Part IA—Technical Proposal
Section I—Title Page
RFP Title: Department of Public Safety Marketing and Advertising Campaign
RFP: 3481
Vendor Name: Robertson+Partners
Address: 6061 S. Fort Apache Rd. #100, Las Vegas, NV 89148
Opening Date: September 26, 2017
Opening Time: 2:00 PM

Section II—Table of Contents

Part IA—Technical Proposal

Vendor Information Sheet 3
State Documents
Signature Page from Q&A Amendment 5
Attachment A—Confidentiality and Certification of Indemnification 6
Attachment B—Vendor Certifications 7
Attachment H—Certification Regarding Lobbying 8
Vendor Licensing Agreements 9
Applicable Certifications and/or Licenses 10
Scope of Work 21
Company Background and References 57
Attachment F—Proposed Staff Resume 78
Other Informational Material 119

V1	Company Name	Robertson & Partners

V2	Street Address	6061 S. Ft. Apache Rd., Suite 100

V3	City, State, ZIP	Las Vegas, NV 89148

V4	Telephone Number		
	Area Code: 702	Number: 947-7777	Extension: 1600

V5	Facsimile Number		
	Area Code: 702	Number: 262-9037	Extension:

V6	Toll Free Number		
	Area Code:	Number:	Extension:

V7	***Contact Person for Questions / Contract Negotiations, including address if different than above***
	Name: Scott Robertson
	Title: Owner, CEO
	Address: 6061 S. Ft. Apache Rd., Suite 100, Las Vegas, NV 89148
	Email Address: scott@robertson.partners

V8	Telephone Number for Contact Person		
	Area Code: 702	Number: 234-5325	Extension:

V9	Facsimile Number for Contact Person		
	Area Code: 702	Number: 262-9037	Extension:

V10	***Name of Individual Authorized to Bind the Organization***	
	Name: Scott Robertson	Title: Owner, CEO

V11	Signature ***(Individual shall be legally authorized to bind the vendor per NRS 333.337)***	
	Signature:	Date: 9-18-17

Section IV—State Documents
A. Signature from page from Q&A

6. WRITTEN QUESTIONS AND ANSWERS

The Purchasing Division shall accept questions and/or comments in writing regarding this RFP as noted below:

6.1 QUESTIONS AND ANSWERS

6.1.1 The RFP Question Submittal Form is located on the Solicitation Opportunities webpage at http://purchasing.nv.gov. Select the Solicitation Status, Questions dropdown and then scroll to the RFP number and the "Question" link.

6.1.2 The deadline for submitting questions is as specified in **Section 7, RFP Timeline**.

6.1.3 All questions and/or comments shall be addressed in writing. An email notification that the amendment has been posted to the Purchasing website shall be issued on or about the date specified in **Section 7, RFP Timeline**.

Vendor received the written questions and answers and a signature page is included on the following page.

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: Robertson+Partners

Authorized Signature: _____

Title: Owner_CEO Date: 9-18-17

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	SR
Justification for Confidential Status			

Part III – Confidential Financial Information			
YES	SR	NO	
Justification for Confidential Status			
3.1.10 includes confidential financial information including Dun & Bradstreet Number, Federal Tax Identification Number, and company financials.			

Robertson+Partners
Company Name

Signature

Scott Robertson
Print Name

9/20/2017
Date

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.

Robertson+Partners

Vendor Company Name

Vendor Signature

Scott Robertson

Print Name

9/20/17

Date

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: _____ 9/20/17

Signature of Official Authorized to Sign Application — Date

For: Robertson+Partners

Vendor Name

RFP #3481 for Department of Public Safety Marketing and Advertising Campaign

Project Title

Section IV—State Documents
E. Copies of any vendor licensing agreements and/or hardware and software maintenance agreements.

N/A

MERICA, BURCH & DICKERSON, INC.

Business Entity Information

Status:	Active	File Date:	1/19/1977
Type:	Domestic Corporation	Entity Number:	C266-1977
Qualifying State:	NV	List of Officers Due:	1/31/2018
Managed By:		Expiration Date:	
NV Business ID:	NV19771000382	Business License Exp:	1/31/2018

Additional Information

Central Index Key:	

Registered Agent Information

Name:	MERICA BURCH & DICKERSON PRESIDENT	Address 1:	6061 S FT. APACHE RD #100
Address 2:		City:	LAS VEGAS
State:	NV	Zip Code:	89148
Phone:		Fax:	
Mailing Address 1:		Mailing Address 2:	
Mailing City:		Mailing State:	NV
Mailing Zip Code:			
Agent Type:	Noncommercial Registered Agent		

Financial Information

No Par Share Count:	2,500.00	Capital Amount:	$ 0

No stock records found for this company

Officers

☐ Include Inactive Officers

Treasurer - GEORGE DAVEY

Address 1:	6061 S. FT. APACHE RD. #100	Address 2:	
City:	LAS VEGAS	State:	NV
Zip Code:	89148	Country:	USA
Status:	Active	Email:	

President - J SCOTT ROBERTSON

Address 1:	6061 S. FT. APACHE RD. #100	Address 2:	
City:	LAS VEGAS	State:	NV
Zip Code:	89148	Country:	USA

Status:	Active	Email:	

Director - J SCOTT ROBERTSON			
Address 1:	6061 S. FT. APACHE RD. #100	Address 2:	
City:	LAS VEGAS	State:	NV
Zip Code:	89148	Country:	USA
Status:	Active	Email:	
Secretary - LOUISE ROBERTSON			
Address 1:	6061 S. FT. APACHE RD. #100	Address 2:	
City:	LAS VEGAS	State:	NV
Zip Code:	89148	Country:	USA
Status:	Active	Email:	

Actions\Amendments

Action Type:	Articles of Incorporation		
Document Number:	C266-1977-001	# of Pages:	0
File Date:	1/19/1977	Effective Date:	
(No notes for this action)			
Action Type:	Amendment		
Document Number:	C266-1977-003	# of Pages:	1
File Date:	6/17/1977	Effective Date:	
WHITE, COOPER, BURCH & HOWE, INC. B {* 001			
Action Type:	Registered Agent Address Change		
Document Number:	C266-1977-004	# of Pages:	1
File Date:	2/6/1981	Effective Date:	
DAVID COOPER SUITE 603			
300 S. FOURTH ST. LAS VEGAS NV 89101			
Action Type:	Registered Agent Change		
Document Number:	C266-1977-005	# of Pages:	1
File Date:	1/26/1987	Effective Date:	
DAVID COOPER			
521 S. SEVENTH ST LAS VEGAS NV 89101			
Action Type:	Registered Agent Address Change		
Document Number:	C266-1977-006	# of Pages:	1
File Date:	1/26/1988	Effective Date:	
JOEL M. COOPER SUITE 601			
302 EAST CARSON LAS VEGAS NV 89101			
Action Type:	Registered Agent Change		

Document Number:	C266-1977-007	# of Pages:	1
File Date:	4/30/1989	Effective Date:	
JOEL M. COOPER SUITE 601			
614 SO. SIXTH STREET LAS VEGAS NV 89101			
Action Type:	Amendment		
Document Number:	C266-1977-008	# of Pages:	1
File Date:	3/29/1990	Effective Date:	
COOPER, BURCH & HOWE, INC. TLSBpE a 002			
Action Type:	Annual List		
Document Number:	C266-1977-014	# of Pages:	1
File Date:	2/3/1998	Effective Date:	
(No notes for this action)			
Action Type:	Annual List		
Document Number:	C266-1977-010	# of Pages:	1
File Date:	2/7/1999	Effective Date:	
(No notes for this action)			
Action Type:	Annual List		
Document Number:	C266-1977-015	# of Pages:	1
File Date:	1/24/2000	Effective Date:	
(No notes for this action)			
Action Type:	Registered Agent Change		
Document Number:	C266-1977-009	# of Pages:	1
File Date:	3/1/2000	Effective Date:	
WILLIAM B. BURCH SUITE 601			
521 SOUTH 7TH STREET LAS VEGAS NV 89101 MJM			
Action Type:	Annual List		
Document Number:	C266-1977-013	# of Pages:	1
File Date:	1/26/2001	Effective Date:	
(No notes for this action)			
Action Type:	Annual List		
Document Number:	C266-1977-012	# of Pages:	1
File Date:	1/29/2002	Effective Date:	
(No notes for this action)			
Action Type:	Annual List		
Document Number:	C266-1977-011	# of Pages:	1
File Date:	1/17/2003	Effective Date:	
(No notes for this action)			

Action Type:	Annual List		
Document Number:	C266-1977-002	# of Pages:	1
File Date:	1/28/2004	Effective Date:	
List of Officers for 2004 to 2005			
Action Type:	Annual List		
Document Number:	20050016997-99	# of Pages:	1
File Date:	2/28/2005	Effective Date:	
(No notes for this action)			
Action Type:	Registered Agent Change		
Document Number:	20050238368-87	# of Pages:	1
File Date:	6/17/2005	Effective Date:	
(No notes for this action)			
Action Type:	Resignation of Officers		
Document Number:	20050302374-36	# of Pages:	1
File Date:	7/5/2005	Effective Date:	
(No notes for this action)			
Action Type:	Annual List		
Document Number:	20060037929-38	# of Pages:	1
File Date:	1/24/2006	Effective Date:	
(No notes for this action)			
Action Type:	Annual List		
Document Number:	20070084116-19	# of Pages:	1
File Date:	2/1/2007	Effective Date:	
(No notes for this action)			
Action Type:	Annual List		
Document Number:	20070822956-31	# of Pages:	1
File Date:	11/30/2007	Effective Date:	
(No notes for this action)			
Action Type:	Annual List		
Document Number:	20090478188-67	# of Pages:	1
File Date:	6/11/2009	Effective Date:	
(No notes for this action)			
Action Type:	Annual List		
Document Number:	20100274565-42	# of Pages:	1
File Date:	4/26/2010	Effective Date:	
(No notes for this action)			
Action Type:	Annual List		
Document Number:	20110055023-79	# of Pages:	1

File Date:	1/24/2011	Effective Date:	
(No notes for this action)			
Action Type:	Amended List		
Document Number:	20110365365-72	# of Pages:	1
File Date:	5/17/2011	Effective Date:	
(No notes for this action)			
Action Type:	Annual List		
Document Number:	20120075075-39	# of Pages:	1
File Date:	1/31/2012	Effective Date:	
(No notes for this action)			
Action Type:	Annual List		
Document Number:	20130041937-70	# of Pages:	1
File Date:	1/23/2013	Effective Date:	
(No notes for this action)			
Action Type:	Registered Agent Change		
Document Number:	20130801938-05	# of Pages:	1
File Date:	12/6/2013	Effective Date:	
(No notes for this action)			
Action Type:	Annual List		
Document Number:	20140063827-23	# of Pages:	1
File Date:	1/28/2014	Effective Date:	
(No notes for this action)			
Action Type:	Annual List		
Document Number:	20150011391-83	# of Pages:	1
File Date:	1/9/2015	Effective Date:	
(No notes for this action)			
Action Type:	Annual List		
Document Number:	20150539965-05	# of Pages:	1
File Date:	12/10/2015	Effective Date:	
(No notes for this action)			
Action Type:	Annual List		
Document Number:	20160511090-65	# of Pages:	1
File Date:	11/23/2016	Effective Date:	
(No notes for this action)			

Document Number:	20070188191-27	# of Pages:	1
File Date:	3/16/2007	Effective Date:	
(No notes for this action)			
Action Type:	Annual List		
Document Number:	20080505236-21	# of Pages:	1
File Date:	7/30/2008	Effective Date:	
(No notes for this action)			
Action Type:	Annual List		
Document Number:	20090539665-45	# of Pages:	1
File Date:	7/10/2009	Effective Date:	
(No notes for this action)			
Action Type:	Annual List		
Document Number:	20100274566-53	# of Pages:	1
File Date:	4/26/2010	Effective Date:	
(No notes for this action)			
Action Type:	Annual List		
Document Number:	20110370206-62	# of Pages:	1
File Date:	5/18/2011	Effective Date:	
(No notes for this action)			
Action Type:	Annual List		
Document Number:	20120246991-56	# of Pages:	1
File Date:	4/9/2012	Effective Date:	
(No notes for this action)			
Action Type:	Annual List		
Document Number:	20130367925-38	# of Pages:	1
File Date:	6/2/2013	Effective Date:	
(No notes for this action)			
Action Type:	Annual List		
Document Number:	20140379103-60	# of Pages:	1
File Date:	5/26/2014	Effective Date:	
(No notes for this action)			
Action Type:	Annual List		
Document Number:	20150233653-50	# of Pages:	1
File Date:	5/25/2015	Effective Date:	
(No notes for this action)			
Action Type:	Annual List		
Document Number:	20160209004-14	# of Pages:	1
File Date:	5/9/2016	Effective Date:	
(No notes for this action)			
Action Type:	Annual List		
Document Number:	20170174528-17	# of Pages:	1
File Date:	4/24/2017	Effective Date:	

Zip Code:	89106	Country:	
Status:	Active	Email:	

Actions\Amendments

Action Type:	Initial List		
Document Number:	LLC5338-2002-003	# of Pages:	1
File Date:	6/9/2001	Effective Date:	
(No notes for this action)			
Action Type:	Articles of Organization		
Document Number:	LLC5338-2002-001	# of Pages:	1
File Date:	5/6/2002	Effective Date:	
(No notes for this action)			
Action Type:	Initial List		
Document Number:	LLC5338-2002-004	# of Pages:	1
File Date:	5/31/2002	Effective Date:	
(No notes for this action)			
Action Type:	Annual List		
Document Number:	LLC5338-2002-002	# of Pages:	1
File Date:	5/12/2004	Effective Date:	
List of Officers for 2004 to 2005			
Action Type:	Annual List		
Document Number:	20050139897-84	# of Pages:	1
File Date:	4/21/2005	Effective Date:	
(No notes for this action)			
Action Type:	Annual List		
Document Number:	20060187191-85	# of Pages:	1
File Date:	3/24/2006	Effective Date:	
(No notes for this action)			
Action Type:	Registered Agent Change		
Document Number:	20060186748-92	# of Pages:	1
File Date:	3/24/2006	Effective Date:	
(No notes for this action)			
Action Type:	Registered Agent Address Change		
Document Number:	20060636566-40	# of Pages:	1
File Date:	9/29/2006	Effective Date:	
(No notes for this action)			
Action Type:	Registered Agent Address Change		
Document Number:	20060666109-46	# of Pages:	1
File Date:	10/16/2006	Effective Date:	
(No notes for this action)			
Action Type:	Annual List		
(No notes for this action)			

F. State Documents
Copies of applicable certifications and/or licenses.
Faiss Foley Warren Public Relations Nevada Business License

FFM L.L.C.

Business Entity Information

Status:	Active	File Date:	5/6/2002
Type:	Domestic Limited-Liability Company	Entity Number:	LLC5338-2002
Qualifying State:	NV	List of Officers Due:	5/31/2018
Managed By:	Managing Members	Expiration Date:	5/6/2502
NV Business ID:	NV20021055055	Business License Exp:	5/31/2018

Additional Information

Central Index Key:	

Registered Agent Information

Name:	GEORGE DAVEY	Address 1:	919 EAST BONNEVILLE AVE
Address 2:		City:	LAS VEGAS
State:	NV	Zip Code:	89101
Phone:		Fax:	
Mailing Address 1:		Mailing Address 2:	
Mailing City:		Mailing State:	
Mailing Zip Code:			
Agent Type:	Noncommercial Registered Agent		

Financial Information

No Par Share Count:	0	Capital Amount:	$ 0

No stock records found for this company

Officers

Include Inactive Officers

Managing Member - LINDA FAISS

Address 1:	100 N. CITY PARKWAY #750	Address 2:	
City:	LAS VEGAS	State:	NV
Zip Code:	89106	Country:	
Status:	Active	Email:	

Managing Member - HELEN FOLEY

Address 1:	100 N. CITY PARKWAY #750	Address 2:	
City:	LAS VEGAS	State:	NV
Zip Code:	89106	Country:	
Status:	Active	Email:	

Managing Member - MELISSA WARREN

Address 1:	100 N. CITY PARKWAY #750	Address 2:	
City:	LAS VEGAS	State:	NV

Zip Code:	89106	Country:	
Status:	Active	Email:	

Actions\Amendments

Action Type:	Initial List		
Document Number:	LLC5338-2002-003	# of Pages:	1
File Date:	6/9/2001	Effective Date:	
(No notes for this action)			
Action Type:	Articles of Organization		
Document Number:	LLC5338-2002-001	# of Pages:	1
File Date:	5/6/2002	Effective Date:	
(No notes for this action)			
Action Type:	Initial List		
Document Number:	LLC5338-2002-004	# of Pages:	1
File Date:	5/31/2002	Effective Date:	
(No notes for this action)			
Action Type:	Annual List		
Document Number:	LLC5338-2002-002	# of Pages:	1
File Date:	5/12/2004	Effective Date:	
List of Officers for 2004 to 2005			
Action Type:	Annual List		
Document Number:	20050139897-84	# of Pages:	1
File Date:	4/21/2005	Effective Date:	
(No notes for this action)			
Action Type:	Annual List		
Document Number:	20060187191-85	# of Pages:	1
File Date:	3/24/2006	Effective Date:	
(No notes for this action)			
Action Type:	Registered Agent Change		
Document Number:	20060186748-92	# of Pages:	1
File Date:	3/24/2006	Effective Date:	
(No notes for this action)			
Action Type:	Registered Agent Address Change		
Document Number:	20060636566-40	# of Pages:	1
File Date:	9/29/2006	Effective Date:	
(No notes for this action)			
Action Type:	Registered Agent Address Change		
Document Number:	20060666109-46	# of Pages:	1
File Date:	10/16/2006	Effective Date:	
(No notes for this action)			
Action Type:	Annual List		

Document Number:	20070188191-27	# of Pages:	1
File Date:	3/16/2007	Effective Date:	
(No notes for this action)			
Action Type:	Annual List		
Document Number:	20080505236-21	# of Pages:	1
File Date:	7/30/2008	Effective Date:	
(No notes for this action)			
Action Type:	Annual List		
Document Number:	20090539665-45	# of Pages:	1
File Date:	7/10/2009	Effective Date:	
(No notes for this action)			
Action Type:	Annual List		
Document Number:	20100274566-53	# of Pages:	1
File Date:	4/26/2010	Effective Date:	
(No notes for this action)			
Action Type:	Annual List		
Document Number:	20110370206-62	# of Pages:	1
File Date:	5/18/2011	Effective Date:	
(No notes for this action)			
Action Type:	Annual List		
Document Number:	20120246991-56	# of Pages:	1
File Date:	4/9/2012	Effective Date:	
(No notes for this action)			
Action Type:	Annual List		
Document Number:	20130367925-38	# of Pages:	1
File Date:	6/2/2013	Effective Date:	
(No notes for this action)			
Action Type:	Annual List		
Document Number:	20140379103-60	# of Pages:	1
File Date:	5/26/2014	Effective Date:	
(No notes for this action)			
Action Type:	Annual List		
Document Number:	20150233653-50	# of Pages:	1
File Date:	5/25/2015	Effective Date:	
(No notes for this action)			
Action Type:	Annual List		
Document Number:	20160209004-14	# of Pages:	1
File Date:	5/9/2016	Effective Date:	
(No notes for this action)			
Action Type:	Annual List		
Document Number:	20170174528-17	# of Pages:	1
File Date:	4/24/2017	Effective Date:	
(No notes for this action)			

F. State Documents
Copies of applicable certifications and/or licenses.
Faiss Foley Warren Public Relations
WBE Certificate

WBENC | Women's Business Enterprise National Council

hereby grants

National Women's Business Enterprise Certification

to

FFM LLC DBA Faiss Foley Warren

who has successfully met WBENC's standards as a Women's Business Enterprise (WBE).
This certification affirms the business is woman-owned, operated and controlled; and is valid through the date herein.

Certification Granted: July 31, 2014
Expiration Date: July 31, 2018
WBENC National Certification Number: 2005124985

WBENC National WBE Certification was processed and validated by Women's Business Enterprise Council - West, a WBENC Regional Partner Organization.

Pamela Williamson, Ph.D

Authorized by Pamela Williamson, President & CEO
Women's Business Enterprise Council - West

Women's Business Enterprise Council WEST

NAICS: 541820
UNSPSC: 80101707, 80141602

2. 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 advertisement and collateral production, research, surveys and direct marketing on a project basis. All creative materials prepared for this account shall become the property of the State of Nevada. All 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.

We understand and will comply with the Scope of Work

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

2.1 2.1 FY 18–19 ZERO FATALITIES PROGRAM

2.1.1 Task 1: WEBSITE HOSTING AND UPDATES

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

With extensive experience in designing, developing and maintaining web presences for public and private entities, we know the importance of being thorough and conscientious. In today's digital climate, an optimized website can mean the difference between someone finding your site or not; of someone looking at 1 page and leaving or staying and easily finding what they need and enjoying the experience.

We have the technical expertise to be a trusted partner, and the creative experience to ensure a dynamic, rewarding, and easy-to-use experience.

2.1.1.2 Web hosting;

With extensive experience comes extensive questions: what's under the hood now and how is that working for you? What challenges are you experiencing operating the site? What experience is reported by users that can be addressed?

But also with that experience comes some anticipated needs, so in that spirit, we offer some initial thoughts that we would seek to discuss further as your selected agency partner.

1. ***Secure cloud servers with 1 site per VPS***
2. ***Automatic updates to the server on regular intervals for security patches***
3. ***Server monitoring for performance and uptime***
4. ***Best security practices enforced to prevent common attack vectors***
5. ***Malware scanning and removal in case of breach***
6. ***Optimized for PHP/WordPress***
7. ***Included varnish caching and nginx setup for speed***
8. ***SSL setup and maintenance, free with Let's Encrypt***
9. ***Nightly backups***

2.1.1.3 Secure local servers;

When required by statute, regulation or other technical requirement (such as a client's insurance or surety bond), we can establish and maintain secure local servers. However, with the rise of open source and proprietary cloud services, servers can be maintained more securely on equipment that is constantly monitored and upgraded to deliver the lowest cost, highest-spec servers.

We do not typically recommend local servers for clients. We recommend that everything is contained within one of our cloud partner's infrastructures behind full firewalls. However, we can secure local servers.

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

Usability studies consistently show that in less than ½ second, a typical user can evaluate a site and make value-judgements on trust-worthiness and favorability. A typical user, depending on their connection speed, may be willing to wait a full second for a page load – but impatience is a driving consideration.

We understand the mission critical nature of building and maintaining websites that are optimized for discovery, that load quickly, that "look good", that work across devices, operating systems and browsers, and that are updated frequently with current content.

1. ***Maintenance***
    1. ***Check for regular WordPress, theme, or plugin updates. Ensure plugin compatibility with current version of WordPress. Deactivate and remove extraneous plugins***
    2. ***Manage WordPress admin users as necessary as dictated by client***
    3. ***Ensure backups are functioning properly and adjust as needed***
    4. ***Evaluate current security measures and adjust as needed***
    5. ***If present, evaluate anti-spam service. If not present, implement service***
    6. ***Audit older pages for content updates***
2. ***Analytics***
    1. ***Evaluate audience trends over time in terms of user acquisition and retention***
    2. ***Investigate traffic based on source compared to any previous or current initiatives to evaluate conversion tactics***
    3. ***Address any issues with user behavior such as low time spent on pages, etc.***
    4. ***Continually check device break down and suggest any improvements to appropriate responsive break points***
    5. ***Suggest additional website updates based on analytic insights***
3. ***Posting(s) & Updates***
    1. ***Post new content where appropriate as directed by client***
    2. ***Include engaging and relevant content that supports keyword strategy***
    3. ***Optimize all image uploads for web and ensure that all contain appropriate alt tags both for SEO and Section 508 Compliance***

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

As stated above, we understand that a well-run website is mission critical – that includes the technical aspects from hosting and coding, to the functional aspects of designing and updating the site(s).

2.1.2 TASK 2: ADVERTISING AND MEDIA

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

Public health and safety campaigns have historically been based on raising awareness (If you do X, there are Y implications) and generating fear (If you do X, these Y horrible outcomes will occur to you).

For decades, tobacco-related public service announcements stressed the health risks of emphysema, black lung, cancer and death along with the social cost of cough, yellow teeth and stinky clothes. These efforts, supported by hundreds of millions of dollars, did little to decrease the usage of tobacco products by Americans. The same can be said for messaging aimed at reducing the incidence of impaired driving, wearing seatbelts, etc.

These messages, things a government agency might be required to inform its citizens on, or that a parent might teach their child, are important so that people are aware, educated and understand the cause and effect of certain behaviors. However, awareness alone is not a proven catalyst for human behavioral change for many segments of the population, specifically "resistant" or non-compliant audiences.

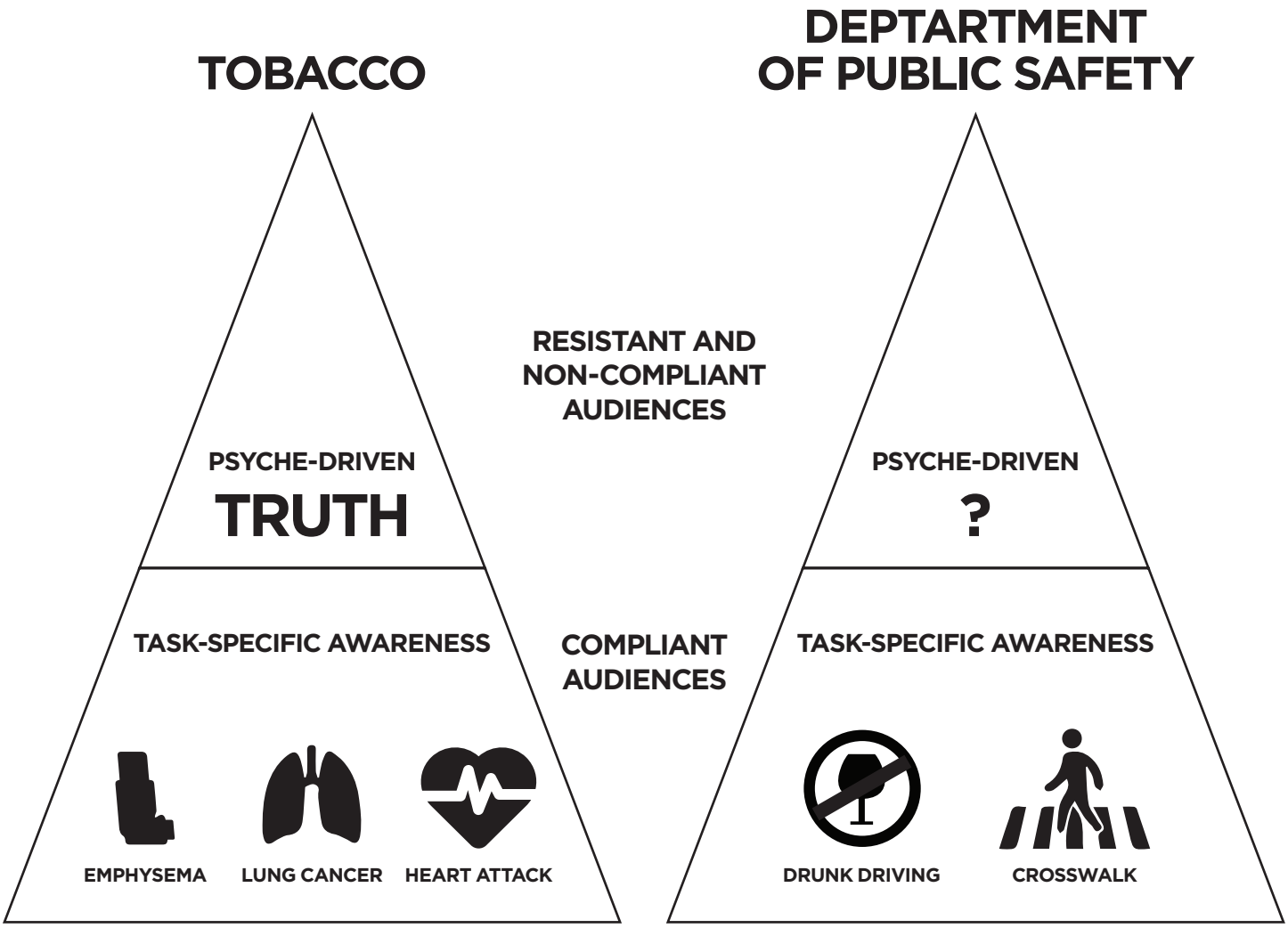
In social psychology, Reactance Theory describes when someone is pressured to accept a certain view or attitude. Reactance causes the person to adopt or strengthen a view or attitude that is contrary to what was intended, and also increase resistance to persuasion.

An example of such behavior can be observed when an individual engages in a prohibited activity in order to deliberately taunt the authority who prohibits it. E.g., Smoking in spite of known health risks, using drugs despite being told 'Just Say No to Drugs,' foregoing wearing a seatbelt despite threats of a fine, drinking and driving despite understanding the physics of a car crash.

The turning point in the battle against tobacco usage in America began with The Truth campaign and the strategic insight that many current users of tobacco didn't realize Big Tobacco was getting away with lying to them and getting rich at their expense – and they didn't like it when they learned "the truth." This psyche-driven insight repositions tobacco users as the victims rather than the cause of their own actions, thereby effectively leveraging reverse psychology in order to undo reactance.

The net effect of the message was to not start or to quit tobacco usage in order to avoid victimization at the hands of Big Tobacco, not any particular health issue. The campaign is credited with turning the tide and reducing tobacco usage in America.

Educational messages continue to be important and effective for a large portion of the population, however, an additional psyche-driven campaign that works for both compliant and resistant/non-compliant audiences turned the tide on tobacco usage and is the same insight that we apply for our public health and safety work, and we'd like to apply to support the Nevada Department of Public Safety.



Public awareness levels for the Department of Public Safety messaging and Zero Fatalities program are increasing annually, and yet year-over-year traffic deaths increased from 2011 – 2014 as reported by Nevada Office of Traffic Safety. Nevada media reported in January 2017 that the increase continued in 2016. We all have to ask ourselves, "How is this possible?" Population growth, tourist volume and interstate travel may all play a role; yet another logical explanation is that we are not effectively addressing or persuading behavioral change among an important sub-segment of the general population – authority resistant/non-compliant audiences. This is not a demographic, it is a psychographic. This is an important point and an area of critical concern.

We see a great opportunity for the Department of Public Safety to layer in psyche-driven insights and messaging on top of current awareness and educational messaging in order to affect greater behavioral changes among resistant audiences and finally turn the tide on traffic-related deaths. We have a track-record of delivering successful informational and awareness campaigns, and are also expert at identifying insights that deliver social change to resistant audiences. Both message types are important and we look forward to being your selected agency partner.

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

HOW WE AFFECT ROAD USER BEHAVIOR FOR ALL CLIENTS

We have extensive experience using strategies described in 2.1.2.1 to change road users' behavior. Much like the Critical Emphasis Areas of highway traffic safety, our current clients Clark County Regional Flood Control District, Nevada Stormwater Coalition, RTC of Southern Nevada, and the Desert Conservation Program have identified public behaviors that are critical to safety. We are quite adept at identifying key emotional triggers during the creative process and leveraging messaging to change human behavior.

For our client Clark County Regional Flood Control District, we successfully influence roadway user behavior at traffic interections where social anxiety proved more motivating among resistant/non-compliant audiences than fear of death or injury. Additionally, we provide information to educate residents on actions they can take to become Flood Smart. This case is explored in depth in section 3.1.8.

For our client Desert Conservation Project, we influence responsible Off-Highway Vehicle user behavior by encouraging motorist and resistant audiences to "Shred to the Max" in addition to educating them on how to "Ride Responsibly."

For our client Nevada Stormwater Coalition, we build community support for our "Be Lake Friendly" campaign to influence the non-compliant behavior of roadway pollution by leveraging emotional connections to wildlife and the environment rather than commanding residents "Don't Pollute." In addition, we provide information to educate residents and businesses on steps they can follow to become certified Lake Friendly.

For our client the Regional Transportation Commission of Southern Nevada, we improve road users perceptions and support of road construction projects through our "Love the Cone" campaign by acknowledging their frustrations and leveraging their appreciation for economic progress in addition to directing them online for information on projects in their areas of concern.

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

Robertson+Partners has the ability and demonstrated track record to develop a media mix and schedule media in both Northern and Southern Nevada to provide statewide campaigns. Seasonality, messaging, etc., will be looked at holistically as well as by market for local nuances. We include account planning, creative concepting, creative production, graphic design, studio services (e.g., resizing), talent management, and trafficking as part of our services.

Robertson+Partners' media planning and buying process to develop strategic and tactical plans ensures we deliver campaigns on time, on schedule and on budget to achieve campaign goals and objectives. A high-level overview of the process is described below.

Media/Advertising Process:

- ***Kick-off meeting***
- ***Research review: 1st party data, Scarborough, and other third-party research***
  - ***Demographics***
  - ***Media message***
  - ***Media trends***
  - ***Other insights***
- ***Develop media objectives, strategies, and communication goals holistically for the Zero Fatalities Program and for the individual campaigns***
- ***Outline planning parameters***
  - ***Target Audience***
  - ***Seasonality***
  - ***Geography***
  - ***Budget***
  - ***KPIs***
- ***Brainstorm with creative team so media tactics and creative messaging align***
- ***Outline media plan – review of media mix and scheduling***
- ***Issue RFPs to media partners for review and consideration***
- ***Review and negotiate with select media partners for each tactic***
- ***Set KPI for each partner***
- ***Secure media placements and added value to maximize campaign messaging***
- ***Execute plan and traffic materials to applicable partners***
  - ***Traffic instructions for broadcast***
  - ***Posting instructions for outdoor***
  - ***Third party ad serving/tag creation for digital***
  - ***Instructions/files for print***
  - ***Other trafficking as needed***
- ***Monitor and optimize plan and buys***
- ***Campaign reporting***
- ***Media invoice reconciliation***

Specifically we will schedule media across the year to provide halo effect for the Department of Public Safety – Zero Fatalities Program through defined messaging windows for the various campaigns in Northern and Southern Nevada. This provides an extension of media coverage, maximizes the individual message, and minimizes wear out of creative.

Media mix will be defined for each campaign event based on research, targeting, messaging, and communication goals. In addition to general spots and placements, consideration of non-traditional executions within the traditional media space to extend value is also considered; such as, news integrations/segments, radio station ID sponsors for key weekends to heavy-up messaging, inclusion at community events in partnership with local media executions.

As one of the largest media buying agencies in the state of Nevada, we offer access to industry standard planning tools, best rates, best added-value/bonus inventory and deep relationships with media outlets.

Robertson+Partners participates in the Nevada Broadcasters Association and maintains close relationships based on professional ties built on years of trust that provide high-level access to new and

unique opportunities and first-ever opportunities. As an agency, we are committed to open and honest, firm but fair negotiations to all media outlets ensuring an open process required by governmental organizations.

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, polling of funding for previous spot talent renewals, digital resizes of outdoor media for all billboards, animated and static banners for each new set, serving/managing banners from ad server, static text ads for all campaign, printing for posters or signs (as needed), and mass media messages and running paid media.

The development of a plan is not the end of the process. In fact, it is just the beginning. Upon plan approval, Robertson+Partners handles all aspects of execution from securing & renewing talent, to printing/resizing, to trafficking, to monitoring logs/delivery of message, optimizations, and reporting. As a full service creative agency, this includes traditional and digital media and non-traditional events and activations as appropriate.

Digital media is trafficked through DoubleClick (third-party ad server) for monitoring of impressions, clicks, and campaign delivery. In addition, Robertson+Partners works with IAS (Integral Ad Science) to monitor brand safety, viewability and fraud in the digital space. Weekly calls are conducted with media partners to review pacing, delivery, and optimizations.

Paid social media is handled in house. Campaigns are reviewed daily/weekly to monitor pacing, targeting, creative testing, and optimizations.

Broadcast media (TV and radio) receives traffic instructions and spots as applicable. Weekly tracking reports are issued to monitor campaigns and apply any necessary make-goods in real-time within flight dates.

Outdoor media receives posting instructions and printed vinyl or digital file as applicable. Proof of posting is required within 24-48 hours of posting. In addition, campaign recaps are received to report impressions and added value.

Print media received creative files and tear sheets are required to monitor campaign execution and performance.

2.1.3 Task 3: SOCIAL MEDIA MANAGEMENT

2.1.3.1 Through the use of social media, educate, engage and inform Nevadans of the Zero Fatalities goals and objectives, for the purpose of increasing overall awareness. Include other priority areas as identified by DPS;

Robertson+Partners and proposed subcontractor Faiss Foley Warren (FFW) have a 23-year working relationship further detailed in SECTION VI COMPANY BACKGROUND AND REFERENCES. Since the beginning of the social media era, we have worked with FFW to develop comprehensive social media campaigns. R+P focuses on paid media strategies and is supported by FFW on organic social media.

FFW understands the important role of social media in disseminating and reinforcing important and critical messages while reaching a variety of populations, including those who otherwise may not consume or be resistant to traditional media. Through our work with the Regional Transportation Commission (RTC) of Southern Nevada, which includes developing, managing and executing its social media program on multiple platforms, FFW understands how to work well with a government agency whose objectives, initiatives and messaging are multi-faceted. We understand and know how to execute both planned social media programs as well as respond in real time to unplanned events and incidences, and we understand first-hand the significance of social media during a time of crisis. This experience, combined with our expertise as social media strategists and tacticians, makes FFW well qualified to meet and exceed all the objectives of a thoughtful, smart, engaging and memorable social media program.

Our long-term relationship with Robertson+Partners on other accounts, including the RTC, also brings a level of ease and familiarity to our work. We are committed to working as a member of the larger team, which includes both DPS, Robertson+Partners and other possible partners, to develop social media content that is consistent with the overall branding of the Traffic Safety and Zero Fatalities campaigns, as well as support any other initiatives as directed by DPS. In addition to promoting the campaign's key messages, we will create original, engaging content that connects with targeted audiences. This will be accomplished through the creation of an editorial calendar, reacting to on-the-spot news and events, and through coordination of content creation with staff and partners who frequently post, or who are willing to help us engage via social media.

In today's day and age, we keenly understand that social media is an essential tool for communicating with the public. It has been reported that 62% of adults get news on social media, proving that social media has become a powerhouse when it comes to disseminating information.

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;

Below is brief outline of some initial ideas on how FFW would utilize social media to reinforce key messages for DPS Critical Emphasis Areas and focus areas.

Occupant Protection
Key Audiences: Drivers; Occupants; Carpooling

- ***Organic posts/tweets surrounding the importance of seatbelt safety – share stats with photos or graphics***
  - ***Share the stats and best practices surrounding seatbelt use***
  - ***Create video of photo series featuring survivors of accidents who were not wearing their seatbelts to share how they regret not wearing them.***
  - ***Share seat belt tips and content from the NHTSA***
- ***Organic posts/tweets surrounding how to keep children safe in a vehicle***
  - ***Video series on how to correctly install a car seat and keep equipment up-to-date as a child grows***
  - ***Video series could include a child, or children, telling the audience why they buckle up***

Impaired Driving
Key Audience: Community at large

- ***Organic posts/tweets highlighting the facts about driving impaired***
  - ***Share information surrounding the law, buzzed vs drunk driving***
  - ***Share content/tips from the NHTSA***
- ***Encourage pride and fun when it comes to being a designated driver***
  - ***Create posts surrounding designated drivers, taxis, ride sharing services***
    - ***Profile people and individual stories as much as possible***
  - ***Social media photo series featuring local designated drivers who are wearing the "designated drivers – book of marker faces"***
    - ***Consider launching a social media contest incorporating the best marker faces***

Lane Departure Safety
Key Audience: Community at large

- ***Organic posts/tweets surrounding advancements in lane departure safety***
  - ***Will include photos/videos highlighting the latest in lane departure warning alerts and systems, including technology behind autonomous vehicles***

Intersection Safety
Key Audience: Community at large – pedestrians and drivers

- ***Organic posts/tweets highlighting the importance of "stop on red" messaging***
- ***Posts also including messaging on looking both ways before entering an intersection, using turn signals, making a complete stop at signals and stop signs and yielding to other drivers and pedestrians***
  - ***Video series featuring an official highlighting each rule of the road when it comes to intersection safety***

Pedestrian Safety
Key Audience: Community at large – pedestrians and drivers

- ***Organic posts/tweets will aim to increase awareness of pedestrian safety initiatives***
- ***Share important guidelines, tips and the law***
- ***Share frequent reminders targeting both pedestrians and drivers utilizing branded images with tips to stay safe***
- ***Incorporate messaging specific to school zone safety***
- ***Aim to tell personal stories and experiences from both pedestrians and drivers who avoided a possible problem by following the proper protocol***
- ***Launch a 'your questions answered' feature. List a FAQ and provide an answer accompanied by a branded image***

Motorcyle Safety
Key Audience: Community at large; motorcycle operators

- ***Organic posts/tweets will share the facts about motorcycles and what you can do as a motorcycle operator to increase safety – including checking speed, wearing a helmet and protective gear***
- ***Posts will also target drivers of cars to learn how to best share the road with motorcycles, including "looking twice" for motorcyclists when turning to the left***
- ***Aim to share personal stories via photos/videos of motorcyclists who have survived accidents***

Drivers Age 20 or Younger
Key Audience: Young drivers

- ***Organic posts/tweets containing content aimed at new/young drivers as they gain more experience on the road***
- ***Share information / partner with local police departments on programs designed to educate high school students on the danger of driving while intoxicated***
- ***Messaging will incorporate ongoing training and enforce messaging to fight distracted driving***
    - ***Head on the road with a young driver as he/she shares thoughts about being a new driver and the proper way to drive safely***

Distracted Driving
Key Audience: Community at large

- ***Organic posts/tweets aimed at educating the community about distracted driving – aim to tell stories creatively with photos, graphics and videos***
- ***Will include posts that clearly states what the law is surrounding phone usage in the car***
- ***Will include tips on how to drive safely***
    - ***Hands-free devices***
    - ***Voice-operated navigation systems***
    - ***Pull off the road when you need to use a handheld device to report an emergency or hazard***
- ***Share information surrounding other forms of distracted driving including road rage, eating, grooming and reading***
- ***Share tips and content from NHTSA***

Trucker Seat Belt Safety
Key Audience: Truck drivers

- ***Organic posts/tweets enforcing the importance of truck driver safety, highlighting the need to use a seat belt***
    - ***Tie into posts surrounding pulling over to rest when tired***

Badge on Board
Key Audience: Community at large

- ***Organic posts/tweets to provide education surrounding "Badge on Board," or the Nevada Ticketing Aggressive Cars and Trucks (TACT) program***
- ***Focus on educating people on the proper way to drive around large trucks and buses***
- ***Highlight stories of truck drivers explaining why this is so vital***

Work/Construction Zone Safe Driving
Key Audience: Community at large

- ***Organic posts/tweets sharing the importance of driving safely in a construction zone, including slowing down and knowing how to read signage***
- ***Include updates when possible on construction zones to assist drivers awareness of current projects***
    - ***This would include sharing content with construction updates from the RTC***

Bicycle Safety
Key Audience: Community at large; bicycle operator

- ***Organic posts / tweets about vehicle rules pertaining to bicycles and safety rules for the cyclists***
- ***Aim to follow cyclists to document their interaction with motorists***

Leveraging Relationships
As the social media agency for the RTC, we are familiar with and entrenched in topics related to transportation and have existing relationships with transportation agencies throughout the state, including RTC. Our experience puts us in a strong position to partner with various agencies and seize opportunities to collaborate on already existing events and campaigns, maximizing potential reach and adding strength to already existing content and messaging.

Daily Monitoring

- ***Monitor all social media channels to interact with people, as well as address questions/ comments as they arise***
    - ***Responses to comments/questions will be made within a 24-hour period, any day of the week***
    - ***We will create a list of answers to common questions; Any uncommon or new questions will be answered following approval from DPS***
    - ***Monitor for citizen posts to share that promote DPS messaging***
- ***Monitor channels of similar agencies and partner agencies to identify additional content ideas, trends and ideas that tie into the Zero Fatalities program***
- ***Share content as appropriate and/or identify additional trends that DPS can leverage through monitoring research to promote Zero Fatalities and safety messaging***

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;

General Social Media Strategy and Content:
Typically, we would approach this account by developing a general, year-long strategic plan and content calendar for each DPS initiative and message – for all social media platforms, including but not limited to Facebook, Twitter, Instagram and YouTube. This strategic plan and content calendar will align closely to the overall campaign and will be tied to major events, holidays, key message periods, etc.

- ***We are also prepared to respond in a timely fashion to new events, announcements and initiatives as they arise, including responding to breaking news, in coordination with the DPS staff as appropriate***
- ***A master list of approved basic messaging will be created and utilized. This will include responses to common questions and/or complaints***
  - ***Responses to uncommon questions and/or complaints will be prepared and shared for approval before posting***
  - ***Create a posting and comment policy to aid in the response to undesired comments***
  - ***Additionally, a strategic approach will be created for approval surrounding response of undesired comments. Techniques to be considered on a case-by-case basis include:***
    - ***Make a direct counter response to correct misinformation when the answer would also benefit the larger audience***
    - ***Bury the negative post with positive posts***
    - ***Hide the post from public view so only the person who made the post, and their friends, see it***
    - ***Delete the post altogether – especially if the comment is derogatory or offensive***

Tools and trends:

- ***FFW will consistently research and identify new social media tools as they arise to benefit the Zero Fatalities social media program. Recent trends include live video, 360-degree video and the addition of Instagram and Facebook stories. One trend we are currently aware of to watch is the influence virtual reality may have on social media in the future.***

Crisis Communications
We understand that social media is often the first-place people get their news. As a result, the FFW social media team will work hand-in-hand with DPS and Robertson+Partners to develop and disseminate appropriate statements and information as needed. Additionally, the team will work to monitor social media conversations about the situation/incident and propose replies and action as appropriate. Given that social media never stops, we are available around the clock in times of crisis.

Monitoring and Reporting:

- ***Provide monthly social media monitoring analytics through software such as NUVI and social analytics provided by each social platform***

- ***Statistics gathered include the reach and engagement of posts and tweets, follower statistics, key influencers and campaign performance surrounding social media ads***

- ***FFW uses a variety of tools to monitor, analyze and report social media activity. These include:***
  - ***NUVI, a real-time analytics platform***
  - ***Hootsuite Business, a management tool that allows for scheduling and interaction***
  - ***Onlypult, an Instagram scheduling and monitoring tool***
  - ***Internal analytic tools within Social media platforms such as Facebook, Twitter, and Instagram***
- ***Provide reports of social media chatter surrounding incidents or events as they arise***

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;

Video:
FFW has developed hundreds of videos for clients over the past six-and-a-half years in house. The videos include new-style videos with interviews, videos with light graphics and music, video tours and trend-setting videos, such as Boomerangs and those created through apps with special effects. Video projects would be included within the scope of work (up to 4 cell phone videos per month) and budget for larger projects would be reviewed on a case-by-case basis depending on the complexity of the production. Videos that call for major motion graphics would need to be outsourced and budget would be presented for approval.

Images:
FFW will schedule frequent cell phone photo shoots in order to gather fresh content and also utilize images that may already exist throughout the history of the Zero Fatalities campaign. One instance when previous photos would be used is to highlight historical moments surrounding the campaign as #ThrowbackThursday posts.

Graphics:
FFW will create images with light graphics for social media posts. The social media team will work closely with primary contractor, Robertson + Partners, when imagery requires more involved graphic elements.

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

Social Media Advertising:
One way to engage followers and "likes" on social media, as well as to further the reach of specific campaigns and messages, is to pay for advertising on channels such as Facebook and Twitter. Ads may be utilized to boost engagement, drive people to sign up for a service or newsletter or increase website hits, for example. We will work with DPS and Robertson+Partners to create online advertisements in-house, utilizing existing assets, organic photos, or engaging a graphic designer when more design elements are necessary. We may also test different images within an ad campaign to see which ad

images and messages resonate best and revise campaigns based on the results of the testing.

In addition, we can create and promote messages using video, photo or text - or a combination of these elements - that reach a specific audience based on demographics, behaviors or social information. No matter what the business objective, social media advertising has become the place to get discovered, provide information, capture attention, show off products, collect leads and boost sales. Using what we already know about your audiences - like location, demographics, interests and behaviors - we have the ability to connect with people similar to them. Through a variety of placement options, we can show ads on whatever device your audience happens to be using, with ad placement options for both mobile and desktop, including photo, carousel, video, slideshow and canvas. Once campaigns are running, we monitor them closely to ensure campaigns are running efficiently and hitting goals. If not, we optimize and make adjustments accordingly, and can even see if one version of the ad is working better than another.

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.

- ***Create a monthly snapshot, mapping out content for each month for review***
- ***Once approved, develop weekly content calendars with copy, images or videos as appropriate***
- ***Develop and implement engaging content, which may include the following, depending on the platform: posts, tweets, photos, live video, cell phone videos and contests***
    - ***Utilize assets provided by DPS or partner agencies, including images, videos or infographics***
- ***Present live coverage of events via Facebook***
- ***When appropriate, utilize Instagram's story feature to create a creative narrative***
- ***Incorporate identified keywords within social content whenever possible to assist with SEO efforts***
- ***Develop posting plan with staff who are active on social media and engage them to share photos or short videos of their experiences***
- ***Utilize personal stories via short videos, blog posts and photos of people using public transit (with consent)***
- ***Post and retweet articles, blogs, editorials, op-eds, etc. that support DPS or are related to our key messages***
- ***Like, follow and interact with relevant social media accounts for follower reciprocity***

Posting Frequency (general – may vary during major events, etc):

- ***Twitter: Post 5-7 tweets daily***
- ***Facebook: Post 7-10 times a week***
- ***Instagram: Post 4-5 times per week***
- ***Video (posted on all channels): Aim for 2 to 4 cell phone videos per month***
- ***Special Event posting:***
    - ***We will work with the DPS staff and its social media consultant on logistics for posting onsite at special events, and determine elements of contents such as photos, cell phone videos, etc. in advance of the event so the appropriate content is captured and then posted to the appropriate channels***

- ***Weekend posting:***
    - ***Some general content may be prescheduled***
    - ***Special event coverage***
    - ***Content developed as need arises***

Case Study: National Infrastructure Week Social Media Campaign – Regional Transportation Commission of Southern Nevada

Introduction and Research: Infrastructure Week is a national annual event, occurring in 2017 from May 15 through May 19. The Regional Transportation Commission of Southern Nevada (RTC), Southern Nevada's transit authority and metropolitan planning agency, took on the role of promoting Infrastructure Week locally as well as planning several events throughout the week. The goal of the initiative is to provide public education surrounding infrastructure improvements and their role in advancing the economic well-being of our region. RTC partnered with the Latin Chamber on May 12 through its networking luncheon to promote infrastructure. Two "appreciation days" on May 16 and 17 honored workers in the field. The RTC organized "Careers in Motion" on May 17, an event to promote local jobs in infrastructure. "Seeing Orange Day" on May 18 highlighted the many infrastructure improvement projects currently taking place and served as the launch for the "Love the Cone" campaign, promoting awareness and the importance of road construction. Rounding out the week, an I-11 media tour took place on May 19, giving people a first-hand look at the major highway construction project. The social media team from Faiss Foley Warren Public Relations and Public Affairs worked hand-in-hand with staff from the RTC and Robertson+Partners to provide comprehensive social media strategy, content and implementation during Infrastructure Week.

Objectives:
Primary: To educate the public on why infrastructure is important and inspire them to join in the conversation surrounding what's being done to improve and boost infrastructure in the region; To increase overall engagement by a minimum of 200%, and increase overall reach/impressions by 100% when compared to 2016's RTC Infrastructure Week; Secondary: Pre-promote information and provide live coverage of the weeklong Infrastructure Week events through RTC's social media channels, including Facebook, Twitter and Instagram; highlight the following: time leading up to Infrastructure Week with pre-event week posts; cover the Latin Chamber luncheon; cover the Careers in Motion event; cover Appreciation Day; cover the I-11 media tour; cover "Seeing Orange" Day and the launch of the "Love the Cone" campaign; incorporate several methods of storytelling via social media, such as through Instagram stories and video; share content and engage with people via all social media platforms; Facebook, Instagram and Twitter.

Audience: Primary audience were adults within Southern Nevada – Las Vegas, North Las Vegas, Henderson and Boulder City

Implementation:
The social media team created a master list of posts to pre-promote Infrastructure Week in general, as well as each individual event. Coverage included videos produced by the social media team featuring kids talking about what infrastructure means to them and people planning to attend Careers in Motion. The social media team created a detailed coverage schedule for events throughout the week in order to take live photos and videos throughout the day; our coverage included prepared posts in advance and as well as organic posts as events occurred; the FFW social media team participated in live social

coverage of each event from May 12 through May 19 with coverage on RTC's Facebook, Twitter and Instagram channels including Facebook Live and Instagram Stories.

Overall Assessment:
Posts

- ***The 170 posts on Facebook, Twitter and Instagram, received:***
  - ***Impressions/Reach: 115,671 (172.47% increase over 2016)***
  - ***Engagements: 2,239 (273.17% increase over 2016)***

Videos

- ***The 38 videos on Facebook, Twitter and Instagram, received:***
  - ***Impressions/Reach: 21,146 (83.35% increase over 2016)***
  - ***Video Views: 5,737 (116.82% increase over 2016)***
  - ***Reactions, Comments and Shares: 435 (143.02% increase over 2016)***

Posts & Videos

- ***The 208 posts made up of posts & videos across all platforms, received:***
  - ***Impressions/Reach: 136,817 (153.43% increase over 2016)***
  - ***Video Views: 5,737 (116.82% increase over 2016)***
  - ***Engagements: 2,674 (243.26% increase over 2016)***

Mentions

- ***Across all three platforms, Infrastructure Week and RTC received 244 mentions by other social media users***

Assessment by Platform
Facebook (RTC had 5,117 followers in May 2017)

- ***90 posts received a reach of 51,504 with 860 likes, comments, and shares.***
- ***30 videos by themselves received a reach of 21,146 with 5,306 views, and 435 reactions, comments, and shares.***
- ***37 mentions from others***

Twitter (RTC had 8,935 followers in May 2017)

- ***61 tweets received 64,167 impressions with 1,055 engagements – 119 being retweets and 175 likes.***
- ***190 mentions from others***

Instagram (RTC had 667 followers in May 2017)

- ***19 posts received 324 likes***
- ***8 videos received 431 views***
- ***17 mentions from others***

Event Coverage Breakdown

Pre-event week:

- ***Facebook***
  - ***The 11 posts received a reach of 11,376 with 213 likes, comments, and shares.***
  - ***The video itself received a reach of 3,211 with 153 views, and 35 reactions, comments, and shares.***
  - ***Had 14 mentions from others***

- ***Twitter***
  - ***The 16 tweets received 12,895 impressions with 111 engagements – 12 being retweets and 16 likes.***
  - ***Had 19 mentions from others***
- ***Instagram***
  - ***The 3 posts received 39 likes***
  - ***The 1 video received 56 views***

General Infrastructure Week education/coverage

- ***Facebook***
  - ***The nine posts received a reach of 12,704 with 59 likes, comments, and shares***
  - ***The two videos on their own received a reach of 5,525 with 1,482 views, and 183 reactions, comments, and shares***
  - ***Had one mention from others***
- ***Twitter***
  - ***The nine tweets received 5,430 impressions with 150 engagements – 26 being retweets and 27 likes***
  - ***Had 19 mentions from others***
- ***Instagram***
  - ***The two posts received 30 likes***
  - ***The video received 53 views***
  - ***Had three mentions from others***

Latin Chamber Luncheon

- ***Facebook***
  - ***The four posts received a reach of 3,207 with 25 likes, comments, and shares.***
  - ***The two videos by themselves received a reach of 1,615 with 240 views, and 16 reactions, comments, and shares***
  - ***Had five mentions from others***
- ***Twitter***
  - ***The 10 tweets received 6,537 impressions with 97 engagements – 8 being retweets and 16 likes***
  - ***Had 42 mentions from others***
- ***Instagram***
  - ***The four posts received 52 likes***
  - ***The one video received 68 views***
  - ***Had two mentions from others***

Appreciation Day:

- ***Facebook***
  - ***The six posts received a reach of 11,039 with 182 likes, comments, and shares***
  - ***The video received a reach of 7,431 with 2,040 views, and 129 reactions, comments, and shares***
  - ***Had two mentions from others***

- ***Twitter***
  - ***The six tweets received 8,659 impressions with 121 engagements – 16 being retweets and 30 likes***
  - ***Had 29 mentions from others***
- ***Instagram***
  - ***The four posts received 47 likes***
  - ***The two videos received 97 views***
  - ***Had one mention from others***

Careers in Motion

- ***Facebook***
  - ***The five posts received a reach of 6,120 with 31 likes, comments, and shares***
  - ***The three videos on their own received a reach of 3,524 with 282 views, and 11 reactions, comments, and shares***
  - ***Had six mentions from others***
- ***Twitter***
  - ***The six tweets received 7,022 impressions with 77 engagements – 20 being retweets and 14 likes***
  - ***Had 10 mentions from others***
- ***Instagram***
  - ***The two posts received 17 likes***
  - ***The two videos received 66 views***
  - ***Had one mention from others***

Seeing Orange Day

- ***Facebook***
  - ***The five posts received a reach of 7,058 with 86 likes, comments, and shares***
  - ***The video alone received a reach of 2,009 with 431 views, and 35 reactions, comments, and shares***
  - ***Had seven mentions from others***
- ***Twitter***
  - ***The four tweets received 8,773 impressions with 143 engagements – 13 being retweets and 16 likes***
  - ***Had 29 mentions from others***
- ***Instagram***
  - ***The four posts received 86 likes***
  - ***The one video received 38 views***
  - ***Had 9 mentions from others***

I-11 Tour:

- ***Facebook***
  - ***The five posts received a reach of 7,327 with 153 likes, comments, and shares***
  - ***The two videos alone received a reach of 3,222 with 678 views, and 26 reactions, comments, and shares***
  - ***Had two mentions from others***

- ***Twitter***
  - ***The 10 tweets received 14,851 impressions with 356 engagements – 24 being retweets and 56 likes***
  - ***Had 42 mentions from others***
- ***Instagram***
  - ***The five posts received 53 likes***
  - ***Had one mention from others***

2.1.4 Task 4: OUTREACH

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

Faiss Foley Warren Public Relations & Public Affairs (FFW) has a track record of successfully managing, maintaining, and growing programs through community outreach including one-on-one, group interactions and educational programs. The below example illustrates our capabilities.

FFW was retained by the Regional Transportation Commission (RTC) of Southern Nevada to organize, oversee and manage a new advisory committee comprised of very high-level influencers from a variety of industries impacted by transportation related issues. The Transportation Resources Advisory Committee (TRAC) was officially formed in spring 2016 with the goal of advising the RTC on its many critical transportation initiatives.

After considerable study and debate, TRAC became a strong advocate for the passage of Question 5 to extend Fuel Revenue Indexing for 10 years, thereby generating $3 billion to fund critical roadway and infrastructure projects to support growth and economic development in Clark County.

Public outreach, stakeholder engagement, and community collaboration played a significant role in getting Fuel Revenue Indexing passed, in addition to increasing brand awareness and services of the RTC on a local and national level. The FFW team developed and implemented a multifaceted community collaboration strategy for the RTC that broadened community partnerships, and raised the public's view and understanding of the importance of investing in infrastructure and the economic benefits the investment brings to the community.

A diverse collection of community organizations, business leaders, and neighborhood groups were contacted with opportunities to provide their vision for the future of transportation in Southern Nevada. The FFW team managed, organized, and coordinated a total of 120 outreach events and opportunities, and nearly 7,000 surveys were collected between February and July 2016 highlighting the community's feedback on transportation needs and priorities in Southern Nevada.

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;

The FFW team has a wide-range of experience leading awareness programs in Nevada and using creative and contemporary methods for targeted audiences. FFW will develop and implement an education plan to enhance public awareness of the Zero Fatalities program and its core area initiatives to educate the public of roadway and highway safety all across the state.

To educate Nevada about the Zero Fatalities program, its initiatives and the importance of public road safety; Faiss Foley Warren and DPS will accomplish this by:

- ***Educating the community about who the Department of Public Safety is and what the agency does***
- ***Discussing the Zero Fatalities Program goals and the six key emphasis areas***
- ***Encouraging public participation and involvement of the Zero Fatalities Program initiative***

To develop and execute an effective and impactful public education program statewide, conducting the necessary research to understand public opinion relating to public road safety and the six emphasis areas of the highway safety plan is essential. Research should include both quantitative and qualitative scientific methods with targeted questions to test specific messages, assess public opinion, and even administer focus groups, prior to reaching out to the general public.

Using information gained from the focus groups, FFW can determine specific challenges, most importantly the public's mindset of the Zero Fatalities program and how the community perceives public road safety all across the state.

The FFW team has many years of public opinion research and data collection including surveys, polling, focus groups, and dial testing. The FFW team will develop research tools and methodologies, and provide oversight and coordination of research needed by the Department of Public Safety (DPS) for the Zero Fatalities campaign.

FFW's expertise in developing communication vehicles, methods and tools to collect data from the general public will provide the Zero Fatalities campaign with the information needed to determine if the community's vision of public road safety aligns with the DPS plan, programs and initiatives. This feedback will inform the DPS with a baseline on how to proceed with specific tailored messaging to key audiences to accomplish Zero Fatalities Program goals.

FFW will develop a coherent and consistent theme and specific message that resonates with the targeted audiences. Community outreach will expand to include dozens of organizations, community groups, senior citizens, faith based organizations, rotaries, Kiwanis and Lions Clubs, veterans, minority groups, education advocates, professional organizations, local governments and interested citizens.

The FFW's team strategy is to coordinate and manage key organizers to staff outreach events in local neighborhoods and to create public engagement teams to educate targeted audiences at breakfast events, brown bag lunches, neighborhood meetings, and community-wide events.

The state will be divided into four regions:

- ***Region 1: Washoe County***
- ***Region 2: Clark County***
- ***Region 3: Northeast Rurals***
- ***Region 4: Western Rurals***

Each region will have a coordinator who will be responsible for the following:

- ***Recruit partners (businesses, organizations, sponsorships)***
- ***Recruit ambassadors***
- ***Participate in ambassador training***
- ***Attend events for a visible presence of the Zero Fatalities campaign***
- ***Speak to organizations, schools, Boards of Directors, Chambers of Commerce, Elected Local Officials***
- ***Collect information (contact names, email addresses, phone numbers) for interested persons to feed into digital programs to provide a statewide database for event invites and meetings***

Public Outreach Toolkits for each region of the state will include the following:

- ***Fact Sheet***
- ***Talking Points***
- ***Frequently Asked Questions***
- ***Fatality Statistics***
- ***Website***
- ***Electronic collateral development***
- ***Community specific information***
- ***Monthly newsletter***
- ***How a company/organization can support the initiative***
- ***Stickers***
- ***Brochures***
- ***Visibility items and giveaways – banners, signs, t-shirts, etc.***
- ***Press kits***
- ***Social Media information and plan***

Grassroots efforts will focus on educating Nevadans on the Zero Fatalities program. Grassroots events are broken down into the following three types of events:

1. ***Organized events:***
   a. ***These are existing events organized by groups. For example, the Urban Chamber luncheon.***
2. ***Large events:***
   a. ***Town hall meetings***
   b. ***General meetings such as breakfasts or lunches that invites targeted individuals and groups.***
3. ***Table events:***
   a. ***These are large community wide events where there will be large crowds. For example, a Back-to-School event.***

The list below serves as a beginning point for sponsorship and stakeholder possibilities that are expected to grow as we connect with organizations and community groups that may provide other important connections to other groups.

Sponsorship Opportunities
College of Southern Nevada Latin Alliance
Las Vegas Metro Chamber of Commerce
University of Nevada Las Vegas - UNLV
University of Reno - UNR
Human Services Network (HSN)
Women's Chamber of Commerce of Nevada
Lambda Business Association
Nevada Community Health Worker Association
Reno-Sparks Chamber of Commerce
Carson City Chamber of Commerce
Las Vegas Blacks Professional
Pahrump Chamber of Commerce

Community Groups & Organization
Health to You Lunch & Learn
Family-to-Family Connections, Touch-a-Truck
Las Vegas Southwest Rotary
Las Vegas Summerlin Rotary
Rotary Club of Henderson
Las Vegas Central Rotary
League of Women Voters - Las Vegas Valley
Winchester Cultural Center Events
Men's Breakfast Club
Family Ties of Nevada
Nevada Alliance of Retired Americans

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;

In order to create and sustain a focus on Spanish speaking populations and provide translation of presentation and handout materials at supporting community events with Hispanic attendees, the following is FFW's team action plan.

The Zero Fatalities campaign needs a visible presence to have credibility and this is most apparent with diverse communities, specifically Hispanic populations. In this group, engaging, educating, and inspiring them to get involved motivates them to be engaged in community issues. The FFW team approach to targeting Hispanics and other minority groups (Asians, African Americans) is a face-to-face communication utilizing Hispanic and minority members of our team for outreach, providing public outreach and marketing collateral specifically tailored to specific languages, and leveraging local influencers and well-respected community members from FFW's extensive partnerships established throughout Nevada.

FFW's team strategy is to coordinate and manage minority organizers for local outreach events in specific neighborhoods and to create public outreach teams to educate targeted audiences at special events, luncheons, and neighborhood meetings, while providing marketing materials translated in Spanish and possibly other languages.

To build awareness of the Zero Fatalities program and to forge relationships within minority communities, influential groups to target include: advocates, businesses, elected officials, labor unions, non-profits, and religious groups.

The list below serves as a starting point and is expected to grow as we connect with organizations and community groups that may provide other important connections to other groups.

Hispanic/Minority Organizations

- ***Asian Community Development Council***
- ***College of Southern Nevada Latino Alliance***
- ***Colombian Chamber of Commerce***
- ***Hispanic Network***
- ***Las Vegas Aloha Lions Club***

- ***Latino Community Connection***
- ***Latin Chamber of Commerce***
- ***Latino Network of Southern Nevada***
- ***Latina Professionals Network (Mujeres Mixer)***
- ***METRO Hispanic Citizens Academy***
- ***Minister's Alliance***
- ***Nevada Association of Latin Americans***
- ***Nevada Hispanic Business Group***
- ***Nevada Black Caucus***
- ***Student Organization of Latinos***
- ***UNLV - La Voz the Hispanic Law Students Association***
- ***UNLV - Latino Youth Leadership Alumni***
- ***Urban Chamber of Commerce***

Hispanic/Minority Events

- ***Asian Heritage Celebration***
- ***Black History Celebration***
- ***Celebrando Festival***
- ***Dia Del Nino***
- ***Hispanic Fest Celebration***
- ***Ohana Festival***
- ***Puerto Rican Festival***

Similar to statewide grassroots efforts in educating the general public, educational outreach to Hispanics and other minority groups are broken down into the following three types of events:

1. ***Organized events:***
   a. ***These are existing events organized by groups. For example, the Urban Chamber luncheon***
2. ***Large events:***
   a. ***Townhall meetings***
   b. ***General meetings such as breakfasts or lunches that invites targeted individuals and groups***
3. ***Table events:***
   a. ***These are large community-wide events where there will be large crowds, for example, a cultural festival***

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

FFW is uniquely positioned to develop successful methods to create and enhance public awareness that will drive stakeholder engagement, preserve top-of-mind awareness and strengthen the Zero Fatalities brand to reach a diverse cross-section of Southern Nevada residents.

In August 2015 – June 2016, FFW directed and advised the Regional Transportation Commission of Southern Nevada on a comprehensive year-long community engagement services project that included community outreach, education and public input regarding the state of Southern Nevada's transportation system, future transportation growth challenges, as well as the repair and maintenance of existing roads throughout Southern Nevada. This was a two-part project in which Phase One involved the strategic planning and formation of TRAC and Phase Two involved public education and community outreach.

FFW's public outreach plan, stakeholder engagement methods, and community collaboration strategies played a critical role in increasing brand awareness and services of the RTC on a local and national level. FFW's multifaceted public engagement approach helped RTC successfully broaden community partnerships, and raise the public's view and understanding of the importance of investing in infrastructure and the economic benefits the investment brings to the community.

FFW's connections in the political arena helped secure meetings with elected officials and provide them with a comprehensive picture of current and potential transportation projects within their wards and districts, which included the cities, counties and the legislature. This allowed ongoing conversations about transportation to take place among elected officials, and opportunities to be invested in transportation issues, as well as the ability to be informed about projects potentially impacting their constituents.

With FFW's proven track experience in organizing, cultivating, and bringing together stakeholders to foster strategic partnerships, the FFW team will take a proactive approach to drive stakeholder engagement of the Zero Fatalities campaign.

Recommended activities include:

- ***Cultivate partnerships with community leaders and influencers, corporate partners, senior groups, and business owners to develop, recruit, and foster Zero Fatalities ambassadors***
- ***Inform and educate on the Zero Fatalities goals and initiatives as a result of the Nevada's Strategic Highway Safety Plan***
- ***Develop messages based on the six key emphasis areas***
    - ***Provide targeted community presentations educating residents of the leading causes of traffic fatalities and serious traffic injuries in Nevada***
    - ***Increase awareness of the Road to Zero tools when driving***

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

The FFW team will execute in producing the necessary deliverables needed to assess the progress, effectiveness, and overall reach of the Zero Fatalities public outreach campaign. In partnership with the Zero Fatalities and DPS staff, FFW will develop a presentation and talk script for the public outreach team to utilize when speaking with groups and organizations. The FFW team will schedule speaking engagements, solicit speaking engagement opportunities, manage a public outreach master database, and send monthly reports highlighting outreach events secured, upcoming activities and

opportunities, and a list of the various groups/organizations contacted. Similar monthly reports were submitted to clients, such as the Regional Transportation Commission of Southern Nevada and Nevada Health Link (Nevada's Affordable Care Act).

2.1.5 TASK 5: PARTNERSHIPS AND SPONSORSHIPS

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

Our community outreach efforts for RTC include identifying and securing partnerships with dozens of organizations, community groups, senior citizens, faith- based organizations, rotaries, Kiwanis and Lions Clubs, veterans, minority groups, education advocates, professional organizations, local governments and interested citizens. That means we are already well positioned to maximize existing contacts and further expand our efforts on behalf of the Zero Fatalities program.

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;

FFW currently maintains a comprehensive database of these events, organizations and nonprofits in Southern Nevada/Clark County for RTC. For Zero Fatalities, we will expand our work to include other regions of the state, including Washoe County, Northeast rurals and Western rurals.

Our highly experienced outreach team knows how to navigate this universe to find and identify potential partnerships and sponsorships that help to expand and illuminate our messages. Our Northern Nevada staffers know well their community and have existing contacts in the rural areas through our work with Nevada Mining Association.

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;

Once we have identified potential partnerships and sponsorships, we will work in tandem with Robertson+Partners and DPS to secure those opportunities that most closely align with our target audiences and which provide the greatest opportunities to reach niche or large groups with our messaging of public roadway safety.

Upon finalizing those partnerships and sponsorships, we will create a strategic roadmap for each that identifies how we will incorporate our messaging into these events. This includes but is not limited to video, collateral materials including brochures and signage, digital communication, personal testimony and speeches.

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

FFW will work in tandem with Robertson+Partners to create and provide all supporting materials to partners and sponsors that support their specific events, initiatives and outreach. This includes but is not limited to design for invitations, marketing and promotional materials, collateral and signage. FFW, a firm adept at executing events of all sizes, will create event outlines, production schedules and runs of show, talking points, speeches, and whatever is needed to ensure these events take shape as envisioned to deliver and support our messages of traffic safety. We know what needs to go into a public outreach toolkit to ensure and guarantee success.

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

FFW will divide the state into four regions: Clark County, Washoe County, Northeast Rurals and Western rurals. We will assign these areas to our outreach staffers who will each be responsible for developing new relationships and partnerships with community groups, nonprofits and other target entities, and also for cultivating and nurturing these relationships through ongoing communication: email, phone calls and personal visits when and where possible.

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

As a statewide agency with decades of experience and personal lifetime relationships with Nevada influencers, FFW has relationships with a diverse range of organizations, from government agencies and universities to nonprofits, major events and beyond. Our representation of the RTC places us in the ideal position to synchronize efforts when and where possible and tap into the transportation network with which we are already familiar. We have personal relationships with the office of the president of UNLV, the Dean of Boyd School of Law, the President of Nevada State College; the Nevada Chancellor of Western Governors University and many at University of Nevada Reno. Through our work with the city of Las Vegas, we serve on the advisory marketing committee of the Las Vegas Medical District and are well positioned to tap into the new UNLV School of Medicine and other medical providers within this emerging district to promote messages of traffic safety. In fact, a partnership with the new School of Medicine to demonstrate the catastrophic results of traffic accidents could be particularly compelling and impactful.

We know well those who run and staff the Las Vegas Convention and Visitors Authority as well as those who operate Las Vegas Events, the entity responsible for bringing large-scale events to our city. Melissa Warren serves on a non-profit board with the President of the Las Vegas Motor Speedway where NASCAR and other events like Electric Daisy Carnival are held; she is personal friends with the equestrian events director at South Point Casino where events like Professional Bull Riders are annual fixtures; she works directly with Wendoh Media and those who organize and stage Life is Beautiful in downtown Las Vegas; and she is one of only two females on the Las Vegas Bowl Committee. Owned by ESPN, the Las Vegas Bowl is now in its 26th year and brings tens of thousands of people to Las Vegas every December and is aired nationally on ABC. We are well positioned to tap into these existing relationships and to cultivate new relationships to secure large-scale opportunities to promote Traffic Safety/Zero Fatalities messages to large and diverse audiences.

In Northern Nevada, the FFW staff is highly plugged into the community as former NBC anchors and news reporters. Both have deep relationships with those who organize and execute the Reno Air Races, Hot August Nights and other large-scale events, as well as personal contacts with Reno Aces.

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

It is a given that our staff will prepare monthly reports that recap all our efforts for outreach, partnerships and sponsorships. These reports will be comprehensive in nature to include recaps of all communications with contacts and outcomes of those communications; recaps of past events to include summaries, participants, attendees, data collected from attendees (if applicable), and narrative overviews; future, potential and planned events; new contacts and prospects for partnerships, etc. We will leave no stone unturned in ensuring DPS has a full and complete summary of our efforts.

2.1.6 Task 6: ASSESSMENT/EVALUATION

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;

As proud stewards of our clients' investment, especially in relation to government and community betterment campaigns, we understand and embrace the importance of tracking, measuring and reporting campaigns and initiatives. This includes identifying historical, current and future Key Performance Indicators for paid media and measuring and assessing campaign impact. Pre-/Post-Awareness tracking, call and web tracking, focus groups, ethnographies, online surveys, phone surveys, panel discussions, focus groups are all important tools to ensure both accountability and success.

With a long history of leading governmental and consumer clients through account planning, campaign tracking, and measurement, we have significant experience including, specifically, public health, public safety, and transportation campaigns.

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;

Qualified, unbiased research firms are essential for developing and implementing testing regardless of format (online or in person such as for focus groups). We have experience working with multiple Nevada firms, and when appropriate to minimize focus group bias we have worked with out-of-state firms when absolute bias-reduction is essential, such as for ballot initiatives or sensitive regional issues where even the perception of moderator bias can taint the study.

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

We maintain ready access to qualified third-party research firms to conduct public opinion polling via phone surveys, or as otherwise deemed appropriate or beneficial. We pride ourselves in being flexible partners – the most important goal in research is to get the cleanest most stable results from which to build our recommendations and assessments.

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;

Tracking campaigns over time is a critical component for public health and safety campaigns. Consistency of methodology, format, duration, and questions programmed are all significant items that will be factored into the development and deployment of research instruments. We also appreciate the significance of changing needs and evolving some elements of the survey instrument to account for new concerns. For example, the rise in Facebook Live streamed accidents poses a new consumer behavior that may merit specific, deeper understanding.

In short, we understand the significance of tracking campaigns and behaviors over time, while being mindful to thoroughly reassess the survey instrument on a regular basis.

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

Recruiting/selecting participants and scheduling groups is equally as important as having seasoned and qualified vendors conduct the group. We have significant experience with conducting valid and insightful research, including focus groups.

Seasonality, regionality, and demographics are but a small set of factors that can influence when and how often to deploy focus groups, or other research methodologies. For example, in Southern Nevada monsoon season provides a significant risk to motorists' lives; before and after these rainy seasons is an important time to measure and assess our campaigns. Another regional concern that might be tailored to rural Nevada where ATVs, on-road passenger vehicles, commercial vehicles and farm machinery may share the road.

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

Raw documentation and read-outs of research are compelling sources of data and insights from which to plan and execute. In our experience, the information is often too detailed, too broad, or too tedious for many audiences or stakeholders. It is important to understand the audience so that the information can be presented in an accessible and compelling format suitable to the needs of the audience. For example, on behalf of RTC of Southern Nevada we may conduct focus groups, phone surveys or other research and use the same study for a variety of purposes. It is also our responsibility to understand the target audience and the goal to tailor unique presentations to make the key, relevant points accessible for that need whether it is student outreach, coalition building, professional forums, community events or public/private partnerships.

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.

We understand the importance of requiring a tabulated report for viewing results, as well as building one or more presentation-format deliverables of that information. Research is great – we know that it is only as powerful as its ability to be accessible for the intended audience(s).

2.1.7 TASK 7: CERTIFIED ZERO PROGRAM

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;

Grass-roots mobilization, coalition-building, ambassador recruitment and training are important components in supporting public health and public safety initiatives that require passion for building great tools and great relationships. Robertson+Partners and FFW have significant practical experience in developing tools, presentations and programs for outreach, from developing presentations for schools in support of Desert Conservation Program's Mojave Max, activities for children and volunteers to developing curricula; to developing assets for RTC of Southern Nevada in support of On Board – an initiative to solicit community input and engagement and develop coalitions in support of studying and implementing high-capacity transit in Southern Nevada.

Training needs may require presentations, posters, flyers, social media content, talking points or media training, to name a few frequently requested items in need of support – we create these assets in compliance with brand standards and are available to support the creation, production and distribution of all needs, including being available to attend or support Ambassador Training as needed.

Robertson+Partners' president, Jeremy Thompson, attended and completed Clark County's Dust Certification program as an example of our commitment to understanding program needs, target audiences, and insights necessary for strategic planning and tactical execution in support of all programs.

To demonstrate our belief in the importance of ambassador programs and rewarding the recruitment and retention of ambassadors and engaged members of the community, we have developed multiple certifications and quizzes that can be administered in a class setting or online. Some options available to explore for an expanded certification program:

1. Certified through DPS – Develop curricula and course materials. Upon completion, successful participants receive a Certificate of Completion through the Department of Public Safety. Signatories may include the Governor, DPS executive(s), and/or instructor.
2. Certified through accredited institution(s) – In conjunction with accredited institutions of higher education (e.g., CSN/southern, Truckee Meadows Community College/northern), provide resources and support for the development of curricula and standards to achieve academic credits or certification.
3. Certified through or in conjunction with partner organizations – In conjunction with traffic safety-related entities (e.g., NHP and other law enforcement agencies, NDOT), provide resources and support for the development of curricula and course materials to be used for community outreach. Successful participants receive a Certificate of Completion.

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

Robertson+Partners and FFW maintain relationships with key roadway safety partners (e.g., RTC of Southern Nevada, NDOT, Clark County Regional Flood Control District) – we know and embrace

the importance of creating partnerships and coalitions through community outreach, public-private partnerships, and recruitment of motivated, qualified ambassadors.

Strategies include coordinating with and recruiting peer-to-peer ambassadors, influencers, and community leaders from the public and private sectors. Developing databases for electronic contact, direct mail, and phone outreach are standard practice, but we also understand the importance of providing tools and resources in the social media space on channels appropriate for the target audience from creating Facebook events to YouTube tutorials to Instagram photo challenges to custom Snapchat filters.

But there are needs other than creating great content – often it requires rolling up the sleeves and getting in the field to shake hands, present, train, and answer questions. At times such as these, it pays to have a partner that is all in and willing to do the hard work of winning allies and supporting them through the recruitment process to becoming certified, motivated partners.

We are a team that understands coordinating with new and existing partners in community building, and we are ready to be that partner.

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;

Conducting training can be a basic presentation, or it can be an opportunity to rally people to a cause; to recruit, inform, motivate and reward active participation – our philosophy is to take every opportunity and maximize its potential.

When we create a presentation, we strive to create a multimedia experience with audio and motion graphics (where allowed and advantageous).

When we deliver certificates, we amplify the experience and take photos that can be shared and tagged on social media – to both reward the recipient and to recruit new candidates.

When we create awards and incentives, we strive to create apparel, merchandise, or any other approved collateral that in itself is something can be worn or used with pride, represent the program advantageously, and serve as its own walking mobile billboard to continue filling the funnel with candidates.

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

Robertson+Partners and FFW's combined skills and expertise cover all requested bases, and go a step further. If we can do it, we'll do it well. We put the best resources to the task and are truly an all-in, motivated partner. We don't say, "no" ; we say, "when" and get to work delivering award winning services that deliver results.

Some might not call it a professional service, but we're not above ordering lunch for a meeting that we're not attending to make sure that the team gets the support that they need, or walking partners

through how they can take better pictures on their phone to optimize our social media impact.

We operate all of services to standard – Pride. We're committed to our community and we're committed to the cause.

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."

Regular reporting needs to go beyond data, it needs to provide information – data that's been processed and made meaningful. That can mean applying historical context, recommendations for improving the next iteration, assessing strengths and weaknesses, comparing to other public health and safety campaigns in the state or other states' iteration of similar campaigns.

Tasks are measured and reported on whether it's paid media, public relations/earned media, training, organizational tracking – if there are resources allocated in time and money, it should be tracked and reported on.

In our experience, there are times for increased frequency beyond monthly reporting (for example, during a program launch, a key seasonality, or during a media window or tie-in to a national program); and it can also be valuable for periodic reports that assesses longer time periods (for example, comparing snowy winter months in Northern Nevada year over year).

Ultimately, we are insights driven – we track, measure and optimize – always looking improve what's been done before to maximize results and efficiency.

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.

All programs in conjunction with DPS directly, such as the DPS Director's Office, or through partnerships, such as NHP's MSCAP, will receive the same attention and be included in the same rate structure as elsewhere described and determined by the final contract as the selected partner.

We understand the importance of providing continuity of services to partnerships. Directly translated experience is especially well illustrated in our work with RTC of Southern Nevada where we work in conjunction with transit/paratransit operators & partners (e.g., Keolis, MV Transit, Lyft), community coalitions (e.g., Southern Nevada Strong), and targeted initiatives (e.g., On Board, Vegas Golden Knights), where through our relationship with RTC, we are responsible for developing brochures, logos, ad campaigns, websites, microsites and other needed services as requested.

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:

A. Recruiting Media;

B. Radio Ads;

C. Billboards;

D. Promotional Products;

E. Pamphlets; and

F. Social Media Outreach

As described in our response to the Scope of Work and previous tasks outlined in 2.1 FY 18-19 ZERO FATALITIES PROGRAM, we are a talented, capable and motivated team, ready to meet the needs described. The same team will be available for DPS ADDITIONAL SCOPE OF SERVICES.

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.

As described in our response to the Scope of Work and previous tasks outlined in 2.1 FY 18-19 ZERO FATALITIES PROGRAM, we are a talented, capable and motivated team, ready to meet the needs described. The same team will be available for DPS ADDITIONAL SCOPE OF SERVICES.

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

A. Online Banner Ads;

B. Radio Ads;

C. Billboards;

D. Pump Toppers;

E. Social Media Outreach;

F. Media Awareness Surveys;

G. Public Relations; and

H. Pamphlets and Brochures.

As described in our response to the Scope of Work and previous tasks outlined in 2.1 FY 18-19 ZERO FATALITIES PROGRAM, we are a talented, capable and motivated team, ready to meet the needs described. The same team will be available for DPS ADDITIONAL SCOPE OF SERVICES.

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.

As described in our response to the Scope of Work and previous tasks outlined in 2.1 FY 18-19 ZERO FATALITIES PROGRAM, we are a talented, capable and motivated team, ready to meet the needs described. The same team will be available for DPS ADDITIONAL SCOPE OF SERVICES.

3. COMPANY BACKGROUND AND REFERENCES

3.1 VENDOR INFORMATION

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

Question	Response
Company name:	***Merica, Burch & Dickerson, Inc. (DBA Robertson+Partners)***
Ownership (sole proprietor, partnership, etc.):	***Corporation***
State of incorporation:	***Nevada***
Date of incorporation:	***1/19/1977***
# of years in business:	***40***
List of top officers:	***J. Scott Robertson & Louise Robertson***
Location of company headquarters, to include City and State:	***6061. S. Ft. Apache Rd, Ste. 100 Las Vegas, NV 89148***
Location(s) of the office that shall provide the services described in this RFP:	***6061. S. Ft. Apache Rd, Ste. 100 Las Vegas, NV 89148***
Number of employees locally with the expertise to support the requirements identified in this RFP:	***19***
Number of employees nationally with the expertise to support the requirements in this RFP:	***20***
Location(s) from which employees shall be assigned for this project:	***Las Vegas, NV***

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, shall be appropriately licensed by the State of Nevada, Secretary of State's Office pursuant to NRS76. Information regarding the Nevada Business License can be located at http://nvsos.gov.

Question	Response
Nevada Business License Number:	***NV19771000382***
Legal Entity Name:	***Merica, Burch & Dickerson, Inc. (DBA) Robertson+Partners***

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

Yes		No	***X***

If "No", provide explanation.

Our DBA is Robertson+Partners. There was another partner when the company was formed. He is no longer with the company, hence the DBA.

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

Yes		No	***X***

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

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

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

Yes		No	***X***

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

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

3.1.6 Disclosure of any significant prior or ongoing contract failures, contract breaches, civil or criminal litigation in which the vendor has been alleged to be liable or held liable in a matter involving a contract with the State of Nevada or any other governmental entity. Any pending claim or litigation occurring within the past six (6) years which may adversely affect

the vendor's ability to perform or fulfill its obligations if a contract is awarded as a result of this RFP shall also be disclosed.

Does any of the above apply to your company?

Yes		No	***X***

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

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

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

Vendor meets insurance requirements.

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 ARE NEVADA STRONG WITH AN EMPHASIS IN PUBLIC SAFETY.

Robertson+Partners (R+P) is an integrated, battle born Nevada agency with deep roots and quantifiable success in Social Change Marketing. We are one of the longest-established and largest agencies in Nevada with a 40-year track record of driving results for our clients. Our executive team brings national and global work experience across all disciplines from marquee agencies in Chicago, New York, Los Angeles and Boston. We are smart, able, nimble, affordable and genuinely Nevada owned and operated. We believe our on-going successful partnerships with our clients and Nevada Department of Transportation partner agencies, such as Clark County Regional Flood Control District, Nevada Stormwater Coalition, Desert Conservation Program, Regional Transportation Commission and Southern Nevada Strong, all of whose work includes delivering well-planned public awareness and education programs aimed at roadway users, uniquely qualifies us to be the most efficient and effective stewards of the Department of Public Safety social change marketing efforts moving forward.

• WE ARE DEEPLY INTEGRATED WITH MANY OF YOUR PARTNERS IN THE WORLD OF TRANSPORTATION SAFETY.

We believe that high tide raises all ships. If you could reduce the number of meetings, phone calls, emails, voicemails and follow-ups required to keep everybody involved in projects aligned and informed, however tangentially the relationships are, would you jump at it? We believe that adding the Department of Public Safety to our existing public safety and transit client base including Clark County Regional Flood Control District, Regional Transportation Commission of Southern Nevada, Nevada Stormwater Coalition, Desert Conservation Project and Southern Nevada Strong, will infinitely aid in the dissemination of information and execution of coalition-based initiatives. We have seen this in action and heard from our clients that our relationship base in the public safety space is highly advantageous to both of us.

• WE ARE HIGHLY EXPERIENCED SOCIAL CHANGE STRATEGISTS.

Our deep commitment to social change is reflected in our own brand positioning: R+P, Where Passion Meets Purpose. In our experience, social change starts with building broad awareness and matures with effective, consistent, subconscious behavioral change throughout society for both compliant and resistant/non-compliant audiences. It is not enough to make people think twice, their immediate reaction to a given uncertain situation must be in compliance with the acceptable social norm. Their action or reaction must be a default setting, not a thought process. Lives can be lost in the seconds it takes a person to consider their behavioral options. The goal is to penetrate and influence the subconscious mind.

To provide but one example, in our work for 23-year client Clark County Regional Flood Control District, our primary marketing goal is to achieve zero fatalities among motorists during flash flood events by persuading them not to enter flooded streets and intersections. To accomplish this, we rely heavily on social psychology to inform our strategic planning by leveraging the Principle of Social Proof.

In short, we are social and tribal beings, and what others think about us is remarkably important. In our need for a sense of identity we seek to belong, and so easily conform with what others are doing. E.g., If I am uncertain, I will take a cue from others. If other people are doing something, it must be ok for me to do it too. If other people are refraining from doing something, then it is probably not a good idea for me to do it.

Relative to uncertainty, when we find ourselves in uncertain situations (such as approaching a flooded intersection), we will rely on the action of others to determine our course of action. The reverse effect happens too. When others are doing something that we know is wrong (such as driving through a flooded intersection), we are more likely to assume it is ok to do it too. Fortunately, the action of taboos works this way too. If I do something in an unfamiliar situation, then notice others are looking in a disapproving way, I will quickly refrain and maybe apologize.

Herein lies the sweet spot for modifying behavior at traffic intersections in the uncertainty of a flood event, a sort of proactive social shaming. One of our major awareness/social change campaigns showed photos of people stuck in flood waters, sitting on the roofs of their cars, stranded, endangered, being rescued, etc., This is the undesirable "it won't happen to me" situation people desperately want to avoid being caught in themselves. These people were held up as foolhardy examples of incorrect behavior by "license plate" style, attention-grabbing headlines that subtly mocked them for making the wrong decision:

H8NLIFE BADGMBL NOFUN4U OUT35GS PAYS2W8 L84DINR

We all love to laugh at the other guy, and we all dread becoming him. This concept deeply penetrated people's minds and affected the subconscious decision-making process. In short, nobody wants to be the fool. Our market dominant out-of-home campaign seared these images into people's minds. In focus groups, audiences reported visualizing our campaign imagery in their minds upon approaching a flooding intersection. Without thinking, they knew not to enter. They subconsciously knew to turn around. Post campaign research demonstrated that people were afraid of being embarrassed and that single factor most motivated their behavior. "I didn't want to look like an idiot."

In the end, it is not rational thinking that primarily drives behavior in uncertain situations – it looks dangerous. It is not fear that drives it – I could die. But rather, it is social proof, fear of embarrassment – "I could look stupid" - that primarily and subconsciously drives human behavior relative to uncertain situations, particularly among resistant/non-compliant audiences.

This campaign became so popular in Las Vegas that residents began to send in their own ideas for billboard headlines; unsolicited. It was logical to then crowdsource it to the public through a public outreach contest. This campaign ran for a decade through public participation and reached a seemingly unattainable public awareness level of 98%. To put that into greater context, this is a similar awareness level to Nike, one of the world's most popular and well-funded brands. The advertising itself became the public outreach campaign and the PR, the campaign went viral before virality was even a thing. It was pure marketing gold. It is our understanding that public awareness levels of the Zero Fatalities brand currently stands at 50%. We believe that with stickier, subconscious behavior affecting ideas addressing both compliant and resistant/non-compliant audiences, we can greatly accelerate and heighten that awareness level, as well as finally turn the tide and begin to reduce traffic-related deaths. Additional services delivered include, but are not limited to: television, radio, digital display, social,

community outreach, Hispanic, Tagalog and Chinese transcreation and translation, community partnerships with gas stations, grocery stores, community events and organizations, brochure, K-4 educational materials, teacher curriculum and student workbooks, iPhone and android mobile app, website, research, surveys, focus groups, media planning and buying.

From a results perspective, we can talk about the extremely high 98% awareness levels we drove, but the true measure of success to us has been the reduction in flood related traffic fatalities in Southern Nevada. In just the past 5 years, for example, there have been only 2 flood related deaths in Clark County, and neither were motorists. Instead, they were individuals sleeping in or falling into washes. While no deaths are acceptable, there have been zero motorist fatalities as it relates to flood safety. We try not to take ourselves too seriously, but we take our work very seriously, particularly when saving peoples' lives is the table stakes. We've done it. We know how to do it. We would be deeply honored to do it for the Nevada Department of Public Safety in support of Occupant Protection, Impaired Driving, Lane Departure Safety, Intersection Safety, Pedestrian Safety, Motorcycle Safety and other initiatives as assigned.

• WE PROVIDE BEST-IN-CLASS SERVICES FROM CATEGORY SPECIALISTS.

In cycling, the best climber is never the best sprinter. In baseball, the best pitcher is never the best hitter. In marketing, the best advertising agency is never the best PR agency, and vice versa. We live in a highly-specialized world, and best-in-class work demands specialists. The time-tested, specialty-based partnership of R+P Advertising and FFW Public Relations seamlessly delivers true category leading work and the results we've generated for our mutual clients together proves it. R+P brings award-winning strategy, identity, creative, production, media and government relations while FFW brings award-winning strategy, pr, social media, community outreach and government relations. Together, we are the sharpest tool in your marketing arsenal.

WE LEVERAGE TECHNOLOGY TO COMMUNICATE SEAMLESSLY IN REAL-TIME AND WIN IN A FRAGMENTED MEDIA MARKETPLACE.

Our team utilizes the most modern, up-to-date technology in our workflow management to meet the demands and speed-to-market of today's world. We can integrate our clients into our workflow through a proprietary, password protected workflow portal, or utilize Slack. We utilize industry leading management software 'Clients & Profits' to deliver customizable internal and external reports on all aspects of a project. We utilize a toolbox of media research, measurement and verification tools to build efficient and effective media plans/buys and monitor delivery. The media planning process consists of pulling syndicated research through Prime Lingo: Scarborough and other research studies to develop target audience insights, demographics and behaviors, and analyze media usage. Additionally, target audience segments and geographies are analyzed in Geoscape, a research tool for accessing multicultural targets and acculturation levels so plans and messaging aren't just a message translation but rather built on further insights of the target group. As plans are built, SQAD is used to monitor and project cost-per-points for radio and TV by market. In addition, SRDS is used for further media analysis to compare digital and traditional media across business, consumer, and geographic audiences. During the buying process, Nielsen TV and Radio ratings by station/program are analyzed to maximize reach and efficiencies in buying to effectively message to the target audience. Nielsen ratings are also used at the end of a campaign for post-campaign reporting to ensure delivery. For digital buys, comScore is used during the planning process to review reach, market penetration, and

impressions. Digital campaigns are implemented through a third-party ad server, DoubleClick, to monitor impression delivery and clicks. In addition, IAS (Integral Ad Science), is used to maintain brand safety in the digital landscape, ensure viewability, and block ad fraud. Campaigns are monitored on an on-going basis and optimized in real-time to ensure delivery during campaign messaging windows.

WE'RE NOT JUST THINKERS, WE'RE MAKERS.

Today's fragmented media environment requires speed, flexibility and efficiencies to deliver infinitely more creative deliverables, especially video and digital assets. To meet these demands, in 2010 R+P launched Robertson Production Group (RPG), our in-house production arm which enables fast-to-market creative video product and cost savings over 3rd party vendors. This greatly aids with internal videos, social media content, event footage, aerial videography and digital video for the web. Our deep experience in producing video work further enables us to deliver best-in-class product at cost savings when we do contract out to 3rd parties for large scale video productions that require additional resources such as major television spots. Our ability to understand their production business model, labor base and cost structures enables us to better manage their process, scrutinize their bids and avoid waste and cost overruns. Our in-house post production greatly reduces costs. We have internally produced Telly award-winning, national caliber work for global brands like McDonald's and stretched the budgets of cost conscious local public entities such as the Regional Transportation Commission.

• WE OFFER SPECIAL RATES FOR PUBLIC SECTOR CLIENTS.

It is our passion + purpose to create social change that makes the world a better, safer place to live. We don't do it for the money. We do it because it matters. We do it because it has to be done. To that end, our private sector blended rate is being offered at a significant reduction as noted in the Cost Schedule Attachment G. We can still operate at profit under these terms, and our life-saving impact in the world will be immeasurable.

• WE ARE ALL-IN, ALL-THE-TIME, AT ALL LEVELS.

But please, don't take our word for it. Ask our clients. We encourage you to call our references to see if our self-presented reputation lives up to what we've written here. You will find that our Owner and Executive Team are involved and engaged at every level, and there is no job too big or small for any of our team members. There are no bait and switch pitch tactics, no absentee show horses, no relegation to the juniors or the satellite office. Your success is our number one priority, at all levels.

• WE HAVE SOCIAL PURPOSE IN OUR DNA.

Not to beat a dead horse here, but purpose based social change is integrated into our creative brief process across all clients, even those outside the social change space. It's a part of who we are. We've even incorporated social purpose into selling coffee for McDonald's. Seriously. Click this link to take a look: Wake Up to Something Fresh.

• WE DO NOT ACCEPT THE STATUS QUO.

We at Robertson+Partners are Nevadans. Every single one of us. We and our families and loved ones drive, ride and walk along thousands of miles of Nevada highways every year. We are the "public" in Nevada public safety. Like you, we're outraged at the death and destruction we witness out there on a far too regular basis. We too are alarmed at the rising levels of fatalities on our roads year-over-year and have made it our mission to assist agencies like yourselves who need to break with established norms, question the usual methods and develop game-changing social change marketing strategies in new and revolutionary ways. We are professional disruptors, living and working in the golden age of media disruption. We know the status quo is no longer acceptable. We realize that change isn't always easy. Sometimes it even feels risky. But if you're willing to make a change, to try something new, we believe our team presents a no-risk, all reward opportunity for the Department of Public Safety.

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.

Robertson+Partners has been providing comprehensive, strategic social change marketing campaigns under current leadership for 23 years.

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

Refer to Part III—CONFIDENTIAL FINANCIAL INFORMATION included as a separate PDF.

3.2 SUBCONTRACTOR INFORMATION

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

Does this proposal include the use of subcontractors?

Yes	X	No	

If "Yes", vendor shall:

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

Robertson+Partners proposes a strategic best-in-class services subcontracting arrangement with our existing, long-standing partner FFW Public Relations and Public Affairs (FFW). As further explained in 3.2.1.2B, this is not a new relationship as we have extensive experience with this exact division of labor. FFW will perform services to satisfy the following requirements of the RFP:

2.1.3 TASK 3 SOCIAL MEDIA MANAGEMENT

Both Primary contractor (R+P) and subcontractor (FFW) will jointly leverage our extensive social media experience, with R+P handling paid social media buying and FFW managing organic social.

2.1.4 TASK 4 OUTREACH

Both Primary contractor (R+P) and subcontractor (FFW) will jointly leverage our extensive relationships, transit and public safety contacts and deep Nevada public and private sector client bases to enhance and double your outreach exposure efforts.

2.1.5 TASK 5 PARTNERSHIPS & SPONSORSHIPS

Both Primary contractor (R+P) and subcontractor (FFW) will jointly leverage our extensive relationships, ***transit and public safety contacts and deep Nevada public and private sector client bases to grow and manage your partnership and sponsorship base.***

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

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

R+P leads process, creative development and compliance with brand standards, in close partnership with FFW. When appropriate, we jointly attend meetings. R+P does not interfere with or discourage direct communication with client. Our relationship goes beyond prime- and sub-contractor, we have a deep long-standing relationship where staff from both agencies know and work with their counterparts including formal and informal communications; including but not limited to meetings, status reports, campaign activations/executions, and campaign reports/assessments to ensure all key stakeholders are included in all conversations and contract terms are adhered to.

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

R+P and FFW principals Scott Robertson and Melissa Warren have a 23-year working relationship during which time their firms have jointly serviced the master-planned community of Summerlin, Downtown Summerlin and Howard Hughes Corporation accounts, the Southern Nevada Water Authority contract and we are currently partners in service on the Regional Transportation Commission contract. Our agencies and staff have an established workflow process, regular weekly status meetings and a highly satisfied client base. While ownership and services are unique, we work together as if one agency – in fact we share a common accounting department.

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

Refer to the following pages for Subcontractor information (FFW) with the information requested in 3.1, Vendor Information.

The below section contains the information requested of subcontractors for Section 3.1, Vendor Information.

VENDOR INFORMATION

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

Question	Response
Company name:	Faiss Foley Warren Public Relations
Ownership (sole proprietor, partnership, etc.):	LLC
State of incorporation:	Nevada
Date of incorporation:	May 5, 1998
# of years in business:	19
List of top officers:	Melissa Warren, Managing Partner Linda Faiss, President Helen Foley, Principal
Location of company headquarters, to include City and State:	Las Vegas, Nevada
Location(s) of the office that shall provide the services described in this RFP:	Las Vegas, Nevada Reno, Nevada
Number of employees locally with the expertise to support the requirements identified in this RFP:	9
Number of employees nationally with the expertise to support the requirements in this RFP:	N/A
Location(s) from which employees shall be assigned for this project:	Las Vegas, Nevada 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, shall be appropriately licensed by the State of Nevada, Secretary of State's Office pursuant to NRS76. Information regarding the Nevada Business License can be located at http://nvsos.gov.

Question	Response
Nevada Business License Number:	NV20021055055
Legal Entity Name:	FFM LLC

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

Yes		No	***X***

If "No", provide explanation.

Our DBA is Faiss Foley Warren Public Relations & Public Affairs. There was another partner when the company was formed. He is no longer with the company, hence the DBA.

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

Yes		No	***X***

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

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

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

Yes		No	***X***

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

If you employ (a) any person who is a current employee of an agency of the State of Nevada, or (b) any person who has been an employee of an agency of the State of Nevada within the past two (2) years, and if such

person shall be performing or producing the services which you shall be contracted to provide under this contract, you shall disclose the identity of each such person in your response to this RFP, and specify the services that each person shall be expected to perform.

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

Does any of the above apply to your company?

Yes		No	***X***

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

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

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

Vendor meets insurance requirements.

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.

Founded in 1998, Faiss Foley Warren (FFW) is a full-service Las Vegas and Northern Nevada public relations, public affairs and social media firm comprised of seasoned professionals with decades of experience. As native or long-term Nevadans, the firm's principals have earned access to and the trust of many of the state's key influencers. They and FFW's experienced and highly respected team bring numerous valuable connections in the political, government, media, business and nonprofit sectors to their clients. FFW has earned a stellar reputation for its long-term work for many of the state's most highly regarded companies, municipalities, government agencies, developments, destinations, retailers and nonprofits. Our client list reads like a Nevada who's who, and as a result, our relationships are deep and strong.

Long-term representation is an FFW hallmark. Unlike many Northern Nevada and Las Vegas PR firms that are required to constantly chase new business because of client turnover, FFW boasts a highly stable client base with many relationships that are older than our company.

From the Governor to the Mayor and everyone in between, FFW has personal relationships with the many of Nevada's top political, business, community, media and social influencers. Collectively, FFW partners and senior executives have and continue to serve on and chair nonprofit boards; we participate in major planning initiatives with politicos and business leaders; we represent several government agencies; we partner with scores of nonprofits, including four that we represent directly; and we know and understand the media landscape and its players. Collectively, the firm's members have unparalleled experience; their contacts (media, community, government, nonprofits, influencers) are deep and abundant; and their professionalism is top-notch. And Helen Foley, FFW partner and former Nevada state senator, is a full-time lobbyist with extensive contacts on all levels – federal, state, cities and counties throughout Nevada.

In addition to our Las Vegas office which houses 14 full-time employees and one-half dozen contractors, FFW includes one senior employee in Northern Nevada, along with two seasoned contractors. This statewide presence well positioned the firm to win high profile accounts, including Uber, Nevada Mining Association, Nevada Health Link/Silver State Health Exchange and two ballot initiatives: the Coalition to Defeat the Margin Tax (2015) and Nevadans for Affordable Clean Energy Choices (2016).

FFW maintains extensive databases of a variety of government entities that include both staff and elected officials, nonprofit agencies in a wide range of sectors and stakeholders specific to our projects. We have a deep understanding and experience in navigating the world of government and quasi-government agencies to collect data and build comprehensive lists with efficiency and accuracy, while nurturing key partnerships and relationships.

Our long-term employees know what they're doing. Just as FFW is proud of its long-term client relationships, the firm boasts many employees who have been part of the FFW family for years – some who joined us in 1998 when FFW was established. Our highly seasoned team works collaboratively to quickly identify issues, develop solutions and execute creative approaches for the tasks at hand. Many of our competitors staff their firms with junior employees to cut costs, contributing to high turnover. At FFW, we know experience is everything, and like our clients who rarely leave us, neither do our employees.

FFW prides itself on completing work on schedule and is available around-the-clock to meet clients' needs. We don't stop working at 5 p.m., particularly if we have deadlines to meet and clients to serve. Given that our work day is not finite, we willingly put in many hours to exceed expectations.

Our wheels are constantly spinning with new and innovative ideas. Good representation goes beyond strong execution; it's about building relationships in the community and generating new and creative ideas for events, partnerships and activations. In fact, creativity is another FFW hallmark. Our clients especially appreciate our ability and desire to innovate on their behalf...it's what makes our job fun!

Key Clients/Experience:
Through our representation of the Regional Transportation Commission (RTC) of Southern Nevada, which includes outreach/public affairs, public relations and social media, we are deeply entrenched in Nevada's transportation industry on many levels – from transportation infrastructure planning, traffic management, transit, pedestrian safety, regional planning and more. We are responsible for identifying and securing more than three dozen community leaders to serve on RTC's Transportation Resources Advisory Committee (TRAC) which was created to provide advisory leadership on future transportation planning in our region. As the creator of TRAC, FFW oversees all strategic planning for this initiative, development of goals and objectives and meeting management. Additionally, FFW actively participates in RTC outreach efforts, identifying community events and opportunities to engage with the public on transportation and transit issues. We also provided significant outreach support in 2016 for the Nevada Health Link and the Silver State Health Exchange.

Our work for government agencies also includes Southern Nevada Water Authority (SNWA) which we have represented since 2003. For SNWA, we create, implement and managing public awareness campaigns for water quality awareness, including Spanish outreach, as well as programs aligned with in-state water resource development and management.

For many years, FFW has managed SNWA's Water Conservation Coalition (WCC), a public/private partnership that works closely with SNWA staff with a shared goal of increasing awareness of and participation in SNWA incentive and conservation programs among local businesses. The WCC's executive committee is comprised of community and business leaders as well as representatives from various Chambers of Commerce in Southern Nevada. The WCC recognizes local businesses and individuals who are making significant contributions to water conservation with its Water Hero Awards, presented annually during the Water Smart Innovations Conference in Las Vegas.

In late 2005, FFW began working with the city of Las Vegas to market, position and promote Symphony Park – long before The Smith Center and Cleveland Clinic Lou Ruvo Center for Brain Health were a reality. We created the successful Symphony Park lecture series that helped to brand the area, and we developed and launched Noteworthy, an electronic newsletter that grew to more than 13,000 subscribers.

In 2010, our contract with the city shifted to focus on marketing the greater downtown Las Vegas given the significant redevelopment activity in the area. While broadening our efforts for Symphony Park to include all of downtown, we expanded our newsletter and worked alongside the city to provide additional PR and marketing support for new businesses. Through proactive outreach, we secured millions of dollars of earned media globally for the new downtown emerging as an authentic and unique Las Vegas experience for both tourists and locals. In 2012, we coined the term, "Year of

Downtown" that was readily adopted by media when referencing the signature and landmark facilities that came to fruition that year.

While the focus of this contract has evolved over the years, FFW continues to play a key role in helping the city to market downtown both locally and globally. In 2014, we successfully developed and launched downtown.vegas, a website designed as a single source of information on all things DTLV; and we continued our public relations outreach to promote downtown to visiting journalists, garnering media coverage from around the world.

FFW partnered with Downtown Vegas Alliance (DVA) and area businesses to develop "Rediscover Downtown," an experiential initiative to encourage locals to rediscover the heart of their city. Through our efforts to broaden awareness of downtown and the DVA, the organization grew significantly and is today, on the verge of an exciting reinvention that is helping to create a more unified voice for businesses in downtown Las Vegas.

In 2014, FFW won through RFP a contract to promote and provide support for Strong Cities Strong Communities (SC2) Las Vegas, a global economic redevelopment challenge funded by the White House and the Economic Development Administration. This competition attracted potential participants from all 50 states and nearly 50 countries. FFW managed outreach and a highly targeted marketing program that included universities and economic development firms throughout the world. FFW was also responsible for securing SC2's very prestigious panel of judges which included influencers from throughout Southern Nevada.

FFW was also part of a national team of consultants headed by global urban design firm RTKL that won through RFP the contract to redesign the current Downtown Master Plan. We oversaw a comprehensive and multi-faceted public outreach effort for this project over 15 months, interviewed nearly 100 key stakeholders, organized and hosted four major community events and oversaw promotion of an online portal to gather public feedback in the creation of a new, 30-year Downtown Master Plan that was completed in 2016.

Currently, Managing Partner Melissa Warren is a member of a City of Las Vegas consultant team exploring the feasibility to establish a Business Improvement District in Downtown Las Vegas (2016-present). On this project, she is meeting with influencers and leaders representing diverse groups in downtown to identify needs and help to create consensus for this politically charged but critical initiative.

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.

FFW launched its social media division in 2011 with the hiring of Marsha MacEachern Tempesta. That very year, the firm won a Public Relations Society of America Pinnacle for its social media on behalf of The Rape Crisis Center. Since then, the firm has steadily increased the number of social media practitioners to four, supplemented also by experienced freelancers when needed. The firm took over management of RTC's social media accounts in 2015. Our work for RTC social media has been lauded by the agency's top executives and board, and we have developed an effective system for ensuring our proactive social media is accurate, creative, compelling and engaging, while remaining nimble and flexible to make adjustments as needed in times of crisis.

FFW has helped clients secure partnerships and sponsorships on a variety of accounts on an informal basis since the firm's inception in 1998. Over the years, we have secured major media partners and event sponsors for scores of events and initiatives or all sizes. Just last year, FFW secured The Howard Hughes Corporation to underwrite Nevada Ballet Theatre's Black and White Ball, a $50,000 underwriting commitment; we secured KSNV TV-3 to provide significant in-kind air time to many clients, including The Rape Crisis Center and Make-A-Wish® Southern Nevada; we are credited with securing high profile news anchors to partner with us on events for many of the nonprofits we represent either directly or indirectly; we frequently tap our client, Cox Communications, to provide free air time for important community messages; and we frequently bring clients and other partners together for the betterment of the event/initiative and the community. Our ability to leverage relationships cannot be understated.

While FFW has performed community outreach on in informal basis for key clients since the firm's inception in 1998, our work in this arena was taken to a new level when we began to work with the city of Las Vegas in 2005. Since then, we have conducted significant and formalized outreach for multiple projects, including but not limited to the city's pursuit of an MLS soccer stadium, the Downtown Las Vegas Master Plan, a Downtown Las Vegas Business Improvement District and the Strong Cities Strong Communities Economic Development Competition. When we began working with the RTC in 2014, our community outreach work was once again elevated to a new level with our work organizing and establishing TRAC and providing significant outreach services to the RTC in general. In 2014, we assembled our dream team, which includes Kristine Absher, Julie Schaller and Gail Tuzzolo, all working under Helen Foley to provide highly strategic and effective outreach services for this important account.

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

Refer to Part III—CONFIDENTIAL FINANCIAL INFORMATION included as a separate PDF.

This completes section 3.1, Vendor Information as requested of Subcontractors. The responses to 3.2 SUBCONTRACTOR INFORMATION continue with Section 3.2.1.4 below.

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

Vendor understands and will comply.

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

Vendor understands and will comply.

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.

Primary vendor, subcontractor and key personal have submitted background info (3.1, 3.1.8, 3.1.9, 3.2.1.3) resumes (3.4) and references (Attachment F) satisfying the requirements of 3.3.1.

References are:

Tina Quigley, General Manager, Regional Transportation Commission of Southern Nevada (RTC), (702) 321-2135, fax (702)676-1638, quigleyt@rtcsnv.com

Larry Brown, Clark County Commissioner District C, Chairman Clark County Regional Flood Control District, Chairman Regional Transportation Commission of Southern Nevada, (702) 455-0880, fax (702)383-6041, lvllb3@msn.com

Gale Wm Fraser, II P.E., General Manager/Chief Engineer/Retired, Clark County Regional Flood Control District, (702)379-7651, fax n/a, stormylv@aol.com

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

References submitted per request.

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.

Vendor has confirmed submission with references.

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.

Vendor highly encourages the State to contact our business references.

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***.

Proposed staff resumes are included as directed on the following pages.

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:	***Robertson+Partners***

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:	***Scott Robertson***	**Key Personnel: (Yes/No)**	***Yes***
Individual's Title	***Owner, CEO + Executive Creative Director***		
# of Years in Classification:	***13***	**# of Years with Firm:**	***23***

BRIEF SUMMARY OF PROFESSIONAL EXPERIENCE

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

Scott Robertson's success, drive and determination led to his acquisition of a multi-million dollar award-winning advertising corporation that has continued to prosper despite economic downturns and rapidly evolving industry trends. He applies the same work ethic that launched Robertson+Partners (R+P) into one of the top advertising firms in the southwest to help his clients prosper in a competitive marketplace.

Scott's clients describe him as an exceptional professional with high standards for creativity, quality, accuracy and ethics in business. He is also well known as a highly engaged, hard-working agency owner who has the ability to connect with high level executives and find solutions to their business needs. His expertise is in brand strategy and development; advertising; social change marketing; media production; government relations; and program planning and management.

Scott has 23 years of social change marketing experience for clients such as Clark Country Regional Flood Control District, Nevada Stormwater Coalition, and more recently the Regional Transportation Commission of Southern Nevada, and Clark County Desert Conservation Program. He is Robertson+Partners' lead marketing strategist, specializing in strategically-led behavioral change. The award-winning agency he led and later acquired is a full-service, integrated marketing firm employing 20 people and handling a diversified client base that spans across the nation. Scott credits his agency's success to his relentless focus on recruiting and surrounding himself with the best talent.

Scott is the son of a retired U.S. Army Brigadier General and was raised in 9 states and 3 continents. This early life experience gave him very unique insights into the differences and commonalities of human behavior across cultures. It also nurtured in him a high regard for discipline and a deep respect for service.

Scott's work has been awarded and published at the highest levels of the industry locally and nationally. He is generous with his time and actively involved in the Southern Nevada community his

family calls home. Scott is an alumnus of the Chamber of Commerce Leadership Las Vegas program, past board member of Ronald McDonald House Charities, and former search and rescue volunteer for the Las Vegas Metropolitan Police Department.

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.

January, 1994 – Present Day: Clark County Regional Flood Control District (CCRFCD), 600 S. Grand Central Parkway, Suite 300, Las Vegas, NV 89106-4511, Positions held: Copywriter, Creative Director, President, Owner, CEO and Executive Creative Director. The mission of the CCRFCD is twofold: keep floodwaters away from residents; keep residents (primarily motorists) away from floodwaters. Our goal each year is zero fatalities among motorists during flash flood season, and we achieve this aim through an integrated social change strategic marketing plan that influences driver behavior in uncertain situations. The contract is approximately $1million per annum. Awareness of the campaign has reached levels as high as 98% and the contract has been awarded and renewed on 5 separate occasions. Learn more at www.befloodsafe.com.

January 2012 – Present Day: Nevada Stormwater Coalition (NSC) through CCRFCD, additional members include Nevada Department of Transportation. 600 S. Grand Central Parkway, Suite 300, Las Vegas, NV 89106-4511, Position held: Owner, CEO and Executive Creative Director. The mission of the NSC is to prevent the conveyance of pollutants from state road right of way into Nevada's water bodies, and in our case, Lake Mead specifically. We assisted in this effort through an integrated social change strategic marketing campaign that aims to educate the public and influence behavior in potential polluting situations. Among other media, the "Be Lake Friendly" campaign included a "Lake Friendly" certification program for school children, residents and businesses. See the work and take the pledge at www.belakefriendly.com.

November 2014 – Present Day: Clark County Desert Conservation Program (DCP), 4701 W. Russell Road, Suite 200, Las Vegas, NV 89118. Owner, CEO and Executive Creative Director. DCP encourages sustainable development, economic growth and outdoor usage while implementing actions to ensure survivability of covered endangered species in the wild. We aid the DCP in their mission through a strategic, integrated social change marketing campaign which aims to change behavior amongst a segmented target audience of outdoor enthusiasts – hikers, bikers, climbers, shooters, Off-Highway Vehicle Users, school children, and the development community. Among many campaign elements, this program includes a Dust Certification Program. Leveraging the Mojave Max mascot, R+P developed a "To The Max" campaign which encourages desert users to enjoy the environment to the max while persuading them to do it in a responsible manner. Learn more at www.mojavemax.com. This contract is a $1million, 3-year contract.

January 2017 – Present Day: Regional Transportation Commission of Southern Nevada (RTC), 600 S. Grand Central Parkway, Suite 250, Las Vegas, NV 89106. Owner, CEO and Executive Creative Director. RTC is a regional entity that oversees public transportation, traffic management, roadway design and construction funding, transportation planning and regional planning efforts known as Southern Nevada Strong. R+P is responsible for on-going brand repositioning of the RTC to a tech-enabled mobility brand driving the future of transit in Southern Nevada. Along with corporate brand, we are responsible for strategic development of social change marketing campaigns for RTC programs

and initiatives that drive behavioral change. Eg. Seeing Orange aims to persuade citizens to support roadway construction projects through our recently launched "Love the Cone" campaign. Learn more at https://seeingorange.rtcsnv.com/. Another recently launched "Defeat the Heat" campaign aims to persuade public transit users to protect themselves from the harsh desert summer by carrying bottled water, wearing hats and sunscreen, seeking out shade, carrying umbrellas, etc,. Community outreach includes city wide "chill stations" where free bottled water is distributed to citizens. This contract is $1.3million per annum over the next 5 years.

EDUCATION

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

University of Maryland, Munich Campus, Associate of Arts Degree, 1989, Deans List, Phi Beta Kappa

CERTIFICATIONS

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

Advanced Rope & Mountain Rescue Certification, Las Vegas Metropolitan Police Department Search and Rescue, 2006

REFERENCES

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

Tina Quigley, General Manager, Regional Transportation Commission of Southern Nevada (RTC), (702) 321-2135, fax (702)676-1638, quigleyt@rtcsnv.com

Larry Brown, Clark County Commissioner District C, Chairman Clark County Regional Flood Control District, Chairman Regional Transportation Commission of Southern Nevada, (702) 455-0880, fax (702) 383-6041, lvllb3@msn.com

Gale Wm Fraser, II P.E., General Manager/Chief Engineer/Retired, Clark County Regional Flood Control District, (702) 379-7651, fax n/a, stormylv@aol.com

James Vance, President, McDonald's Greater Las Vegas Owner Operator's Association, (702) 303-7000, fax: n/a, jamesv.mail@gmail.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:	***Robertson Partners***

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:	***Jeremy Thompson***	**Key Personnel: (Yes/No)**	***Yes***
Individual's Title	***President***		
# of Years in Classification:	***3***	**# of Years with Firm:**	***3***

BRIEF SUMMARY OF PROFESSIONAL EXPERIENCE

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

I lead a talented, full-service agency team at Robertson+Partners. My work philosophy is grounded in ensuring that strategy is driven by data and consumer insights – that passion for insight driven campaigns is at the heart of my award-winning career. With 11 years of professional experience in Nevada, I have worked statewide on a variety of industries including on-the-ground, in-market activations in Fallon, Fernley, Elko, Ely, Carson City, Reno, Las Vegas and beyond, for clients including Barrick, NV Energy, Saint Mary's Hospital, Pro Bull Riders, Resort at Red Hawk, Nevada Mining Association, and Nevada Resort Association as a representative list.

Prior to moving to Las Vegas, I worked in Chicago for the global holding company Publicis, at the media division of Leo Burnett, Starcom. I benefitted greatly from the opportunity to work on major accounts, receive the best training in the industry and win national awards. Key accounts included Altoids, Velveeta, DiGiorno and Kellogg's adult portfolio of cereals and snacks such as Kashi and Special K.

Coming from a military family, I've lived around the country and abroad, but made Nevada my home by choice.

2004 OAAA Nat'l Media Plan of the Year (Altoids Strips) | 2008 National Silver EFFIE (SNWA water conservation) | 2008 R&R Partners Agency Super Star | 2009 Mediaweek Media Plan of the Year (Wynn Resorts) | 2009 Esquire Magazine 45 under 45 | 2011 OMMA Integrated Media Travel Award (LVCVA - Know the Code) | 2011 Sammy's Digiday Best Engagement Campaign Finalist | 2011 Travel Weekly Magellan Awards | 2012 Creative Media Awards Social Media Finalist | 2012 Internet Advertising Competition Awards Outstanding Social Media Campaign (LVCVA - How to Vegas) | 2012 Travel Weekly Magellan Awards Silver, social media campaign (LVCVA - Know the Code)

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.

To provide a concise and focused sampling of my 20 years of advertising experience, my work experience focuses exclusively on Public Health and Safety campaigns directly related to roadway safety. I do not include consumer brands nor Public Health and Safety campaigns at the national and State level related to Elder Abuse (Washoe County), Pharmaceutical Abuse (Nevada and Utah), Tobacco Cessation (National and Utah Health District), or Underage Drinking (DABC, Utah).

Robertson+Partners, President, April 2015 – Present

- ***RTC of Southern Nevada – Lead account planning & strategy as the marketing Agency of Record***
- ***Desert Conservation Program – Lead account planning & strategy as the marketing Agency of Record***
- ***Flood Control – Lead account planning & strategy as the marketing Agency of Record***
- ***NV Stormwater – Lead account planning & strategy as the marketing Agency of Record***

R&R Partners, Las Vegas, Corporate Director Media & Digital Activation 2006 – 2011; Corporate Director of Social Media 2011 - 2015

- ***American Public Transportation Association – Lead paid media in support of key initiatives***
- ***Utah Transit Authority – Lead paid and social media as the advertising Agency of Record***
- ***Orange County Transit Authority – Lead social media strategy, content creation and community management in support of key initiatives***
- ***Utah Highway Safety – Lead paid and social media as the advertising Agency of Record***
- ***Phoenix Valley Metro – Lead paid and social media as the advertising Agency of Record***

EDUCATION

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

Purdue University, West Lafayette, Indiana, BA, 1998, MA, 2001

CERTIFICATIONS

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

Clark County Dust Class (2016)
Las Vegas Metro Police Department Citizen's Police Academy Alumni Association (Class 3, 2017)

REFERENCES

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

Scott Robertson, Owner, Robertson+Partners, 702-947-7777, Fax: 702-262-9037, scott@robertson.partners
Work with Scott, agency principal, on all agency business

Matthew Driscoll, PR Account Supervisor, R&R Partners, 702-318-4250, Matthew.Driscoll@rrpartners.com
Worked with Matt on various GPA accounts including American Medical Response at R&R LV

Steve Wright, VP Client Services, BONCOM, 801-420-7343, SteveW@boncom.com
Worked with Steve, Account Director, on Utah Highway Safety at R&R SLC

Michael Navarre, Assistant Vice President of Institutional Marketing & Communications, Salt Lake Community College, 801-957-5094, Michael.Navarre@slcc.edu
Worked with Michael, Account Director, on Utah Transit Authority at R&R SLC

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:	***Robertson+Partners***

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:	***Pam Payne***	**Key Personnel: (Yes/No)**	***Yes***
Individual's Title	***VP, Media & Measurement***		
# of Years in Classification:	***3.5***	**# of Years with Firm:**	***3.5***

BRIEF SUMMARY OF PROFESSIONAL EXPERIENCE

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

Over 15 years of experience across traditional and non-traditional media including research, planning, evaluating RFP's, negotiating, executing, trafficking, stewarding, optimizing, invoice reconciliation and post-buy reporting. Started my career in New York City at Carat (largest independent media planning and buying firm) before moving to Nevada. Nevada has been home for the past 12 years. Over these 12 years, I have had the opportunity to work on accounts across both Northern and Southern Nevada along with other markets.

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.

2014 – present Robertson+Partners, Las Vegas, VP, Media & Measurement

CCRFCD (Clark County Regional Flood Control District) – media planning and buying across radio, television, outdoor, print and digital including timely weather triggered activations

RTC of Southern Nevada – media planning and buying across multiple initiatives and all mediums including community partnerships media partner extensions

2007 – 2014: R&R Partners, Las Vegas, Media Planner – Media Director

Utah Highway Safety – DUI campaign targeting key holiday weeks/weekends with radio, digital, college print, and OOH executions

UTA (Utah Transit Authority) – planning and buying across multiple campaigns for branding, ridership, service change, and recruitment

NV Energy – media buying in both Northern and Southern Nevada including the rebrand from Nevada Power in the South and Sierra Power in the North to NV Energy

MGM Resorts: Circus Circus – media planning and buying for Las Vegas and Reno properties to support hotel occupancy as well as special events, attractions, food and beverage within the local market

APTA – TCRP (Transit Cooperative Research Program) – niche print and digital

Other: Transportation related ballot initiatives in St. Louis and Hawaii

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

Dowling College, Oakdale, NY: BA Natural Science & Mathematics; 1997

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.

Steve Wright, VP Client Services, BONCOM, cell: 801.420.7343, stevew@boncom.com
(Steve was Account Director at R&R Partners on the UHS account)

Michael Navarre, Assistant Vice President of Institutional Marketing & Communications, Salt Lake Community College, office: 801.957.5094, michael.navarre@slcc.edu
(Michael was Account Director at R&R Partners on the UTA account)

Bryan Cochran, Local Sales Manager, FOX5 KVVU Television Las Vegas, office: 702.436.8275 bcochran@fox5vegas.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:	***Robertson+Partners***

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:	***Chris Brown***	**Key Personnel: (Yes/No)**	***Yes***
Individual's Title	***Vice President, Creative Director***		
# of Years in Classification:	***4***	**# of Years with Firm:**	***4***

BRIEF SUMMARY OF PROFESSIONAL EXPERIENCE

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

Over his 25-year career Chris has led teams and created award-winning work on both coasts at agencies large and small. What began as a junior copywriting job at Bozell, Los Angeles has led to creative leadership roles at national agencies like Griffin/Bacall, NYC and global agencies like FCB Worldwide. In 2000, Chris founded his own agency, Brainsaw Creative on the West coast and for nearly a decade served national clients in the foodservice, sports and luxury lifestyle categories. In the years prior to joining Robertson+Partners in 2013, Chris served as a freelance creative director, branding consultant and executive producer for agencies and clients nationwide. At Robertson+Partners he not only oversees all creative development across every medium, he serves as Executive Producer of the agency's in-house production company, RPG Studios. Chris has been recognized and awarded throughout his career, including Clios, One Show Awards and Addys for various campaigns.

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.

Q1 2013: Civilian Marketing, San Diego, CA—North County Transit District- Freelance Creative Director. Creative direction and Copywriting for ridership communications programs.
Q2 2013: Civilian Marketing, San Diego, CA—LAX Airport Terminal Improvements Project-Freelance Creative Director. Creative direction and Copywriting for awareness campaigns and community outreach communications.
2014-2016: Robertson+Partners, Las Vegas—Nevada Health CO-OP Account-Creative Director. Responsible for development of the brand and all subsequent creative campaigns. Grew the program from 0-17,000 members in first 4 months of brand launch.
2013-Present: Robertson+Partners, Las Vegas, NV—Clark County Regional Flood Control District, Creative Direction and Production on all creative materials of public safety campaign.
2013-Present: Robertson+Partners, Las Vegas, NV—Be Lake Friendly-Creative Direction and Production on all creative materials of social responsibility and environmental protection campaign.
2016-Present: Robertson+Partners, Las Vegas, NV—RTC of Southern Nevada—Creative Direction, Production and Brand Stewardship on all creative initiatives across the brand's ridership and public information/awareness campaigns.

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

University of California at Santa Barbara. Santa Barbara, CA. Bachelor of Arts, 1990

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.

Tim Fuhrman—Marketing & Branding Consultant, 714.392.0054, tfuhrman@cox.net
Casey Casburn—Creative Director/Producer, Srixon/Cleveland Golf, 949.887.6393, caseycasburn@clevelandgolf.com
John Baynes—Fire Inspector, Clark County Fire Department—Logistics Team Manager FEMA Urban Search and Rescue, 702.349.2216, bbeaubrun73@yahoo.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:	***Robertson+Partners***

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:	***Michael Dunn***	**Key Personnel: (Yes/No)**	***Yes***
Individual's Title	***Associate Creative Director***		
# of Years in Classification:	***2.5***	**# of Years with Firm:**	***3.5***

BRIEF SUMMARY OF PROFESSIONAL EXPERIENCE

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

During his 23-year career, Michael has never settled on just one role. As Art Director at B&P Advertising, he also served as Broadcast Producer, Copywriter and Interactive Designer and created campaigns for local and regional resorts and UMC (University Medical Center). His initiative and leadership skills were key at MGM Resorts International where, as Creative Director, he led 20 employees to conceive and execute award-winning campaigns in every conceivable medium for multiple properties. Michael joined Robertson+Partners to return to his design roots and take advantage of his skills in editing, animation and filming—on the ground and in the air. Michael is a versatile artist creating brand identities, graphic design, dynamic presentations, broadcast production and motion graphics that deliver results.

He is proficient in the Adobe Creative Suite of tools (e.g., Photoshop, Illustrator, InDesign, Premiere Pro, After Effects and Audition); Microsoft Office (e.g., Word, PowerPoint and Excel); RedcineX; various cameras and audio equipment.

Michael is a founding member of the AIGA Las Vegas Chapter. Representative and relevant awards include multiple Gold, Silver and Bronze Addys and AIGA awards, PRSA awards and IABC Bronze Quill awards.

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.

2014–Present, Robertson+Partners, Las Vegas, Associate Creative Director, CCRFCD, print, outdoor and broadcast executions for flood awareness.

2016–Present, Robertson+Partners, Las Vegas, Associate Creative Director, Desert Conservation Program, PowerPoint for Mojave Max Education, signage and business collateral for Desert Conservation Program, TV spots for "To the Max" campaign

2017, Robertson+Partners, Las Vegas, Associate Creative Director, Regional Transportation Commission of Southern Nevada, "Love the Cone" campaign, RTC "Careers in Motion"

2002, B&P Advertising, Las Vegas, Art Director, Nevada Medical Liability Physician's Task Force, "We've Lost Her" ad (Best of Show winner at PRSA Awards)

EDUCATION

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

An artist at heart, Michael began freelancing during college and shifted focus from Liberal Arts to Graphic Design. His skills impressed several teachers, one of whom hired him as Production Artist at DSLV/Lawlor. His ambition and talent have propelled him up the ladder at every agency he's worked at, including promoting twice in three years to become Creative Director at MGM Resorts International. Always looking to improve his skillset, he has expanded into video production and motion graphics. He believes talent can't be taught, but the tools to show that talent can. To that end, the majority of his technical knowledge has been gained from various online teaching outlets, such as Lynda.com, as well as various seminars and groups and absorbing the knowledge of others in his field.

Fullerton College, Fullerton, California
Field of study: Liberal Arts
Dates attended: 1990–1991

Cal State Fullerton, Fullerton, California
Field of study: Liberal Arts
Dates attended: 1991–1992

University of Nevada, Las Vegas
Field of Study: Fine Arts
Dates attended: 1993–1994

College of Southern Nevada, Las Vegas, Nevada
Field of study: Graphic Design
Dates attended: 1994–1995, 1999

CERTIFICATIONS

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

Diversity Champion, MGM Resorts International, 2011

REFERENCES

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

Jessica Cipolla-Tario, Senior Vice President of Advertising and Content, MGM Resorts International, 702.692.6750, fax: N/A, jcipolla@mgmresorts.com

Doreen Reynolds, AA to Captain Lowe, Commander of the Airport Bureau, Las Vegas Metropolitan Police Department, 702.828.8389, fax: N/A, d4383r@lvmpd.com

Matt Wilkinson, Owner, Abe Froman Productions, 702.400.2253, fax: N/A, matt@abefromanproductions.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:	***Robertson+Partners***

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:	***Reece Markman***	**Key Personnel: (Yes/No)**	***Yes***
Individual's Title	***Account Executive***		
# of Years in Classification:	***4***	**# of Years with Firm:**	***4***

BRIEF SUMMARY OF PROFESSIONAL EXPERIENCE

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

Reece has six years of experience in developing and executing unique marketing programs, strategic events and groundbreaking advertising campaigns. As part of the Robertson+Partners account management team, Reece works closely with various clients to execute marketing and advertising plans that are customized to their exact business needs. He enjoys working with a diverse client roster in the real estate, healthcare, automotive and government industries, including Clark County Regional Flood Control District, Desert Conservation Program and Regional Transportation Commission of Southern Nevada.

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.

2013 – present
Robertson+Partners, Las Vegas, Account Executive

CCRFCD (Clark County Regional Flood Control District) – Account planning & strategic consultation, event coordination, comprehensive strategic marketing plan development, project management, third party partner coordination, financial management & billing and proofreading

RTC of Southern Nevada – Account planning & strategic consultation, event coordination, comprehensive strategic marketing plan development, project management, third party partner coordination, financial management & billing and proofreading

EDUCATION

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

University of Rhode Island, Kingston, RI: BA Communications; 2012

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.

Erin Neff, Public Information Manager, Clark Country Regional Flood Control District,
office: 702.685.0017, eneff@regionalflood.org

M.J. Maynard, Deputy General Manager, RTC of Southern Nevada,
office: 702.676.1778, MaynardM@rtcsnv.com

Tanya Tumminia, Director of Brand Development and Marketing, Downtown Grand Las Vegas,
cell: 702.238.0564, ttumminia@downtowngrand.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:	***Robertson+Partners***

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:	***Jessica Tabares***	**Key Personnel: (Yes/No)**	***Yes***
Individual's Title	***Multicultural Marketing Specialist***		
# of Years in Classification:	***14***	**# of Years with Firm:**	***5***

BRIEF SUMMARY OF PROFESSIONAL EXPERIENCE

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

Lead the Hispanic Marketing efforts with more than a decade of experience in Marketing and Sales. I started my career in Peru where I was born and raised and sought professional opportunity and growth when I moved to the United States in 1992. I oversee Hispanic Marketing, trans-creation and translation services for all clients. I specialize in the development of this important local market segment through networking, analysis, strategic planning and execution, creating cross-cultural promotions, establishing powerful partnerships, target profiling and media planning and buying. In 2013, I was awarded Best Local Hispanic Marketing Campaign in the U.S. by McDonald's, a prestigious national award and nearly impossible feat to accomplish. My span at Entravision Communications strengthened my broadcast knowledge and affiliation with noteworthy clientele including PBR, automotive industries and RTC. I am actively involved with the Las Vegas Latin Chamber of Commerce and have developed strong relationships within the Hispanic community. My impressive skillset also includes a degree from Instituto de Portugues and L'Alliance Francaise in Lima Peru and multilingual fluency in English, Spanish, French and Portuguese.

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.

September 2012 – Present Las Vegas, NV
Multicultural Marketing /Media Planner/Buyer
Robertson+Partners

- ***Marketing Executive with expertise in market research, product development, marketing collateral design, strategic planning, and media buying for all markets in the United States***
- ***Accounts include McDonald's, Ford Country, Clark County Regional Flood Control, Nevada Health CO-OP, and MundoFox***
- ***Planned and negotiated media buys with a $100,000-$6.4M average value***
- ***Designed campaigns for TV, radio, print, digital, and Out Of Home***

2010 – 2012
Sr Account Executive
Entravision Communications

- ***Advised company executives to identify new business opportunities, securing new revenue***

- ***Trained sales teams on educational products at internal classes and special events***
- ***Identified, developed and evaluated marketing strategies based on alignment with company objectives and market trends***
- ***Created sales strategies to promote advertising offerings and drive a 25% increase in deal size***
- ***Worked effectively in a heavily cross-functional, fast paced environment***

EDUCATION

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

University of Phoenix, Las Vegas, NV, Bachelor of Science, Business Marketing, May, 2015

Instituto de Portugues – Lima, Peru, Diplome Portuguese, 1991

L'Alliance Francaise – Lima, Peru, Diplome de Paris, 1992

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.

Peter Guzman, President – Latin Chamber of Commerce, 702-385-7367, peter@lvlcc.com

Patricia Navarro-Issel, McDonald's Owner/Operator, 702-573-5024, patricia.navarro-issel@partners.mcd.com

Vicki Nelms, Local Sales Manager – KTNV Channel 13 – Scripps, 702-506-7560, vicki.nelms@ktnv.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:	***Robertson+Partners***

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:	***Elizabeth Holloway***	**Key Personnel: (Yes/No)**	***No***
Individual's Title	***Interactive Art Director***		
# of Years in Classification:	***16***	**# of Years with Firm:**	***2***

BRIEF SUMMARY OF PROFESSIONAL EXPERIENCE

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

Elizabeth has over 15 years of experience in digital design and emerging technology development. She has worked as a designer and director for the Department of Energy, public outreach programs like the Earth Day Network, global pharmaceutical marketing companies, tech and gaming startups and advertising agencies. She was a NARAS Grammy committee member for many years, a current member of the Las Vegas Chapter of the American Institute of Graphic Arts, as well as the Association for Computing Machinery. She has been awarded with multiple RIAA Gold Records in art direction as well as two DTC National Golds for Best Public Awareness Campaign.

She is proud to have worked for The Department of Energy, Ford Country, Communities in Schools, The Agassi Foundation, City Center Las Vegas, The Cosmopolitan of Las Vegas, Sony BMG, Universal, Novartis Pharmaceuticals, GlaxoSmithKline, Pfizer, etc.

She is currently pursuing her M.S. in Human Computer Interaction with research focusing on industrial engineering and virtual reality applications. She is most concerned with creating solutions through digital pathways. Using visual design, user experience design, user interface design, web development and cognitive psychology she is focused on developing positive outcomes for client initiatives.

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.

June 2016 – Present
Robertson+Partners
Las Vegas, Nevada
Position held: Interactive Art Director
Project name(s): RTC Careers in Motion, Love the Cone, Defeat the Heat, Maryland Parkway program

Worked with Regional Transportation Commission of Southern Nevada to produce digital media including microsites, social media assets, etc. Internally advised board members on digital strategy for both internal and public education efforts.

June 2016 – Present
Robertson+Partners
Las Vegas, Nevada
Position held: Interactive Art Director
Project name(s): Flood Spot app, BeFloodSafe website

Worked with Regional Flood Control District to provide residents with up-to-date flood information on current weather, preparedness, insurance, and child education. App and website promote safe driving during flood season and provides tools for users to see current flooding and report effected roadways.

Nov 2014 – June 2016
Let's Rally Interactive
Position held: Interactive Director
Project name: Safe Walker

Developed working app prototype with the purpose of increasing pedestrian safety. App leveraged a rewards based designed and participated with local businesses to incentivize using city cross walks.

March 2012 – March 2013
Earth Day Network
District of Columbia
Position held: Interactive Design contractor
Project name(s): Billion Acts of Green, The Face of Climate Change

Designed and launched annual Earth Day websites promoting yearly global initiatives. Worked with key staff members on creating interactive digital displays to both engage and educate the public on current climate programs.

Feb 2006 – Feb 2007
Micromass Communications, Inc.
Cary, North Carolina
Position held: Interactive Designer
Project name: Ask About Iron

Designed and developed "Ask About Iron" integrated campaign for Novartis Pharmaceuticals. Purpose of the campaign was to educate key audiences on blood transfusions. The program won two DTC Perspective awards for best public outreach campaign.

Jan 2000 – May 2002
Software Technologies Laboratories
Blacksburg, Virginia
Position held: Interactive Designer

Designed and developed web applications for major Department of Energy initiatives to both further public education and also serve as internal government training resources.

EDUCATION

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

Virginia Polytechnic Institute and State University, Blacksburg, Virginia, B.A., Graphic Design, Cum Laude, 1999 – 2001

Iowa State University, Ames, Iowa, M.S. Candidate, Human-Computer Interaction/Engineering, 2nd year classification

CERTIFICATIONS

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

Google DoubleClick Rich Media Fundamentals Certified
Google DoubleClick HTML5 Studio Certified
Google DoubleClick Dynamic Certified
Google DoubleClick QA Certified
The Data Scientist's Toolbox

REFERENCES

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

Bryan Buchanan, Director of Digital Engagement, Campaign for Tobacco-Free Kids, Phone: 202.296.5469, Fax: 202.296.5427, bryankentbuchanan@gmail.com

Steve Averitt, Executive Creative Director, SK+G Advertising, Phone: 702.478.4000, steve.averitt@skg.global

April Gelbart, Content Experience Engineer, Microsoft, Phone: 702.579.5802, april.gelbart@gmail.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:	***Robertson+Partners***

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:	***Cody Spring***	**Key Personnel: (Yes/No)**	***No***
Individual's Title	***Lead Developer***		
# of Years in Classification:	***10***	**# of Years with Firm:**	***1.5***

BRIEF SUMMARY OF PROFESSIONAL EXPERIENCE

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

As an analytical problem solver, my passion is for programming. I began coding in high school at 16 playing with gaming engines and 3D programming and web development. I successfully applied my self-taught skills, but saw an opportunity to improve myself through structured learning. My career path is built on my personal insight: building tools that help people is rewarding.

'Simplify Everything' is my motto of sorts. I'm empathetic and pragmatic in everything I do. Live life fully and lovingly; it's the only one we've got.

I like to program, but more than that I like to make the lives of my team members, the users of the products we build and the people they interact with better. Programming software just happens to be the best way I know how to do that.

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.

Robertson+Partners Current
Lead Developer, former long-term contractor.

- ***Regional Transportation Commission of Southern Nevada***
- ***Clark County Water District***
- ***Ford Country***

SVG Creative 2015-2017
Founder, Lead Developer

- ***Public Hotel New York/Chicago***
- ***Capriotti's***
- ***SendOutCards***

Let's Rally 2014-2015
Sr. Software Engineer

- ***SafeWalker (transportation/j-walk prevention startup)***
- ***TripGenie (trip planning & booking software)***
- ***The Cosmopolitan of Las Vegas***

Bamboo Studio 2011-2014
Founder, Lead Developer

- ***Bullhead City Water District***
- ***Mobilizing People Marketing***
- ***Crab Corner***

EDUCATION

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

Full Sail University, Online 2009-2011
Bachelor of Science, Game & Interactive Media Design

Courses selected to improve my ability to lead large, time sensitive projects.

Academy of Art, San Francisco, CA 2008-2009
Bachelor of Fine Arts, Animation, Interactive Technology, Video Graphics and Special Effects

Courses selected to improve my ability to work with and understand the perspective or creative professional to better relate to their challenges and needs.

DeVry University, Federal Way, WA 2007-2008
Bachelor of Science, Game and Simulation Programming

Courses selected to improve my ability to refine my self-taught programming skills

CERTIFICATIONS

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

Google AdWords Certified Partner - 2014
Google Tag Manager Certified Partner - 2014
Google Analytics Certified Partner - 2014
Google Certified Mobile Web Developer - 2016

REFERENCES

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

Allen Vance, Owner, Let's Rally, (702) 462-9544, avance@letsrally.com

Jeff Hee, Owner, BLT Software, (415) 516-0652, jeff@bltsoftware.com

James Hsu, Owner, Mobilizing People Marketing, (702) 348-5618, hsumjames@gmail.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:	***Faiss Foley Warren Public Relations & Public Affairs***

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

The following information requested pertains to the individual being proposed for this project.			
Name:	***Melissa Warren***	**Key Personnel: (Yes/No)**	***No***
Individual's Title	***Managing Partner***		
# of Years in Classification:	***12***	**# of Years with Firm:**	***19***

BRIEF SUMMARY OF PROFESSIONAL EXPERIENCE

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

Faiss Foley Warren Public Relations & Government Affairs, Las Vegas, NV 2005 - Present

- ***Managing Partner (2005-Present)***
  Responsible for managing and overseeing agency profitability, business development, operations, human resources, administration and the firm's public relations division. Manages and oversees many of agency's largest public relations accounts, including Symphony Park/Downtown Marketing Initiative/Downtown Las Vegas Alliance; The Howard Hughes Corporation/Summerlin, Regional Transportation Commission of Southern Nevada.
- ***Partner (2005 – 2006)***

Faiss Foley Merica Public Relations & Government Affairs, Las Vegas, NV 1998 - 2005

- ***Partner (2000 – 2005)***
  Responsible for managing the majority of the firm's public relations accounts and business development for the public relations division.
- ***Senior Account Executive (1998-2000)***

Dunn Reber Glenn Marz Advertising & Public Relations , Las Vegas, NV 1990-1998

- ***Account Executive***
  Began working with current partners, Linda Faiss and Helen Foley. Eventually took over management of Summerlin/The Howard Hughes Corporation PR account and grew it as agency's then largest account for many years.

American Savings & Loan, Salt Lake City, Utah 1982 - 1988

- ***Assistant Vice President, Marketing***
  Managed advertising and public relations for the Utah division of this $2 billion three-state financial institution.

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.

As managing partner for FFW for more than a decade, Melissa is credited with growing both the company's client base and its services with the additions of both social media and community outreach.

Under her leadership, the firm expanded its core areas of expertise in media and community relations to include these additional focus areas while nearly doubling the firm's size in terms of both employees and revenue. She is responsible for increasing the firm's presence statewide, recruiting and hiring key personnel in Northern Nevada with deep community connections and relationships.

Melissa is active on the firm's key accounts, including RTC, for which she oversees a two-person PR team and a four-person social media team (2014-present); The Howard Hughes Corporation and its major developments of Summerlin and Downtown Summerlin, for which she is the account's primary lead and oversees a three-personal social media team and a two-person PR team (1990-present); Nevada Health Link/Silver State Health Insurance Exchange for which she oversees a two-person PR team and formerly managed a two-person outreach team (2015-present).

Known for its impressive list of long-term, hallmark clients, many of them southern Nevada's leading companies, municipalities and nonprofits, FFW has earned its reputation for good work through sustained effort from a seasoned and experienced staff, many who Melissa recruited and secured.

Under Melissa's leadership, FFW has become the go-to firm for downtown redevelopment that is changing the heart of Las Vegas. In the firm's work for the city of Las Vegas Economic and Urban Development department, FFW actively promotes downtown, Symphony Park and the Downtown Vegas Alliance (2005 –present). Simultaneous to her focus on urban development, Melissa has maintained a leading role on the firm's work for the master-planned community of Summerlin, the gold standard for community development in southern Nevada. Many of the events and initiatives Melissa created for Summerlin over the years are still in existence today and have become traditions for the community's 100,000-plus residents.

As a member of the multi-disciplinary team that created a new Master Plan to guide development in Downtown Las Vegas for the next 30 years, Melissa and the FFW team conducted 100-plus individual interviews and organized and executed scores of community outreach events (2014-2016) to gather public input; she is currently a member of a consultant team exploring the feasibility to establish a Business Improvement District in Downtown Las Vegas (2016-present). On this project, she is meeting with influencers and leaders representing diverse groups in downtown to identify needs and help to create consensus for this politically charged but critical initiative. For Uber, Melissa helped to organize a Safety Summit press conference in Las Vegas in May 2016 with NDOT, MADD and Nevada Highway Patrol to discuss how to achieve zero alcohol related fatalities in advance of the Memorial Day weekend. She also initiated a partnership on behalf of Uber with the Latin Chamber of Commerce to launch Uber Espanol in Southern Nevada.

As a result of her tenure in the community and the depth of her professional, corporate and government relationships, Melissa's strength is creating partnerships, leveraging contacts and bringing together diverse clients and community partners to achieve specific goals.

EDUCATION

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

University of Utah, Salt Lake City, Utah ***1977-1980***

School of Journalism and Mass Communications
Bachelor of Science, Mass Communications with emphasis in Public Relations
Honors at Entrance Scholarship, Cum Laude

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.

Tom Warden, Senior Vice President, Community and Government Relations, Summerlin, The Howard Hughes Corporation, 702-791-4000, Fax: 702-791-4450-thomas.warden@howardhughes.com

Uri Vaknin, Partner, KRE Capital LLC, 404-932-9970; uvaknin@krecapital.com

Michael Newman, Managing Director, CBRE, Southwest Region, Industrial & Logistics Practice Leader, 702-369-4921, Fax – 702-794-0144; michael.newman@cbre.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:	***Faiss Foley Warren Public Relations & Public Affairs***

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

The following information requested pertains to the individual being proposed for this project.			
Name:	***Helen A. Foley***	**Key Personnel: (Yes/No)**	***No***
Individual's Title	***Principal and President of Government Relations***		
# of Years in Classification:	***30 years***	**# of Years with Firm:**	***19 years***

BRIEF SUMMARY OF PROFESSIONAL EXPERIENCE

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

Former Assemblywoman and State Senator Helen Foley is a 4th generation Nevadan who has vast experience in the government affairs and public policy arena including outreach work for the Southern Nevada Water Authority as well as the Regional Transportation Commission of Southern Nevada. She has managed a 36 member Transportation Resource Advisory Committee made up of community leaders including gaming, labor, chambers of commerce, and businesses as well as environmental and community and non-profit organizations. In addition, she has represented numerous clients before the NV Legislature as well as local governments in Nevada for more than 30 years. These currently include Pardee Homes of Nevada, the Nevada Assisted Living Association, Marriage and Family Therapists of Nevada, T-Mobile USA, Delta Dental, and the RTC of Southern Nevada.

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.

August 2014 – Present
Regional Transportation Commission of Southern Nevada – Las Vegas
Manager, Transportation Resource Advisory Committee (TRAC)
FFW manages the 36 member advisory committee made up of community leaders. We develop all agendas, identify speakers, create scope of study and manage the overall execution of the goals and framework of the committee. We also coordinate outreach activities, focus groups, surveys and community events for the RTC.

January 2009 – Present
Southern Nevada Water Authority – Las Vegas
Community Outreach & Public Education

FFW coordinates the Water Quality Campaign and creates public education campaigns to highlight the efforts of the SNWA. We also manage all things relating to the Water Conservation Coalition made up of businesses in Southern Nevada who serve as examples for the community to conserve with the tag line "Water efficiency is everyone's business". The Water Conservation Coalition (WCC) is a public/private partnership formed by community leaders to help increase water-efficient business

practices within the Southern Nevada business community and promote community-wide water conservation. The WCC provides information and encouragement to business peers in an effort to boost participation in water conservation and incentive programs. The WCC carries out its mission by providing the community with sound data, education, committed leadership and initiatives that respect our water resources and quality of life in Southern Nevada.

EDUCATION

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

Bishop Gorman High School, Las Vegas, NV 1971
UNLV, BA Degree in Political Science, 1982
UNLV, Post Graduate Work in Economics 1982-85

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.

Angela Quinn, CEO, First Med – Federally Qualified Health Clinic, 702-807-5501, aquinn@fmhwc.org

Susan Lipper, Director Government Affairs, T-Mobile USA, 916-996-5354, Susan.Lipper@T-Mobile.com

Julie Wilcox, Deputy General Manager of Administration, Southern Nevada Water Authority, 702-862-3707, Julie.Wilcox@snwa.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:	***Faiss Foley Warren Public Relations and Government Affairs***

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

The following information requested pertains to the individual being proposed for this project.			
Name:	***Gail C. Tuzzolo***	**Key Personnel: (Yes/No)**	***No***
Individual's Title	***Community Outreach Specialist***		
# of Years in Classification:	***20***	**# of Years with Firm:**	***3***

BRIEF SUMMARY OF PROFESSIONAL EXPERIENCE

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

Gail Tuzzolo is nationally recognized for her work on Ballot Issues and Public Affairs Campaigns. She has worked as a Consultant in 30 states and for many organizations both local and national. She has also worked in Eastern Europe training women in Leadership and Strategic Thinking. A Nevada resident since 1991 Gail's accomplishments include successful campaigns for the gaming industry, for Nevada Coalitions and Organizations, and labor unions. She has also consulted with national teams on key national issues. Most recently, Tuzzolo spearheaded the success of the Question 5 (Fuel Revenue Indexing) campaign in Clark County.

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.

- ***2014 to Present, RTC Transportation Resource Advisory Committee***
  Regional Transportation Commission, Clark County Nevada,
  Position: Consultant for the conception, development, and implementation of a citizens committee to advice the Regional Transportation Commission
- ***2014 to Present, Regional Transportation Commission, Clark County Nevada***
  Position: Consultant to Outreach Activities to educate the community on key transportation issues, build strong partnerships, build a community-wide data base of interested persons, help implement a county-wide survey.
- ***2017 Nevadans for Affordable and Accessible Animal Care, 100 North City Parkway, Brownstein Hyatt Farber Schreck, Las Vegas, NV 89106***
  Position Consultant: Conducted an outreach campaign to Nevada Veterinarians and various partners to successfully advocate to pass a bill at the 79th Session of the Nevada Legislature clarifying related tax issues.
- ***2016 Nevada Economic Development Committee (NEDPAC), 9811 W. Charleston Blvd #2-858, LV, NV 89117***
  Position: Campaign Manager to pass Question 5 on the 2016 ballot which was successful and provided the Regional Transportation Commission and Clark County with an additional $30M in road funding.
- ***2013 – 2014 Campaign to Defeat the Margins Tax, W & M, 100 Wilshire Blvd, Suite 2040 Santa Monica, CA 90401***

Position: Campaign Manager to a Coalition of Nevada Businesses and Organization working to defeat Question 3 that was a flawed and dangerous tax measure. Successful.

- ***1998 to January 2017 Nevada AFL-CIO, 1891 Whitney Mesa, Henderson, NV 89014***
  Position: Consultant/Political Director overseeing yearly outreach efforts as well as community engagement campaigns statewide. She coordinated small and large events and developed partnerships with community organizations and businesses and worked with elected officials on dozens of issues.

EDUCATION

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

Middlesex Community College, Bedford, MA, Associates Degree in Liberal Arts, 1975
Salem State College, Salem, MA, Bachelors Degree in Physiology and English 1978

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.

Danny L. Thompson, Former Executive Secretary Treasurer, Nevada State AFL-CIO, 702-413-4517, no fax, dannylt413@gmail.com

Bill Wellman, Division Manager, Las Vegas Paving 4420 S Decatur Blvd, Las Vegas, NV 89103, 702-251-5800, no fax, undrgrd@aol.com

Alisa Nave-Worth, Shareholder, Brownstein, Hyatt Farber Schreck, 100 North City Center, Las Vegas, NV, 89106, 702-525-1245, fax: 702-382-8135, anave-worth@bhfs.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:	Faiss Foley Warren Public Relations & Public Affairs

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

The following information requested pertains to the individual being proposed for this project.			
Name:	Julie Schaller	Key Personnel: (Yes/No)	No
Individual's Title	Public Relations, Government Affairs, and Public Engagement		
# of Years in Classification:	10+ years	**# of Years with Firm:**	2 years

BRIEF SUMMARY OF PROFESSIONAL EXPERIENCE

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

Julie Schaller is a public communications professional with more than 10 years of experience in all aspects of marketing, media campaigns and initiatives, and community outreach. Ms. Schaller is experienced in project management, branding, and working in conjunction with departments, such as the Regional Transportation Commission of Southern Nevada, where she previously worked for seven years in government affairs and in transportation demand management (TDM) services. Ms. Schaller provided public outreach support for the RTC during TRAC Phase I, arranging opportunities for RTC presentations and survey collection. In TRAC Phase II public engagement, she focused on the development and fostering of more strategic partnerships with targeted individuals and groups to build support of the RTC's goals and initiatives.

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.

Faiss Foley Warren, Public Relations, Public Affairs (FFW), Las Vegas, NV
August 2015 – present
Public Relations, Government Affairs, and Community Collaboration

Ms. Schaller helps to manage the implementation and development of the Transportation Resource Advisory Committee (TRAC) and the public engagement efforts to educate Southern Nevadans on transportation issues and challenges. Duties include public agenda and notice development; messaging, presentation content, and talking points; adhering to Nevada Open Meeting Law requirements; and researching and securing public outreach opportunities.

At Faiss Foley Warren, Ms. Schaller executes and manages stakeholder and community partnerships with key agencies, nonprofits and entities; promotes and coordinates marketing events; and identifies outreach opportunities to increase brand awareness on behalf of Nevada Health Link (Affordable Care Act) and the Regional Transportation Commission of Southern Nevada (RTC).

Regional Transportation Commission of Southern Nevada, Las Vegas, NV

- ***Public Affairs Analyst, March 2013 – April 2014***
- ***TDM Marketing Coordinator, September 2007 – March 2013***

Prior to Faiss Foley Warren Public Relations & Public Affairs, Ms. Schaller worked at the RTC and helped establish partnerships with over 50 organizations to inform, promote, and educate Southern Nevadans about the Club Ride Commuter Services program, a transportation demand management (TDM) initiative of the RTC. In addition, she supported the government affairs, media, and marketing department to increase brand awareness and services of the RTC on a local and national level.

EDUCATION

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

University of Nevada, Las Vegas, M.A. in Journalism & Media Studies, completed in 2008

University of Nevada Las Vegas, B.A. in Communication, emphasis in Broadcasting, completed in 2004

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.

Angela Castro, Senior Director of Government Affairs, Media & Marketing, Regional Transportation Commission, 702-676-1552, castroa@rtcsnv.com

Marie Manalansan, Executive Senior Partner, Lucas Group, 702-324-7652, mariem@lucasgroup.com

Jacque Lange, Human Resources Representative, Fluor Federal Solutions, 702-557-6247, Jacqueline.lange@fluor.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:	***Faiss Foley Warren Public Relations & Public Affairs***

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

The following information requested pertains to the individual being proposed for this project.			
Name:	***Marissa Emily Schwartz***	**Key Personnel: (Yes/No)**	***No***
Individual's Title	***Account Executive***		
# of Years in Classification:	***9***	**# of Years with Firm:**	***1.5***

BRIEF SUMMARY OF PROFESSIONAL EXPERIENCE

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

July 2016-Present, Account Executive at Faiss Foley Warren
November 2014-May 2016, Senior Account Executive at The Abbi Agency, Reno, NV
September 2011-September 2014, Reporter/ Anchor at KRNV (NBC Reno)
September 2009-August 2011 Account Executive, SHIFT 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.

UBER Nevada: Worked as a member of an FFW team to make ridesharing legal in Nevada and bring a safe convenient and reliable form of transportation to everyone in the valley and the state! Our efforts included media relations, outreach, assistance with making community connections, development of new promotions. July 2016 – January 2017

Silver State Health Exchange: Worked as the Northern Nevada lead on the FFW team working on behalf of Nevada Health Link/Silver State Health Insurance Exchange to increase the number of insured Nevadans by promoting open enrollment and access to healthcare. The 2016 enrollment season marked a record-breaking 88,145 Nevada enrollees – a more than 20 percent increase as compared to 2015. For this client, FFW manages all aspects of media relations and outreach, community relations, planning and execution of community events, including a large stakeholder "prep rally" in Northern and Southern Nevada to kick off the 2018 open enrollment season. July 2016 – Present

Nevada Mining Association – Works as a member of the FFW team to perform public relations duties, and monitor media activity. Tasks include: writing editorial content on behalf of the Mining Association, planning media tours to active mine sites, media outreach, responding to sensitive media inquiries, establishing community partnerships on behalf of the Mining Association to promote such community partnerships.

EDUCATION

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

B.A., Northeastern University, Journalism/ Communication Studies with a minor in political science, graduated May 2008
M.A. University of Nevada, Journalism, graduated December 2011

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.

Healther Korbulic, Silver State Health Exchange, 17756860333, email: hkorbulic@exchange.nv.gov

Joe Hart, Anchor, KRNV News 4, 775-771-3411, email jhart@mynews4.com

Brooke Brumfield, former PR director, the Abbi Agency, 530-414-6259, brooke@brookebrumfield.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:	***Faiss Foley Warren Public Relations & Public Affairs***

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

The following information requested pertains to the individual being proposed for this project.			
Name:	***Marsha MacEachern Tempesta***	**Key Personnel: (Yes/No)**	***No***
Individual's Title	***Director of Social Media and Video***		
# of Years in Classification:	***6.5***	**# of Years with Firm:**	***6.5***

BRIEF SUMMARY OF PROFESSIONAL EXPERIENCE

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

Marsha MacEachern Tempesta made the cross country move from her hometown of Boston to Las Vegas in 2011 to serve Faiss Foley Warren PR & Government Affairs as social media and video director.

She manages FFW's social media team, which oversees social media accounts and projects for several clients, including the Regional Transportation Commission of Southern Nevada, Summerlin, Downtown Summerlin, FirstMed Health and Wellness Center, The Rape Crisis Center, Downtown Vegas Alliance, The City of Las Vegas, Nevada Ballet Theatre, DK Las Vegas, The Coalition to Defeat the Margin Tax Initiative (No On 3) and Piero's Italian Cuisine, among others.

The FFW social media team received a Pinnacle Award in 2016 for its work on The Rape Crisis Center social media program. Tempesta also led FFW to win the 2011 "Best Online/Social Media Campaign" award from the Las Vegas Business Press' list of "Best Advertising Agencies and PR Firms" for social media and video production work in Pardee Homes' Project Playhouse Pet Edition charity campaign.

Her previous experience includes working at The Ad Club of Boston, as well as a communications specialist and PR manager for Brandeis University and Avid Technology. She has also served as a one-man-band TV reporter/anchor for Worcester News Tonight, which is produced by New England Cable News (NECN) and Charter Communications in Massachusetts, and as a news reporter/anchor and weather anchor at WAGM-TV in Presque Isle, Maine. While in graduate school, she worked as a news website producer for NECN and did some freelance work in print journalism.

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.

Spring of 2015 to present; Regional Transportation Commission of Southern Nevada (RTC); Social Media Team Member and Managaer:

Marsha has led FFW's social media team to work hand-in-hand with RTC staff on its overall social media program for the past two-and-a-half years. In this role, FFW's team creates, manages and posts RTC's weekly content calendar for multiple platforms, including Facebook, Instagram and Twitter.

The team also provides social media strategy plans for all of RTC's initiatives, as well as creative content creation and live coverage of all RTC-related events. Work includes content surrounding roadway construction and infrastructure, as well as transit, traffic and construction advisories for locals and visitors. In this role, Marsha directs the FFW social media team's efforts in managing proactive efforts as well as reactive efforts in times of crisis. This includes developing immediate content appropriate for social media when accidents or incidents occur and careful monitoring of all social media mentions regarding these incidents. As a result, the team helps to provide 24/7, round-the-clock coverage when needed.

EDUCATION

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

Emerson College, Boston, MA, BS in Print and Online Journalism, 2000
Emerson College, Boston, MA, MA in Broadcast Journalism, 2002

CERTIFICATIONS

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

2015 Leadership Las Vegas graduate

REFERENCES

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

Monika Bertaki, Public Affairs Administrator, RTC of Southern Nevada, 702-354-3561, BertakiM@rtcsnv.com

Brandi Farra Stern, Owner, Brandi Marketing, 702-769-3259, brandifarra@gmail.com

Brian Krause, Audio Operator, KLAS-TV; Freelance videographer/editor, 508-317-8866, briandkrause@gmail.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:	Faiss Foley Warren Public Relations & Public Affairs

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

The following information requested pertains to the individual being proposed for this project.			
Name:	***Heather Curry Frommer***	**Key Personnel: (Yes/No)**	***No***
Individual's Title	***Social Media Team Member***		
# of Years in Classification:	***2***	**# of Years with Firm:**	***2***

BRIEF SUMMARY OF PROFESSIONAL EXPERIENCE

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

A 20-year resident of Southern Nevada, Heather Curry Frommer has nearly two decades of experience in the public relations and social media fields.

Frommer's social media experience began in 2008 when she started the very successful social media program for the City of Las Vegas. Since then she has worked on various social media accounts, including the Regional Transportation Commission of Southern Nevada (RTC), the Rape Crisis Center of Las Vegas, the Downtown Vegas Alliance, First Med Health & Wellness, Question 3 – the Energy Choice Initiative, and DK Las Vegas, LLC and their condominium communities Ogden, Juhl, One Las Vegas and Spanish Palms.

She has also lent her expertise on a pro bono basis to several causes including Nevada's Big Give, creating successful social media contests, and increasing engagement and awareness of the event.

Before shifting her focus to social media, Frommer served as the Marketing and Media Manager for the RTC where one of her responsibilities included the agency's social media program. Prior to that, she was in role of Senior Public Information Officer with the City of Las Vegas for nearly 10 years.

RELEVANT EXPERIENCE

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

- ***2015 – Present: Faiss Foley Warren Public Relations & Public Affairs, Las Vegas, NV; Social Media Team Member***
  - ***Launch and maintain numerous social media platforms for various clients, develop and execute social media strategy through monitoring and benchmarking data, analyze social media metrics and adjust strategy accordingly, draft social media content / editorial calendars to encourage community engagement***
- ***2014: Regional Transportation Commission of Southern, Las Vegas, NV; Marketing and Media Manager***
  - ***Coordinated social media and website efforts, managed efforts for Fuel Revenue Indexing, developed and supervised marketing and outreach plans, coordinated with***

advertising and public relations firms of record to develop / ensure consistency among brand messaging

- ***2004 – 2013: City of Las Vegas, Las Vegas, NV; Senior Public Information Officer***
  - ***Supervised social media team and numerous accounts, developed marketing & outreach plans, oversaw website content & redesign, supervised Art & Design Division, drafted various publications.***

EDUCATION

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

Tulane University, New Orleans, LA, Bachelor of Arts degree in English, Cum Laude with departmental honors 1993
University of London, London, England, selected to participate in Junior Year Abroad program 1992
Loyola University School of Law, New Orleans, LA, Juris Doctor 1996

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.

Stacey Wedding, Past President of Nevada's Big Give; Chief Strategist/CEO of Professionals in Philanthropy, (702) 896-4915, Swedding@ProfinPhil

Jace Radke, Senior Public Information Officer, City of Las Vegas, (702) 229-2205, jradke@lasvegasnevada.gov

Ingrid Reisman, Vice President, Las Vegas Monorail Company, (702) 699-8200, ingrid@lvnvmonorail.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:	***Faiss Foley Warren Public Relations and Public Affairs***

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

The following information requested pertains to the individual being proposed for this project.			
Name:	***Dana Pappas***	**Key Personnel: (Yes/No)**	***No***
Individual's Title	***Social Media Manager***		
# of Years in Classification:	***5***	**# of Years with Firm:**	***2***

BRIEF SUMMARY OF PROFESSIONAL EXPERIENCE

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

I joined Faiss Foley Warren Public Relations & Government Affairs in 2015 to help manage the agency's social media efforts for the Regional Transportation Commission (RTC) of Southern Nevada. In this capacity, I take an active role in planning, developing and gathering content for proactive social media on multiple platforms. I am also actively involved in crisis social media execution for RTC which includes posting timely messages and monitoring in times of crisis. Prior to FFW, I was a digital marketing specialist for American Casino & Entertainment Properties. I also served as social media strategist for the Palms Casino Resort, and held sales positions with the Las Vegas 51s Triple-A Baseball Team, the United Football League and the Las Vegas Wranglers.

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.

I was hired in 2015 specifically to manage the agency's social media efforts for the Regional Transportation Commission of Southern Nevada.

Responsibilities throughout the last two years:

- ***Build weekly social media calendars and schedule content on all channels, including but not limited to topics and campaigns surrounding – service changes/transit, Infrastructure Week, bike share, Fuel Revenue Indexing, road closures/construction, etc.***
- ***Provide live coverage of events, including but not limited to Facebook (Live), Twitter, Instagram, Periscope, in addition to conducting live interviews***
- ***Create master lists of posts for campaigns, initiatives and as requested.***
- ***Monitor for comments and for opportunities to like, RT & share content when appropriate***
- ***Film and edit cell phone video content via Premier Pro & iMovie to incorporate into schedule***
- ***Deliver social media presentations and training sessions***
- ***Research social media handles and create social media cheat sheets for events***
- ***Provide social media recap reports following live coverage events, initiatives and campaigns***
- ***Provide monthly social media recaps and statistics reports on all channels***
- ***Monitor and create social media reports during times of crisis***

EDUCATION

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

Western Michigan University, Kalamazoo, MI, Bachelor of Arts in Communication, Minor in Psychology, May 2008

Lake Michigan College, Benton Harbor, MI, Associates Degree in Liberal Arts, May 2004

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.

Larry Brown, District C County Commissioner, Clark County, (702) 455-3500, LBROWN@ClarkCountyNV.gov

Mr. Don Logan, President/COO, Las Vegas 51s Triple-A Baseball Team, (702) 943-7200, DLogan@lv51.com

Courtney Baumbach, Senior Account Director, RetailMeNot, Inc, (702) 509-3996, Cbaumbach@rmn.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:	***Faiss Foley Warren Public Relations & Public Affairs***

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

The following information requested pertains to the individual being proposed for this project.			
Name:	***Morgan Starnes***	**Key Personnel: (Yes/No)**	***No***
Individual's Title	***Social Media Coordinator***		
# 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.

As a recent college graduate from the Lundquist College of Business at the University of Oregon, I have made the most of my short time in the business world. With my diverse background, I have experience in social media, copywriting, event planning, sales, analytics, coding, branding, marketing campaigns, and video editing.

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.

Since joining FFW one year ago, I have become an active member of the RTC social media team. I regularly cover live RTC events to provide social media followers with up-to-the-minute updates, utilizing livestreaming services such as Facebook Live, Periscope and Instagram Live Video in addition to live social media posts. Other tasks I provide for the RTC include:

- ***Assist in developing and organizing calendars of social media content for RTC to increase awareness and engagement while growing brand engagement amongst an expanding follower base.***
- ***Prepare reports for client focused on the measurable results from social media coverage of various events.***
- ***Continuously research and implement new social media strategies to strengthen brand image for RTC.***
- ***Develop and edit video content for use on various RTC social media platforms.***
- ***Monitor incoming social media content on RTC's social media feeds.***
- ***Act as a liaison between the firm and RTC at various meetings.***

EDUCATION

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

University of Oregon, Eugene, Oregon, Bachelor of Science - Business Administration, Marketing, Minor: Media Studies, June 2016

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.

Sara Wells, Office Specialist, John E Jaqua Academic Center for Student Athletes, University of Oregon, (541) 914 – 8538, Saraw@uoregon.edu

Craig Swanson, Owner and Founder, My Place Called Home for Wildlife, (310) 709 – 2568, craig@brandtopiagroup.com

Blake Postma, Learning Specialist, John E Jaqua Academic Center for Student Athletes, University of Oregon, (734) 355 – 2215, Bpostma@uoregon.edu

5. FINANCIAL

5.1 PAYMENT

5.1.1 Upon review and acceptance by the State, payments for invoices are normally made within 45 – 60 days of receipt, providing all required information, documents and/or attachments have been received.

Vendor understands and accepts.

5.1.2 Pursuant to NRS 227.185 and NRS 333.450, the State shall pay claims for supplies, materials, equipment and services purchased under the provisions of this RFP electronically, unless determined by the State Controller that the electronic payment would cause the payee to suffer undue hardship or extreme inconvenience.

Vendor understands and accepts.

5.2 BILLING

5.2.1 The State does not issue payment prior to receipt of goods or services.

Vendor understands and accepts.

5.2.2 The vendor shall bill the State as outlined in the approved contract and/or payment schedule.

Vendor will comply.

5.2.3 The State presently has a Procurement Card Program that participating State agencies may use to pay for some of their purchases. The Program is issued through a major financial institution and is treated like any other major credit card. Using agencies may desire to use the card as a method of payment. No additional charges or fees shall be imposed for using the card. Please indicate in your proposal response if you will accept

Vendor will accept.

5.3 TIMELINESS OF BILLING

The State is on a fiscal year calendar. All billings for dates of service prior to July 1 shall be submitted to the State no later than the first Friday in August of the same year. A billing submitted after the first Friday in August that forces the State to process the billing as a stale claim pursuant to NRS 353.097, shall subject the contractor to an administrative fee not to exceed $100.00. This is the estimate of the additional costs to the State for processing the billing as a stale claim and this amount shall be deducted from the stale claims payment due the contractor.

Vendor will comply. Robertson+Partners and Faiss Foley Warren have extensive experience with government fiscal years.

8.6 CONFIDENTIALITY OF PROPOSALS

8.6.1 As a potential contractor of a public entity, vendors are advised that full disclosure is required by law.

Vendor will comply.

8.6.2 Vendors are required to submit written documentation in accordance with ***Attachment A, Confidentiality and Certification of Indemnification*** demonstrating the material within the proposal marked "confidential" conforms to NRS §333.333, which states "Only specific parts of the proposal may be labeled a "trade secret" as defined in NRS §600A.030(5)". Not conforming to these requirements shall cause your proposal to be deemed non-compliant and shall not be accepted by the State.

Vendor will comply.

8.6.3 Vendors acknowledge that material not marked as "confidential" shall become public record and shall be posted to the Purchasing website upon contract award.

Vendor will comply.

8.6.4 It is the vendor's responsibility to act in protection of the labeled information and agree to defend and indemnify the State of Nevada for honoring such designation.

Vendor will comply.

8.6.5 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 release of said information.

8.7 PROPOSAL PACKAGING

8.7.1 Vendors shall submit their proposals on one (1) CD or flash drive appropriately labeled in one (1) sealed package or envelope in accordance with the instructions below.

Vendor will comply.

8.7.2 Vendors are encouraged to utilize the copy/paste feature of word processing software to replicate the label for ease and accuracy of proposal packaging.

Vendor will comply.

8.7.3 Proposals shall be received at the address referenced below no later than the date and time specified in **Section 7, RFP Timeline**. Proposals that do not arrive by proposal opening time and date shall not be accepted. Vendors may submit their proposal any time prior to the above stated deadline.

Vendor will comply.

8.7.4 The State shall not be held responsible for proposal packages or envelopes mishandled as a result of the package or envelope not being properly labeled.

Vendor will comply.

8.7.5 Email or facsimile proposals shall not be considered.