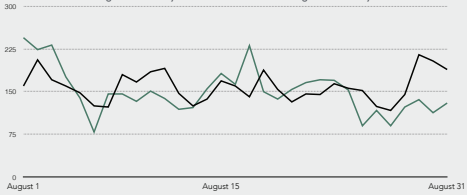
August's overall traffic fell as a result of fewer ad visitors, but organic search increased by 15%.

August's traffic was effectively flat year-over-year, a result of fewer visitors coming from paid sources. Organic search traffic saw an increase of 15%, and traffic arriving directly jumped 33%. Visitors continue to show high engagement, looking at 4 pages per session while spending an average of just over two minutes on the website. While class registrations were even year-over-year, contact us form submissions increased by 11%, training requests were up 40%, and consultation requests surged 207%. Despite a decrease in overall paid visits, total paid consultation requests jumped from 2 in August of 2016 to 24 in August of 2017.

OVERALL TRAFFIC SOURCES
AUGUST, 2017

MOBILE TRAFFIC

TOTAL DAILY VISITS FROM A PHONE OR TABLET
AUGUST, 2016 V. AUGUST, 2017



WEBSITE USAGE STATS - MOBILE
AUGUST, 2016 V. AUGUST, 2017

SESSIONS	USERS
5%	5%
4,681 vs 4,926	3,525 vs 3,692
PAGEVIEWS	**AVG. SESSION DURATION**
6%	34%
11,385 vs 10,704	1m21s vs 1m1s
BOUNCE RATE	**NEW SESSIONS**
11%	2%
69% vs 77%	71% vs 72%

KEY PERFORMANCE INDICATOR

August's mobile sessions decreased by 5%, a result of fewer paid visits from AdWords.

Visitors who arrived from a phone or tablet accounted for 55% of this months traffic, and 27% of our goal completions. Mobile users were responsible for 73 class registrations, 24 consultation requests, 8 contact us form submissions, and 3 training request submissions. Mobile search traffic jumped by 18%, and direct visitors using a phone or tablet increased by 87% over last year.

MOBILE TRAFFIC SOURCES
AUGUST, 2017

CONTENT & AUDIENCE

MOST POPULAR CONTENT BY PAGEVIEWS
AUGUST, 2016 V. AUGUST, 2017

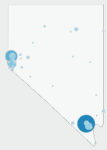
PAGE	PAGEVIEWS	BOUNCE RATE
Homepage	6,598 (-4%)	59%
Find A Class Calendar	1,901 (+2%)	17%
Training	1,836 (+20%)	18%
Classes & Materials	1,418 (+6%)	30%
Register	835 (-4%)	49%
Rights and Responsibilities	795 (+12%)	59%
September Class Calendar	684 (+68,300)	31%
Resources	617 (+5%)	24%
Request Consultation	615 (+122%)	74%
October Class Calendar	459 (+N/A)	0%

KEY PERFORMANCE INDICATOR

Visitors from Reno increased from 1% over last August.

Boulder City saw the highest increase in traffic over August of last year. 30% of the goal completions arrived from Las Vegas, 13% from Reno and 11% from Carson City. 29 of the Las Vegas goal completions were from direct traffic, 27 from organic traffic, and 10 from AdWords. In Reno, 19 goal completions arrived from organic visitors and 11 from direct traffic. Google Analytics was unable to determine the location of 2,494 visitors and 105 conversions, displaying these sessions as "not set" geographically — which has a large impact on the overall geo-stats.

VISITS BY CITY
AUGUST, 2016 V. AUGUST, 2017



CITY	VISITS
Las Vegas	1,213 (-0.16%)
Reno	567 (+0.53%)
Carson City	271 (+18%)
Henderson	184 (-57%)
Sparks	143 (+1%)
North Las Vegas	96 (–70%)
Elko	51 (-14%)
Boulder City	32 (+7%)
Fallon	20 (-62%)
Pahrump	20 (-44%)

CLASSES & CONSULTATIONS

MOST POPULAR CLASSES BY SIGNUPS
AUGUST, 2017

CLASS	ONLINE SIGNUPS	CLASS DATE	AVG. LEAD TIME
OSHA 10 Hour Construction Course (LV)	20	11/1/17	75 days
OSHA 10 Hour Construction Course (Laughlin)	19	9/6/17	9 days
OSHA 30 Hour Construction Outreach Program (Reno)	16	9/11/17	22 days
Confined Space Awareness (LV)	14	8/30/17	8 days
Personal Protective Equipment (LV)	13	9/5/17	17 days

KEY PERFORMANCE INDICATOR

Contact us form submissions, consultation requests, and training requests increased by 11%, 207% and 40% over last August.

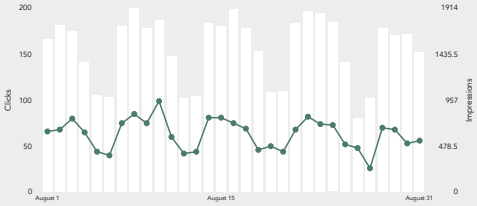
Organic visitors accounted for 46% of August's goal completions, direct visitors for 29%, and AdWords made up 17%. The most popular search queries that resulted in class registrations from the AdWords campaign were safety training courses, nevada safety training, and construction safety. Relative to last month, class registrations saw a 45% increase in conversions, and consultation requests increased by 72%.

GOAL CONVERSIONS BY CITY
AUGUST, 2017

GOAL	COMPLETIONS	CONV. RATE
Class Registration	320	4%
Consultation Request	43	0.50%
Training Request	14	0.16%
Contact Us Submissions	30	0.35%

ADWORDS PERFORMANCE

ADWORDS CLICKS & IMPRESSIONS
AUGUST, 2017



KEY PERFORMANCE INDICATOR

SCATS digital ads were seen 907,731 times in August resulting in 3,899 clicks.

Since the AdWords search and display campaigns launched in August 2015, they have collectively yielded 75,351 clicks and 22,530,000 impressions. In total, these campaigns have directly resulted in 1,184 goal completions, which include 821 class registrations, 138 contact form submissions, 147 consultation requests, and 78 training requests. In August, AdWords brought in 35 class registrations, 24 consultation requests, 5 training requests, and 5 contact us form submissions.

ADWORDS PERFORMANCE
AUGUST, 2017

CLICKS	IMPRESSIONS
3,899	907,731
CTR	**AVG. CPC**
0.43%	$0.96

TOTAL ADWORDS COST
$3,732.51

TOP PERFORMING KEYWORDS
AUGUST, 2017

KEYWORD	CLICKS
safety training courses	460
nevada safety training	171
food handling card	103
food safety training	95
forklift certification	82

Thank You

kps3.com

Agency Contact:

Stephanie Kruse, President

stephanie@kps3.com | 775-771-4510