DEPARTMENT OF PUBLIC SAFETY MARKETING AND ADVERTISING CAMPAIGN

Part IA | RFP: 3481 | September 26, 2017

zero Fatalities®
Drive Safe Nevada

the abbi agency
creative + pr + digital

SECTION I *Title Page*

PART IA - TECHNICAL PROPOSAL	
RFP Title:	Department of Public Safety Marketing and Advertising Campaign
RFP:	3481
Vendor Name:	The Abbi Agency
Address:	1385 Haskell St. Reno, NV 89509
Opening Date:	September 26, 2017
Opening Time:	2:00 PM

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SECTION III *Vendor Information Sheet*

VENDOR INFORMATION SHEET FOR RFP 3481

V1	**Company Name**	The Abbi Agency
V2	**Street Address**	1385 Haskell St.
V3	**City, State, ZIP**	Reno, NV 89509

V4	**TELEPHONE NUMBER**		
	Area Code: 775	**Number:** 323-2977	**Extension:**

V5	**FACSIMILE NUMBER**		
	Area Code: N/A	**Number:**	**Extension:**

V6	**TOLL FREE NUMBER**		
	Area Code: N/A	**Number:**	**Extension:**

V7	**CONTACT PERSON FOR QUESTIONS/CONTRACT NEGOTIATIONS, INCLUDING ADDRESS IF DIFFERENT THAN ABOVE**
	Name: Abbi Whitaker
	Title: President/Co-Founder
	Address:
	Email: abbi@theabbiagency.com

V8	**TELEPHONE NUMBER FOR CONTACT PERSON**		
	Area Code: 775	**Number:** 323-2977	**Extension:**

V9	FACSIMILE NUMBER FOR CONTACT PERSON		
	Area Code: N/A	**Number:**	**Extension:**

V10	NAME OF INDIVIDUAL AUTHORIZED TO BIND THE ORGANIZATION	
	Name: Patrick Whitaker	**Title:** COO/Co-Founder

V11	SIGNATURE (INDIVIDUAL SHALL BE LEGALLY AUTHORIZED TO BIND THE VENDOR PER NRS 333.337)	
	Signature: Patrick Ty Whitaker	**Date:** September 26, 2017

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

Brian Sandoval
Governor

Jeffrey Haag
Administrator

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

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

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

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

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

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

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

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

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

   Only one vendor will be awarded a contract.

Amendment 1 *RFP 3481 Page 1 of 8*

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

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

   http://www.zerofatalitiesnv.com/

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

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

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

   A Nevada-based business may apply for a five percent (5%) preference on its proposal. This preference may apply if a business has its principal place of business within Nevada. This preference cannot be combined with any other preference, granted for the award of a contract using federal funds, or granted for the award of a contract procured on a multi-state basis. To claim this preference a business must submit a letter with its proposal showing that it qualifies for the preference.

   State regulations and purchasing requirements will be followed.

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

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

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

   The RFP lays out the parameters for the <u>most qualified</u> vendor which includes: The Project Manager and all key personnel must have three (3) years professional experience in

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marketing strategy for a transportation agency in the following areas: experience with the transportation, traffic safety environment and road issues.

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

See question #7 regarding Nevada based business preference.

The State does not currently have a preference for DBE.

31. What platform is the current website hosted on?

The Zero Teen Fatalities website uses Word Press.

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

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

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

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

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

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

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

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

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

Please see question #30.

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

ALL ELSE REMAINS THE SAME FOR RFP 3481.

Vendor must sign and return this amendment with proposal submitted.

Vendor Name:	The Abbi Agency		
Authorized Signature:	Patrick Ty Whitaker		
Title:	COO/Co-Founder	Date:	September 25, 2017

Amendment 1 *RFP 3481 Page 7 of 8*

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

Amendment 1 *RFP 3481 Page 8 of 8*

SECTION IV *State Documents*

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.

PART IB - CONFIDENTIAL TECHNICAL INFORMATION			
YES		NO	X
JUSTIFICATION FOR CONFIDENTIAL STATUS			

PART III - CONFIDENTIAL FINANCIAL INFORMATION			
YES	X	NO	
JUSTIFICATION FOR CONFIDENTIAL STATUS			
Dun and Brad Street Numbers and Federal Tax Identification provided as confidential.			

The Abbi Agency

Company Name

Patrick Ty Whitaker

Signature

Patrick Ty Whitaker

Print Name

September 26, 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.

The Abbi Agency	Patrick Ty Whitaker	September 26, 2017
Vendor Company Name	**Print Name**	**Date**

Patrick Ty Whitaker

Vendor Signature

ATTACHMENT H - CERTIFICATION REGARDING LOBBYING

1. Certification for Contracts, Grants, Loans, and Cooperative Agreements

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

3. 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.

4. (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.

5. (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.
w
6. 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: Patrick Ty Whitaker

Signature of Official Authorized to Sign Application

September 26, 2017

Date

For: The Abbi Agency

Vendor Name

Department of Public Safety Marketing and Advertising Campaign

Project Title

THIS LICENSE MUST BE PLACED
IN A CONSPICUOUS PLACE

LICENSE #: 119169

EFFECTIVE DATE: 10/01/2015

EXPIRATION DATE: 09/30/2016

BUSINESS CLASSIFICATION: General Business

RENO, WASHOE CO., NEVADA

BUSINESS LOCATION: 275 Hill St Ste 250

NAME OF BUSINESS: The Abbi Agency

THIS LICENSE EXPIRES AS SPECIFIED ABOVE

LICENSEE - NAME AND ADDRESS: Patrick Ty Whitaker
275 Hill St Ste 250
Reno, NV 89501

LICENSED BUSINESS TO BE CONDUCTED IN CONFORMITY WITH AND SUBJECT TO THE PROVISIONS OF THE STATUTES OF THE STATE OF NEVADA AND RENO MUNICIPAL CODE

SIGNATURE CITY CLERK

City of Reno

SECTION V *Scope of Work*

1. PROJECT OVERVIEW

The State of Nevada, Purchasing Division, on behalf of its Department of Public Safety (DPS), is seeking a single agency to manage its statewide advertising and marketing. The DPS estimated budget for services outlined in this RFP is anticipated to not exceed $5,000,000 over the life of the contract.

The State Purchasing Division shall administer the contract(s) resulting from this RFP. The resulting contract(s) shall be for an initial contract term of four (4) years, anticipated to begin December 12, 2017 through December 31, 2021, subject to Board of Examiners approval.

It is known that road fatalities in Nevada have steadily increased since 2011. This concerning trend underscores the need for a new and effective approach to The Department of Public Safety's Zero Fatalities campaign. Nevadans deserve a campaign that responds to the gravity of this issue— an approach that is micro-targeted at both new and as persistent problems, as well as one that is championed by a Nevada-based team. The Abbi Agency can consistently and effectively deliver on each and every one of these critical propositions.

Nevada's roads have never been busier, weathering 4.5 billion more miles of vehicle use last year than in 2008.

However, an increase in traffic alone only paints part of the picture. One of many factors that needs to be scrutinized is the impact of legalizing recreational marijuana use on traffic collisions. Although statistics for Nevada are unavailable, a study carried out by the Highway Data Loss Institute found that the number of collisions reported to insurance companies have increased since the legalization of marijuana in other western states - by 16% in Colorado, 6.2% in Washington, and 4.5% in Oregon.

With roughly 600 miles of Interstate crisscrossing Nevada, and with an influx of corporate relocation, Nevada has seen a significant increase in large truck traffic. Although data is limited, we do know that in 2011, large trucks were involved in 8.5% of fatal accidents that occurred in Nevada. Beyond the sheer number of trucks on the road, factors such as truck driver fatigue and accidents caused by passenger cars passing trucks cannot be ignored when analyzing the root causes of driving fatalities in Nevada.

According to one study, the I-15, which is the primary thoroughfare between Southern California and Las Vegas, saw close to 400 fatalities from 2003 to 2007, earning it the reputation of one of the most dangerous roads in the U.S. Many of these fatalities were a result of impaired driving, speeding, or failure to wear a seatbelt. The same study also found that small country roads, small municipal streets and other minor routes in Nevada have become some of the deadliest in the country, registering nearly 245,000 accidents resulting in the deaths of more than 265,000 people.

Nevada is the most mountainous state in the country. However, one downside to the state's majestic mountain ranges are the curvy, steep and sometimes treacherous roads inherent to these areas. Even in the best of conditions, these roadways can increase the odds of accidents and must be taken into account.

Basic safety issues that have consistently plagued Nevada still remain critically important in campaign outreach. Numerous government and non-governmental organizations promote messaging around the dangers of impaired driving, distracted driving, speeding, and failure to wear a seatbelt. Zero Fatalities must also embrace these issues as they are relevant to the ever-changing driving population in Nevada. The booming transplant population and growing teen demographic require messages adapted to suit each changing demography while remaining consistent in their aims.

An effective Zero Fatalities campaign will be informed by a myriad of studies, approaches and previous successful national campaigns that genuinely raised awareness and drove change for their respective causes and audiences. Much in the manner that the U.S. Forest Service's Smokey Bear campaign increased awareness of forest fire prevention by promoting a sense of personal responsibility to individuals who build campfires, The Abbi Agency aims to invoke a sense of responsibility for drivers in Nevada. Another effort which was effective in driving change was The National Crime Prevention Agency's "Take A Bite Out of Crime" campaign, which engaged audiences through the trustworthiness and credibility of its message.

Trustworthiness and credibility will play a key role in the Zero Fatalities campaign, which the agency will expound upon below.

1.1 GOALS AND OBJECTIVES

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

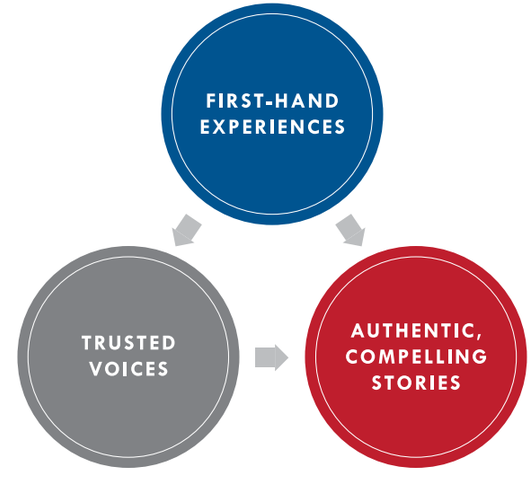
This RFP is for the continued implementation of the Zero Fatalities campaign. The successful proposer shall continue developing a marketing plan, designing and producing media materials, and developing educational materials for the strategies derived from the SHSP Critical Emphasis Areas (CEA), and the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

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

Although this is the main focal point of the solicitation, the Department will require other marketing campaigns, including recruitment campaigns, throughout the term of the contract. The primary Division using these services include, but are not limited to: Office of Traffic Safety (OTS), Nevada Highway Patrol – Motor Carrier Safety Assistance Program (MCSAP) and the Director's Office (DO).

The ultimate objective for this campaign is to achieve zero fatalities on Nevada's roads, and The Abbi Agency understands that this is a complex, multi-layered issue. The Abbi Agency also is acutely aware of the fact that the state of Nevada faces unique challenges, such as its network of rural roads, influx of trucks and recently legalized marijuana. An effective and engaging campaign must transcend traditional advertising efforts such as billboards. Instead, The Abbi Agency proposes to engage Nevadans via the Triad of Influence: First-Hand Experiences, Trusted Voices, and Authentic, Compelling Stories.

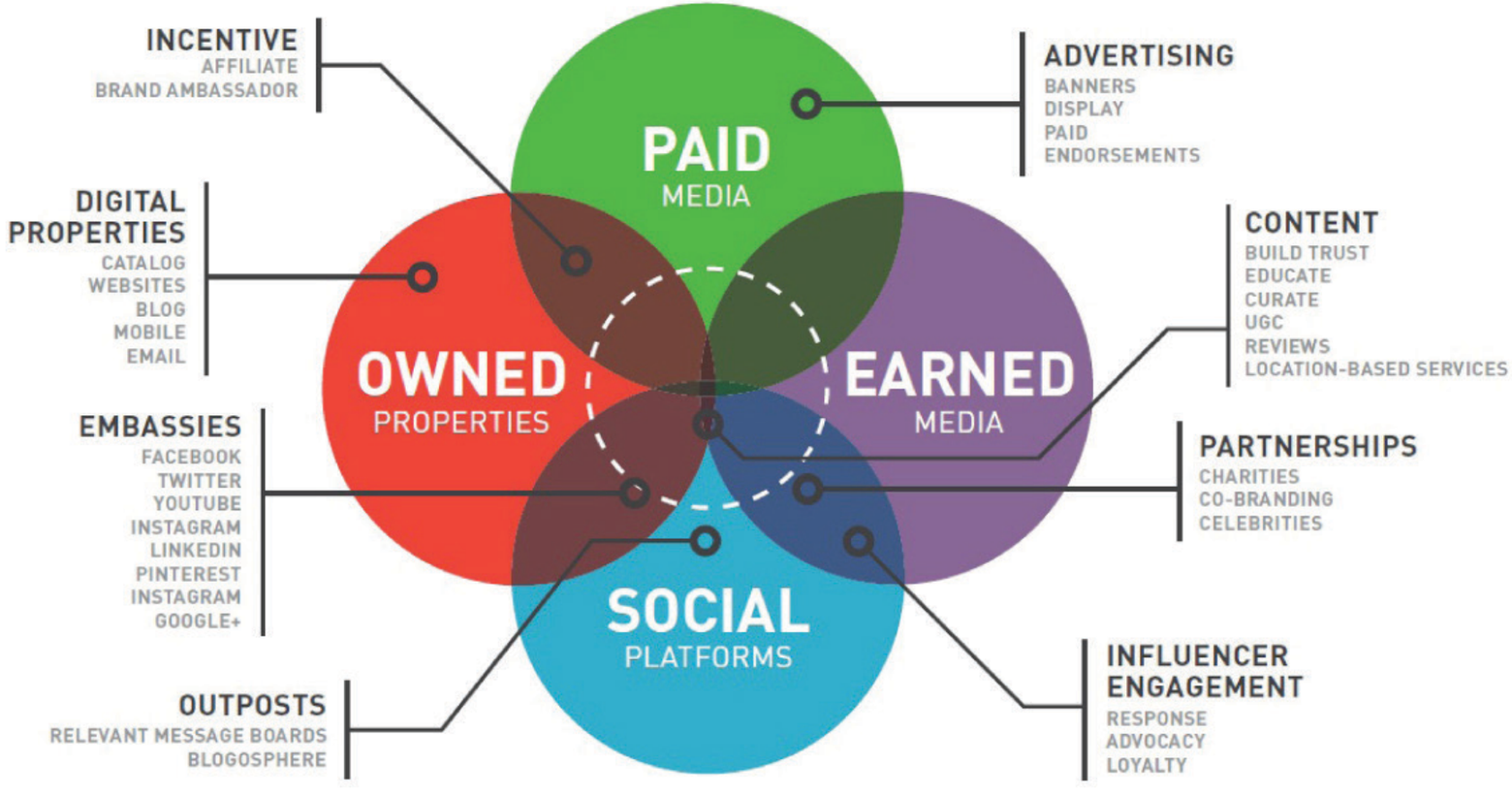
"Triad of Influence": First-Hand Experiences, Trusted Voices, and Authentic, Compelling Stories.



- ***First-Hand Experiences:*** *Even as the world becomes increasingly mobile, people crave real, tangible experiences. The importance of a first-hand experience is found within the physical touch with a consumer which generates a pause in their routine and day, in turn creating a reaction and ultimately a memory.*
- ***Trusted Voices:*** *Within a consumer's given community exists a landscape of trusted voices, or influencers. These influencers can be friends or family members that they engage with every day, a media outlet where they find trusted content or a person they have never met, such as a celebrity or social media influencer that has demonstrated credibility in the eyes of the consumer.*
- ***Authentic, Compelling Stories:*** *The power of authentic stories told through a variety of media including content, video, and photography, can move populations to action. The power of a true story in today's busy news cycle, crowded social media feeds, and constant flow of advertising, transcends all other information as it engages and draws in the audience. True emotion, whether it be joy, anger or sadness, compels viewers to watch, engage and share.*

Only when these three conditions are expressed in a meaningful way to each specific target audience, or persona, can campaign awareness be achieved.

*Social change marketing of this scope can only be achieved through an omnichannel approach comprised of a combination of micro-targeted **Earned, Owned, Paid and Shared media efforts.***



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. The 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.

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

The Abbi Agency will deliver all aforementioned criteria in an efficient and timely manner. The foundation of the development and delivery of all scope of work items is a structured and insightful research and discovery phase. The agency employs its own proprietary 5-D approach to research which informs the development of each targeted and defined persona. The persona inhabits the center of the triad of influence, the cornerstones of which are first-hand experiences, trusted voices, and authentic, compelling stories. To drive change, the agency needs to know precisely what influences each persona.

These milestones will be developed through a unique 5-D approach, integrating all key elements critical to the development of a successful marketing strategy.

- ***The first dimension is based on perspectives and insight from Nevada Department of Public Safety internal staff members regarding resource allotment, marketing opportunities and best practices.***
- ***Additionally, members of neighboring state agencies tasked with similar campaigns will be tapped in an effort to gather similar data.***
- ***The third dimension is a macroview of feedback from public safety officials across the state to broaden the agency's perspective of traffic fatalities and contributing factors.***
- ***Specialized program targets will be interviewed to assess perspectives, habits, attitudes and the role of driving in their personal and professional lives. These targets will include, but are not limited to: truckers, teens, professionals, parents, senior citizens, etc.***
- ***A Nevada General Awareness Study will be carried out to gauge perception, knowledge and bias of the state's residents as a whole in regards to traffic fatalities and Nevada's roadways.***

5-D APPROACH

2. SCOPE OF WORK

As seen below, this 5-D approach results in the creation of personas, specific examples of audience targets, which drive the campaign's marketing and messaging efforts:

PERSONA A

Ross Kennedy
Age: 43
Lives In: Minden
Archetype: Truck Driver

Biography: Ross is a truck driver for an internet-based retail company fulfillment center in Sparks, Nevada. Ross joined the company in 2015 amid a major influx of business relocation to Northern Nevada. He was drawn to the position's promise of better pay and schedule but is frustrated by what he considers to be the company's inability or unwillingness to follow through with those promises. He is an experienced commercial driver who is behind the wheel an average of 60 hours per week.

Motivations: Identity and purpose; Financial solvency; Customer orientation; Freedom and responsibility in workplace; Desire to travel

Personality: Dedicated; Responsible; Flexible; Independent

Interactive Channels: Facebook; YouTube; Email; Forums

Goals: Provide financial stability for family; Progress in career

Concerns: Being micro-managed; Rigid work policies; Unsafe and aggressive drivers on roads

2. SCOPE OF WORK

PERSONA C

Julie Castor
Age: 67
Lives In: Elko
Archetype: Retired Professional; Volunteer

Biography: A former employee for the State of Nevada, Julie is familiar with state-wide initiatives and the processes involved. She is a proud Nevadan, protective of her now-grown children and participates in community activities whenever possible. She often visits her children, whom live out of state, and is accustomed to driving long stretches on Nevadan roads in order to do so.

Motivations: Personal fulfillment; Quality of life; Traveling; Experiencing wildlife

Personality: Industrious; Adventurous; Self-sufficient; Caring

Interactive Channels: Facebook; Email; Text

Goals: Feeling valued; Title; Recognition; Providing for family when needed; Being part of community; Giving back

Concerns: Cost of living; Being able to afford retirement; Health issues; Increasing population in Nevada; Legalization of recreational marijuana

PERSONA B

Lacey Gonzalez
Age: 16
Lives In: Las Vegas
Archetype: High School Student

Biography: Lacey is a sophomore at Rigby Peters High School in Las Vegas, where she plays on the soccer team and enjoys participating in her school's theater productions. Like most high school students, Lacey views driving as a rite of passage. Lacey works part-time at a nearby retail establishment, which allows her pay off the cost of her vehicle. At 15 ½, Lacey attained her Learner's Permit and she took a Driver's Safety course at her high school to lower her insurance premiums. As the daughter of two Spanish speaking immigrants, Lacey communicates with her family in Spanish and her friends in English.

Motivations: Learning and skill development; Achievement; Sense of accomplishment; Being the first in her family to go to college

Personality: Attention-seeking; Flexible; Confident

Interactive Channels: Snapchat; Instagram; Twitter

Goals: Understanding goals, motivations and reasoning behind tasks; Increased responsibilities; Being accepted to College; Paying off her car; Ensuring her younger siblings graduate high school

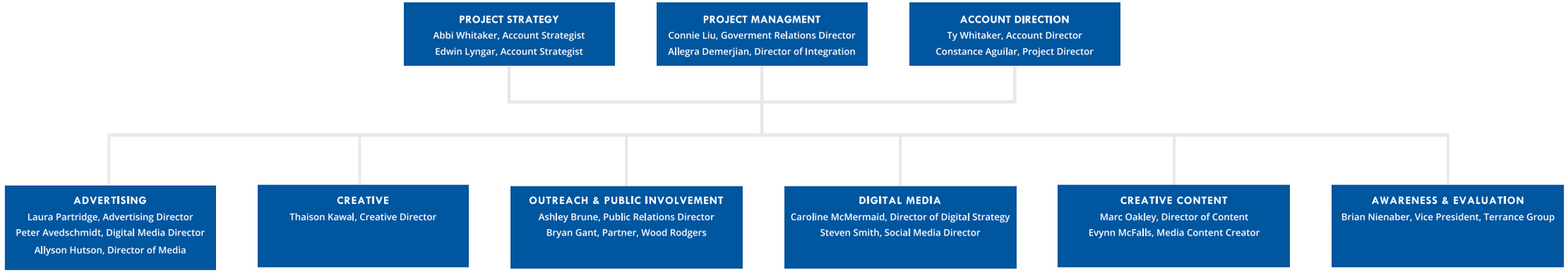
Concerns: Not feeling special; Inability to use skills; Lacking guidance; Friends driving impaired

2. SCOPE OF WORK

PROJECT TEAM

Throughout the research and discovery process and into the Scope of Work deliverables, the Abbi Agency and its subcontractors will employ experts with years of transportation, social change marketing and Nevada experience. In order to ensure the most effective campaign, the project team is clearly defined, which includes The Abbi Agency as project lead and the following subcontractors: Creative Concepts Media for Media Purchasing; Wood Rodgers for Research, Strategy and Outreach; The Tarrance Group for campaign evaluation and Assessment.

The Abbi Agency has successfully worked on Nevada campaigns with each of these subcontractors over the past five years. This strong and successful track record ensures that the product produced for the Zero Fatalities campaign will be seamless.



2.1 FY 18–19 ZERO FATALITIES PROGRAM

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

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;

2.1.1.2 Web hosting;

2.1.1.3 Secure local servers;

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

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

The Abbi Agency will manage all scope of work items requested within Task 1, covering items 2.1.1.1 - 2.1.1.5. The website will be hosted (2.1.1.2) on an ongoing basis using secure local servers (2.1.1.3), ensuring that technical considerations and precautions are applied on an ongoing basis to avoid any unnecessary downtime or glitches. The Abbi Agency will manage a dynamic web presence for Zero Fatalities through ZeroFatalitiesNV.com and all project-level campaigns, including ZeroTeenFatalities.com and others (2.1.1.1). The website will be maintained for current content, and The Abbi Agency will handle all postings, analytics and updates needed to provide targeted site visitors with the latest information (2.1.1.4). All website hosting, site updates and/or edits will be approved by the Department (2.1.1.5), and The Abbi Agency will provide ongoing recommendations for website optimizations to maintain the effectiveness of Zero Fatalities' digital assets from a user experience (UX) and consumer engagement perspective. The Abbi Agency will incorporate state-of-the-art measurement tools to ensure that all website optimization is made from a strategic standpoint, including heat mapping, content and SEO measurement, and conversion effectiveness.

While website updates will be recommended on a strategic basis, following a thorough examination of current digital performance, The Abbi Agency will incorporate some key elements to evolve Zero Fatalities' digital assets to ensure effectiveness and create cohesion across all efforts. These elements will bring the storytelling approach and Triad of Influence to life through the Zero Fatalities websites.

***Content Personalization**: From a technical point of view, content personalization will be incorporated to focus on specific website messages, visuals and experiences to different types of website users based on data. Location-based personalization can use IP Address information to serve targeted messages to website users based on their location, allowing Zero Fatalities to provide specific content to Northern, Southern and Rural Nevada residents individually. Additionally, based on previous website content interaction, persona-based personalization can be incorporated to create more effective website experiences each time a user visits a Zero Fatalities site. With the vast types of audiences targeted by individual Zero Fatalities messages, content personalization will improve the current website effectiveness by providing visitors immediately with content most relevant to them.*

73% of websites that have incorporated data personalization reported increased user engagement; 58% reported a lift in conversions.

***On-site Video**: Immersive visual experiences will be incorporated into website assets to bring the Zero Fatalities message to life and provide increased engagement. The average online user spends 88% more time on a website with video integrations, and video on a website landing page can increase conversions by 80% or more - key factors to keep in mind in future website planning and updates. Zero Fatalities' owned video assets can be more effectively incorporated into website for campaign cohesion, increased engagement, and, ultimately, improved education of target audiences via digital assets.*

***Social Media Integration**: Digital assets should aim to influence the Zero Fatalities target market based on the Triad of Influence: experiences, trusted voices and compelling stories. As a channel, social media can uncover and promote these stories, voices and experiences in an effective, authentic way. The Zero Fatalities websites should integrate experiential social media assets, like user generated content, live social media feeds and social sharing elements, in order to provide a cohesive experience between owned (website) and shared (social media) assets. This will provide a level of authenticity and approachability to Zero Fatalities' information, tie together social and website assets and, ultimately, create social-driven campaigns that will drive greater adoption in younger demographics.*

2.1.2 TASK 2: ADVERTISING AND MEDIA

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

CCMedia is well versed at purchasing all media types throughout the state and has done so for over 26 years.

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

CCMedia will implement all advertising messages created by The Abbi Agency with emphasis on road users' behavioral aspects.

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

CCMedia will develop media campaigns which include but are not limited to 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. CCMedia has advanced its media strategy, planning and buying with evolving technology. We focus on people-based marketing (the ability to recognize a customer or prospect, on all their digital devices, and on any marketing platform) where applicable.

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

CCMedia will effectively traffic and implement all of the Deliverables, some of which will be provided by the Abbi Agency. This includes optimization and distribution of spots to media partners, stock photography for creation, printing, and installation of all outdoor media, pooling of funding for previous spot talent renewals, digital resizes of outdoor media for all billboards, animated and static banners with each new set, serving/managing banners from ad server, static text ads for all campaigns, printing for posters or signs (as needed), and mass media messages and running paid media.

2.1.3 TASK 3: SOCIAL MEDIA MANAGEMENT

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

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

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

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

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

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

The Abbi Agency will handle all scope of work items requested within Task 3, covering items 2.1.3.1 - 2.1.3.6. In order to begin a strategic framework to incorporate social media strategies for campaign awareness and awareness of the six key programs, The Abbi Agency will conduct a social media audit which includes a review of all posts to date, including message consistency and audience feedback through a sentiment analysis and engagement.

The Abbi Agency is expert at managing brands' social media assets on a long-term basis, ensuring that social media integrates seamlessly with other communication efforts while incorporating new, impactful ideas within the social space. Both consistency and responsiveness are key to an compelling social media strategy. The Abbi Agency will create content specifically geared to influence each persona and employ social media advertising strategies that ensure targeted and relevant content is delivered to the right audience. Some initial social media strategies will include:

Campaign Integration: Campaigns launched through creative, grassroots and other means will be applied creatively to social media for full account integration. Using photo contests, influencer campaigns, giveaways, video content series, and other means, social media will act as a campaign outreach channel to maximize effectiveness and campaign reach in targeted demographics.

Immersive Visual Content: The evolution of social media has morphed each channel into a visually-driven platform. When brands and marketers take advantage of these visuals, they have the opportunity to engage their audiences in more effective, impactful and experiential ways than ever before. The Abbi Agency will work to incorporate immersive visual content in all social media efforts for Zero Fatalities, employing emerging visual formats to spread the Zero Fatalities messages more effectively:

- ***Facebook Live Broadcasts: When events, demonstrations or key moments are happening, The Abbi Agency will work with Zero Fatalities to execute "Facebook Live" broadcasts, streaming content in real-time to social media users. "Live" content on Facebook is highly effective, as Facebook users watch live videos three times as much as they do traditional ones, and The Abbi Agency team is expert at curating live features that are both engaging and strategic.***

2.1.3 TASK 3: SOCIAL MEDIA MANAGEMENT

- *360-degree Videos: With the emergence of Virtual Reality, Facebook has incorporated 360-degree videos, allowing social media users to feel as though they are immersed in the scene. Social media users can rotate their devices as if they were "looking around" within the video, and these formats are extremely impactful in connecting with users. The Abbi Agency will work with Zero Fatalities to develop 360-degree videos whenever possible, putting social media audiences directly into the scene for stronger impact.*

Influencers and Ambassadors: From a grassroots and experiential standpoint, the use of influencers and ambassadors through social media will be absolutely imperative for Zero Fatalities. Influencers, or social media users with huge audiences, provide an authentic promotional opportunity, connecting with audiences through the channels they trust.

92% of consumers turn to people they know for referrals above any other source, 62% of consumers follow an influencer because of the content they create.

To most effectively reach some of the younger demographic audiences, Zero Fatalities can work with influencers and ambassadors to speak in an authentic and impactful way. This will take the higher-level messages Zero Fatalities is trying to distribute and turn them into tangible, accessible information from trusted sources.

Compelling User Generated Content (UGC): Rather than brand content, social media users are impacted by the stories of other "real" people. To establish an impactful social media strategy, The Abbi Agency will work with Zero Fatalities to create an ongoing User Generated Content effort, having the public share their own photos and experiences prompted by key Zero Fatalities messages for highest impact. 85% of social media users find visual UGC more influential than brand-generated photos or videos, and Zero Fatalities has an opportunity to create impactful social content by activating their audiences. Additionally, UGC will cut down on the volume of original content that Zero Fatalities will have to produce, allowing a stream of content from real social media users to filter into Zero Fatalities newsfeeds.

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;

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

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

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

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

Brand awareness will be achieved through an omni-channel approach and will be most effective when tied to the Triad of Influence. Outreach strategies will center on bringing experiences, stories or trusted voices to the forefront that are meaningful and impactful for each defined persona.

An effective outreach includes grassroots and grasstops communications strategies, oftentimes these strategies complement each other, at other times each has to be executed with specific care. As The Abbi Agency uncovers target personas which drive this social change marketing campaign, it is important to remember the role elected officials, business leaders, and community advocates play in shaping the message. Engaging these individuals at the grasstops level early on in the process ensures equanimity in the campaign and its messaging as well as a diverse group of ambassadors which are trusted by their respective populations.

Effective and early grasstop engagement helps to pave the path for a robust grassroots outreach campaign. Grassroots efforts are true word-of-mouth, they touch and infiltrate each part of the Triad of Influence. The Abbi Agency knows how to create grassroots campaigns that go beyond one-time touches, they create true relationships with the brand and its ethos. They inspire thought and action. Key to grassroots is an understanding of the issues and concerns of that community or specific population. With a team that consistently works in rural communities and with target populations, it understands the complex effect that technology, population growth, economic development and education can have on each individual's daily life. Grassroots outreach has to be tailored while taking these issues into account, driving a relationship with the Zero Fatalities campaign.

The Abbi Agency is poised to create a creative and engaging campaign for tasks 2.1.4.1 through 2.1.4.5 that ensure ongoing top-of-mind awareness through an integrated approach to all communications. Initially, the agency suggests pursuing a grassroots campaign that is personal, interactive, scalable, energizing and personable. Potential elements of outreach include:

- *Branded events: Creating localized events that open up the campaign to exploration allows the campaign concept and goal to come to life. Bringing key grasstops contacts into the fold opens up the potential for valuable third party endorsement.*
- *Relationship-building with community partners: While community partnerships can be created through paid sponsorships, the true value of a partner lies in the ongoing information and resource sharing that best serves the needs of both parties. Local organizations and non-profits will be instrumental in sharing the message whether it be through information, visual resources, expertise, etc.*
- *Conversation leaders: Zero Fatalities should lead the conversation around road safety, whether by addressing critically important issues, providing resources or serving as a center for gathering stories. As a conversation leader and starter, Zero Fatalities can steer the conversation.*
- *Earned Media: As the news cycle changes and media outlets react to provide real time information, so too does Zero Fatalities' response and outreach to media. A media outlet looks for stories that increase clicks, are unique to them and drive conversation.*
- *One-on-one communications: When it comes to community mobilization, although face-to-face engagement requires the largest time input, it creates true relationships that make connections to the community that matter.*
- *Media Partnerships: Within grassroots outreach in both urban and rural areas, radio stations and other media outlets can be valuable partners when seeking to engage audiences before, during and after events and other activations. A media partnership helps bring credibility to the message, significant earned media value and engages a larger audience in campaign messaging. For the media outlet, it provides value and shows viewers, listeners, and advertisers that the outlet is an active community partner.*

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;

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

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

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

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

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

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

The key components of the Triad of Influence: Trusted Voices, First-Hand Experiences and Authentic, Compelling Stories, must be relevant to the campaign's specific targeted personas. With this aim in mind, special care will be taken to research and develop partnership and sponsorship opportunities that provide the most value to the campaign. The agency's Nevada-based team of experts will leverage its established statewide network of contacts to find the most suitable partnerships and sponsorships in an effort to maximize campaign support. The Abbi Agency is well-equipped to complete tasks 2.1.5.1 - 2.1.5.7 due to its experience with partnership and sponsorship development, as well as its holistic approach to the entire partnership process ensuring the highest value for the client.

The agency has experience developing, launching and executing public relations packages for clients in partnership with minor league baseball teams, youth football leagues and university athletic programs. After careful analysis, The Abbi Agency determined that the university and professional-level sports teams provided unique and trusted voices for the key targeted personas, resulting in real stories that boasted a maximum share factor among those touched by the campaign.

The Abbi Agency's research-driven, performance-based micro campaigns employ unique and experiential tactics in an effort to garner maximum repeated exposure. When collaborating with partners and sponsors, the agency looks beyond singular experiences with limited impact, instead taking a broader approach and carefully choosing entities which will enable the campaign to influence the target persona multiple times across multiple touch points. This may include an in-person first-hand experience that they engage with later on social media through virtual reality, or a friend who shares a story with them after engaging with the experience.

The Zero Fatality campaign will employ best practices in social change marketing to help fuel online conversations digitally. The campaign will marry key messages driving change with cutting-edge experiences, yielding valuable earned media coverage and expanding beyond digital media's standard range of reach. This genuine and engaging messaging will prove to be infinitely more valuable than that of traditional paid marketing.

Awareness, which will be a fundamental metric of the campaign, will be measurable through the lens of the agency's Triad of Influence and the campaign's tactics will be continuously benchmarked against the breadth and depth of Zero Fatalities' media exposure. The Abbi Agency will strive to ensure that impactful real-life experiences or stories are reaching and engaging targeted personas and that trusted voices are elevating campaign messaging. To this end, partners and sponsors adept at cultivating said experiences will be prioritized when it comes to campaign involvement.

With the majority of Nevada's population disproportionately distributed between Reno and Las Vegas, it would be easy for a campaign to focus almost exclusively on metro areas. However, The Abbi Agency's approach considers Nevada's rural communities and roadways to be integral to the success of the Zero Fatalities campaign. This strategy will consequently inform our approach to the evaluation and selection of campaign partners and sponsors.

Finally, The Abbi Agency believes that a campaign can only be successful raising awareness across the state if its messaging is linguistically relevant to the majority of Nevadans. According to 2009-2013 Census Bureau data, 229,792 Nevada households are primarily Spanish-speaking. Hence, Hispanic and Spanish-speaking partners and sponsors will be sought out to ensure maximum campaign reach and engagement.

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;

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

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

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

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

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

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

The Abbi Agency is partnering with The Tarrance Group, a Washington D.C.-based strategic research and polling firm with expertise in the developmental, analytical and strategic planning stages of survey research to execute the assessment/ evaluation phase (tasks 2.1.6.1 - 2.1.6.7) of the Zero Fatalities campaign.

The Tarrance Group recommends using the following schedule and format for research:

- *Four (4) focus groups to test pre-media campaign materials*
- *Pre-testing polling to assess voter attitudes prior to launching a media campaign*
- *Post-campaign polling to assess the impact on voter attitudes*
- *Annual polling to benchmark opinion on these issues*

This research schedule utilizes the most cost-effective methodology while providing the maximum amount of valuable insight into voter attitudes.

Two night sessions of focus groups will be scheduled, with two groups assembled each night. The sessions will be split between the greater Reno and Las Vegas areas.

The following focus group-specific deliverables would be included:

- *Discussion guide design, including as many drafts as needed to reach a final draft by consensus;*
- *Management of the facility selection, recruitment, and moderation of the groups;*
- *Analysis memo and/or slides, including strategic recommendations; and*
- *Unlimited telephone consultation.*

In terms of pre-test polling, The Tarrance Group recommends a ten (10) minute poll among N=500 voters statewide. A poll of this length could accommodate approximately twenty-seven (27) questions of average length.

When it comes to post-test polling, an eight (8) minute poll among N=500 voters statewide is recommended. A poll of this length could accommodate approximately twenty-one (21) questions of average length.

With regard to the annual poll to benchmark voter opinion on this issue, the group recommends a twelve (12) minute poll among N=500 voters statewide. A poll of this length could accommodate approximately thirty-three (33) questions of average length.

- *For these polls, the following deliverables are included:*
- *Survey design, including as many drafts as needed to reach a final draft by consensus;*
- *Programming, testing, and fielding of the survey;*
- *Questionnaire with percentages, marginal results, tables, and overview PowerPoint slides;*
- *Analysis memo and/or slides, including:*
- *Unlimited telephone consultation; and*
- *Ongoing strategic counsel on messaging and on tactics for this effort.*

2.1.6 TASK 6: ASSESSMENT/EVALUATION

In particular, The Tarrance Group and The Abbi Agency always view the questionnaire design process as a collaborative effort and we welcome and appreciate input from clients and stakeholders alike during this process. For a project of this size and scope, we fully expect that multiple drafts will be needed to reach a final draft by consensus. In addition, the agency would welcome the Department's collaboration during the questionnaire design process to ensure that appropriate demographic questions needed to examine subgroups are integrated within the questionnaire.

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;

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

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

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

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

The Abbi Agency knows how to cater to the unique needs of Nevadan communities. The Abbi Agency's Zero Fatalities team is comprised of former educators with expertise in training and certification programs, the use of rubrics and the design of syllabi reflecting organizational goals and benchmarks.

The agency has experience in conducting needs analyses in rural Nevadan communities and spearheading community programs providing critical services, training and resources. A recent project was carried out in response to an overwhelming need for entrepreneurial tools and best practices in a rural community in Northern Nevada. An ongoing message outreach campaign was strategically planned and launched, which included a series of educational seminars focused on improving skills of fledgling business owners. Seminar topics ranged from human resources and marketing to social media and legal advice. Successful Nevadan entrepreneurs and business leaders presented on a regular basis, elevating the program's impact with their trusted voices and legitimacy. The outreach campaign relied on social media, newsletters and earned media to raise awareness of the initiative.

Efforts such as these demonstrate that The Abbi Agency is proficient in recognizing the needs of rural Nevadan communities, responding with micro-targeted outreach campaigns and managing programs over the long-term. The agency understands that outreach campaigns are not one-size-fits-all and must be aligned to the unique demands, characteristics and demographics of each community.

The agency suggests taking a similar approach to the Certified Zero Training program as it completes tasks 2.1.7.1 -2.1.7.5. The agency will ensure fluidity with outreach, sponsorships and partnerships and the Certified Zero Training to ensure that all organizations Zero Fatalities interacts with truly understand the campaign and are willing to be ambassadors of the campaign by becoming "Certified Zero." Driving connectivity through all outreach elements of the campaign ensures greater and more consistent touches to the target audience.

2.2 DPS ADDITIONAL SCOPE OF SERVICES

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

2.2.1 TASK 1: DPS ADDITIONAL SCOPE OF SERVICES

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

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

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

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

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

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

As outlined above, The Abbi Agency has the experience, skills and resources to apply our processes and techniques to DPS initiatives and programs like MCSAP to reach their objectives based on the unique needs of their specific target audiences (sections 2.2.1.1-2.2.1.4). Capitalizing on the same approach to drive awareness of the Zero Fatalities campaign, the agency will deliver personalized content across multiple communication channels for the DPS and MCSAP, raising awareness by targeting key personas throughout Nevada.

SECTION VI *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:	*The Abbi Agency*
Ownership (Sole proprietor, partnership, etc.):	*S-Corporation*
State of incorporation:	*Nevada*
Date of incorporation:	*8/8/2008*
# of years in business	*9*
List of top officers:	*Abbi Whitaker* *Patrick Ty Whitaker*
Location of company headquarters, to include City and State:	*1385 Haskell Street* *Reno, NV 89509*
Location(s) of the office that shall provide the services described in the RFP:	*1385 Haskell Street* *Reno, NV 89509*
Number of employees locally with the expertise to support the requirements identified in this RFP:	*23*
Number of employees nationally with the expertise to support the requirements in this RFP:	*2*
Location(s) from which employees shall be assigned for this project:	*1385 Haskell Street* *Reno, NV 89509*

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	*NV20081200897*
Legal Entity Name:	*The Abbi Agency*

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

Yes	*X*	**No**	

If "No", provide explanation.

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

Yes	*X*	**No**	

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

QUESTION	RESPONSE
Name of State Agency:	*Nevada Department of Wildlife*
State agency contact name:	*Chris Vasey*
Dates when services were performed:	*May 2017 - May 8, 2021*
Type of duties performed:	*Marketing*
Total dollar value of the contract:	*$500,000*

QUESTION	RESPONSE
Name of State Agency:	*Nevada Department of Education*
State agency contact name:	*Christy McGill*
Dates when services were performed:	*September 18, 2017 - February 7, 2018*
Type of duties performed:	*Marketing*
Total dollar value of the contract:	*$20,000*

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

Yes	*X*	**No**	

Edwin Lyngar was formerly an employee of the Nevada Department of Wildlife, but retired within 2017. Mr. Lyngar will be performing the duties of strategic consulting on safety and transportation within the state of Nevada.

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*

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.

The Abbi Agency has reviewed Attachment D and is prepared to provide the required insurance.

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.

The Abbi Agency is a comprehensive public relations, marketing, social media, and digital engagement firm that works to develop positive outcomes for various target groups across Nevada. The agency's strengths lie in its longtime relationships with top media professionals, its nimble and creative storytelling approach to integrated projects, and its ability to deliver return on investment in a timely manner. The Abbi Agency incorporated in the state of Nevada in 2008. The agency, leveraging the background and contacts of co-founder Abbi Whitaker, initially provided public relations and social media services to local, regional, national, and international travel and tourism destinations.

As the agency expanded, clients in the business-to-business, technology, food and beverage, healthcare, non profit, and government sectors were included. With this growth, the agency also added graphic design, website design, multimedia campaigns, custom content creation and placement, and market research to its suite of services. In the last two years, The Abbi Agency began successfully pursuing retention by local and state government agencies in Nevada, internationally supported software solutions, and extensive company brand/rebrands.

The Abbi Agency's staff is comprised of over 25 employees across its four office locations: Reno, Las Vegas, San Francisco and New York City. The agency offers top-notch customer service and project management, as well as a wide array of services, spanning all marketing needs.

The Abbi Agency understands social change marketing. This team knows grassroots. We know how to organize and inspire a community, how to spur conversations that change longheld beliefs, and ultimately how to change hearts and minds. With this campaign, we are challenging our fellow Nevadans to question what they think they know about Nevada roadways and invest in a new belief. Nevadans are a unique breed. They are pioneers and take great pride in making their own decisions. Changing years of perceptions is indeed a clear challenge.

But we know challenge. We embrace challenge. As the agency that organized the Coalition to Save our Schools to pass the Washoe County 1 ballot measure and spearheaded a new digital commenting tool for the Department of Transportation's One Nevada plan, we have learned how to successfully run a campaign highlighting the voices of those often ignored.

As an agency with creative, PR, outreach, and digital teams, we can offer what most can't – a statewide perspective, a comprehensive strategy with necessary support, and relationships with influencers to spread this important message.

ONE AGENCY, MANY SERVICES

The Abbi Agency is a fully integrated agency, offering a suite of capabilities for all marketing efforts.

SOCIAL MEDIA

Social Media Strategy
Social Media Community Management
Listening Dashboards
Social Media Promotion
Social Media Engagement Campaigns
Branded Content Campaigns
Social Media Giveaways
Original Content Development

DIGITAL

Website Development
User Experience (UX) Strategy
Content Management
Search Engine Optimization (SEO)
Database Development
Digital Ad Development and Management

PUBLIC RELATIONS

Strategic Planning
Integrated Communications Campaigns
Media Relations
Articles and Releases
Press Trips and Media Visits
Crisis Management
Presentation Training and Coaching
Media Training

PUBLIC OUTREACH

Trade Show Support
Sponsorship Management
Event Planning
Grand Opening Celebrations
Conferences and Speaking Events
Community Event Presence

CONTENT DEVELOPMENT

Copywriting
Audio/Visual Production
Event Media Production
Presentation Design
Expert Articles
Infographic Development
Email Marketing
Living Blogs
Product Informational Pieces

RESEARCH

SEO Audit and Benchmark
User Experience (UX) Audit
Competitive Advantage Analysis
Communications & Brand Audit
Email and Online Surveys
Focus Groups
One-On-One Interviews

ADVERTISING

Digital Ad Development and Management
Search Engine Marketing (SEM)
TV Commercials
Public Service Announcements
Radio Commercials
Print Ads
Outdoor Advertising
Guerilla Marketing
Direct Mail
Collateral Materials

BRANDING

Brand Identity Development and Redevelopment
Strategic Planning
Brand Messaging
Brand Guidelines

DESIGN

Visual Branding
Graphic Development
Logo Development
Infographic Design

OUR WORK IN ACTION

SOS Washoe

Services
Strategy, Public Relations, Social Media, Digital, Creative

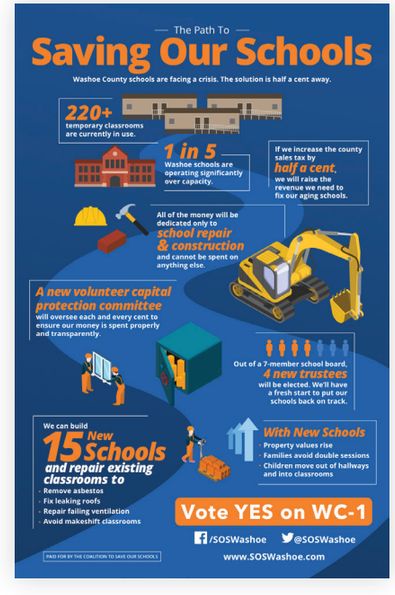
Background
The agency formed the Coalition to Save our Schools, a group of local leaders, businesses and parents to guide the SOS Washoe (Save Our Schools Washoe) campaign in order to address the lack of funding for school infrastructure repairs or developments.

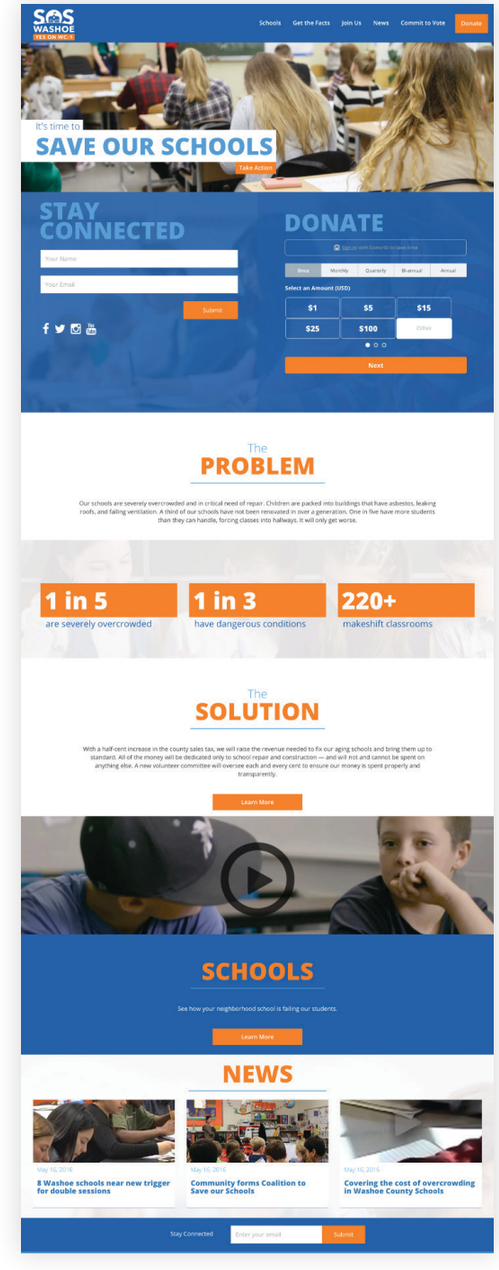
Project Goal
The campaign advocated for a 0.54% increase in the sales tax to fund the capital needs of the Washoe County School District. The Abbi Agency adopted a micro-driven social change marketing approach recruiting a wide range of ambassadors to carry the campaign message to different target audiences.

Results
The initiative, Washoe County Question 1, passed with 57 percent of the vote -- a 13-point margin -- after initial polling showing only 45% of voters would support the question.

save our schools
SOS WASHOE
SOSWashoe.com

salve nuestras escuelas
SOS WASHOE
SÍ EN WC-1





OUR WORK IN ACTION

THINK FIRST TAHOE

Services
Branding, Creative, Digital, Media Buy, Social Media, Public Relations

Background
The Lake Tahoe Basin area attracts thousands of residents and visitors each summer. It provides outdoor recreation, including swimming, water sports, off-roading, camping, summer concerts, shopping and local events. Due to drought conditions over summer 2016, however, Lake Tahoe was extremely vulnerable to seasonal wildfires which threaten homes and the community as a whole.

Project Goal
A cohesive campaign for the 19 Fire Protection Districts in the region was created to educate two key audiences: Lake Tahoe Residents and its many visitors. The agency created the campaign name, brand and all outreach tools with a specific call-to-action to ensure that target audiences felt ownership within the campaign and their ability to keep the Lake Tahoe Basin safe from wildfires.

Results
The Think First Campaign assets were seen by over 30,000 area residents and countless visitors.

KEEP TAHOE FIRE SAFE

OUR WORK IN ACTION

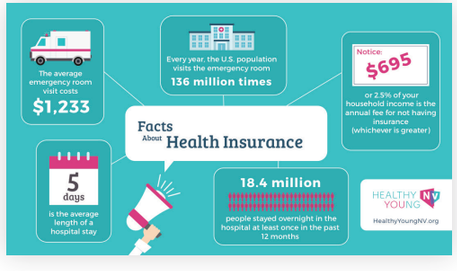
HEALTHY YOUNG NV

Services
Branding, Creative, Digital, Media Buy, Social Media, Public Relations

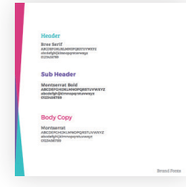
Background
The Abbi Agency was retained to build a series of resources geared toward educating young Nevadans on their health needs as part of Immunize Nevada's ongoing initiatives.

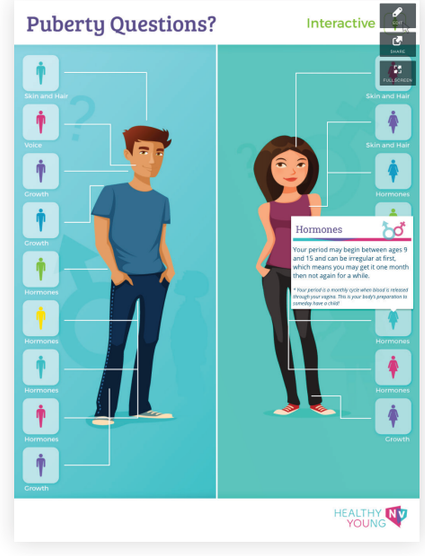
Project Goal
The agency developed a comprehensive brand identity for all resources and named the campaign Healthy Young NV. The creative work included a branding package, website, videos, two digital interactive assets and print collateral. Key to the campaign assets is a personalized and responsive website with an interactive image specific to each target age group to provide them information about their changing body.

Results
Work is still in progress and confidential.



HEALTHY YOUNG NV





3.1 VENDOR INFORMATION

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.

The Abbi Agency has provided public relations and marketing services within Nevada since 2008. The agency has consistently boasted a roster of statewide public relations for the past nine years in both the public and private sector.

3.2 SUBCONTRACTOR INFORMATION

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

3.2.1 Does this proposal include the use of subcontractors?

Yes	*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.

The Abbi Agency proposes the use of three experienced subcontractors to help perform the deliverables described in the Scope of Work. The team of subcontractors ensures that the campaign is serviced by the best strategies, newest technologies and leading experts within the field of transportation, safety, and social change marketing.

The Abbi Agency will work with the following subcontractors to perform the following duties:

Creative Concepts Media will oversee, guide and place all media and provide needed reports for Task 2: Advertising and Media.

Wood Rodgers will provide research and strategic insight for Task 4: Outreach, Task 5: Partnerships and Sponsorship, and Task 7: Certified Zero Program.

The Tarrance Group will complete all deliverables in Task 6: Assessment/Evaluation.

3.2 SUBCONTRACTOR INFORMATION

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

The Abbi Agency will serve as the project lead and oversee all account aspects. Through the agency's account direction and project management teams, the agency will host bi-monthly coordination calls with all subcontractors and maintain an online status document with the current status of each task. The agency's account director team will issue work authorizations outlinning key deliverables and timelines prior to work commencement.

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

The Abbi Agency has worked with each of the subcontractors listed on previous projects.

CCMedia and The Abbi Agency collaborated hand in hand on the Biggest Little City Association advertising campaigns. As a non-profit organization, CCMedia joinned with the Abbi Agency to create free, multi-media advertising campaigns. CCMedia worked with The Abbi Agency for the Biggest Little City "Rock the Vote" Campaign in October 2014. This campaign was a grassroots effort to get people to register to vote and out to vote in the November 2014 election. We called on our long-term relationships with the media vendors in northern Nevada to support this effort. In the end, we received $59,522 in free advertising for this public service effort during the month of October. We secured free print ads in the Reno Gazette Journal and Reno News & Review, English and Spanish radio commercials on 22 radio stations, 30-second PSA's on six local TV stations, and outdoor billboards throughout the region. The effect of the campaign: Voter registration and turnout increased in Washoe County.

The Abbi Agency is currently working with Wood Rodgers on the Nevada Department of Transportation's Multimodal Transportation Plan, also known as the One Nevada Plan. The Abbi Agency serves as a subcontractor for Wood Rodgers on digital media and outreach. The team successfully created a new responsive digital commenting tool that gathered comments from individuals statewide on road issues.

The Abbi Agency completed research, polling and focus group execution with the Tarrance Group for the Washoe County 1 Ballot Question campaign known as SOS Washoe. Together the teams ensured proper questioning through phone polling and focus groups which helped develop key campaign messages for use throughout the campaign.

3.2 SUBCONTRACTOR INFORMATION

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

the abbi agency

creative + pr + digital

3.1 VENDOR INFORMATION - CREATIVE CONCEPTS MEDIA

QUESTION	RESPONSE
Company Name:	*Creative Concepts Media dba CCMedia*
Ownership (Sole proprietor, partnership, etc.):	*Corporation*
State of incorporation:	*Nevada*
Date of incorporation:	*Sole Proprietor 1991, Incorporated in California in 2002, moved and incorporated in Nevada 2013*
# of years in business	*26 years*
List of top officers:	*Laura Partridge, President*
Location of company headquarters, to include City and State:	*Reno, NV*
Location(s) of the office that shall provide the services described in the RFP:	*Reno, NV*
Number of employees locally with the expertise to support the requirements identified in this RFP:	*8*
Number of employees nationally with the expertise to support the requirements in this RFP:	*9*
Location(s) from which employees shall be assigned for this project:	*Reno, NV*

THE TARRANCE GROUP

ccmedia

WOOD RODGERS
DEVELOPING INNOVATIVE DESIGN SOLUTIONS

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	*NV20121755373*
Legal Entity Name:	*Creative Concepts Media dba CCMedia*

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

Yes		**No**	*X*

If "No", provide explanation.

CCMedia goes by both Creative Concepts Media and CCMedia. Our name was Creative Concepts Media for 25 years; at our 25 anniversary we shortened our name to better represent our services – Media buying.

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

Yes	*X*	**No**	

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:	*NV Commission of Tourism*
State agency contact name:	*Claudia Vecchio*
Dates when services were performed:	*2009-2014*
Type of duties performed:	*Media Buying*
Total dollar value of the contract:	*Approx. $2.6M / Year*

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*

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*

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.

CCMedia is a long-established firm, with the perfect depth of experience for this project. The firms's longevity, skills and relationships in the industry will prove beneficial to the Department of Public Safety.

The agency's strategic media development directly benefits the clients we serve. With tactical media and advertising planning and buying and the creation of unique promotions and opportunities, we will maximize media dollars, adding value to each campaign and increasing awareness. Knowing the tricks of the trade takes knowledge, time and experience. There is not a manual that tells you how to negotiate for rates, placement, positioning, or what percentage of a budget should go into one media vs. another. There is an art to vertical and horizontal integration, and media layering, and we are highly talented, qualified and experienced media artists. The results of our campaigns represent our talent. We are an integrated media-buying agency that purchases and integrates traditional and digital advertising as one media plan. Understanding why and how you use each medium to grow awareness and increase web usage for the Department of Public Safety is key to creating, flighting and purchasing a campaign. Although we are well versed in theory, we integrate data, experience, results and relationships to build phenomenal media buys.

CCMedia celebrated 26 years in the media buying and marketing business earlier this year. The firm recently refreshed its mission to focus on what are most important - effective and engaging media campaigns that increase business and awareness of our clients. With years of media buying campaign knowledge, no matter the marketing circumstance, or media markets, we are creative and resourceful, and we place a huge focus on keeping up with a rapidly changing advertising environment.

The online and traditional media world is vast and dynamic, and you need a team you can trust to help navigate the new landscape, getting the best possible results for your investment. We use the best and latest media research and reporting tools, solid industry connections and aggressive planning. Our clients praise us for our consistently good results and for our dependability, creativity, and responsiveness.

We specialize in all media types, online to offline - TV, radio, print, digital, and outdoor, and we often create our own out-of-the-box opportunities not found on a rate card. Our digital portfolio includes a unique designation as a Certified Google Partner for Adwords. This means we demonstrate extra competency in buying for this changing medium, which is critical for search engine marketing (SEM) results. We're pros at integrating your content across all media platforms in paid and added value placements. In addition to content marketing and native advertising, we can deliver your message and exposure on all types of digital platforms - direct sites, streaming audio, programmatic, remarketing, mobile and desktop display, video, ad networks, e-blasts, and all types of social media.

Our unique strength is delivering the most exposure to the target audience within a given budget. We do this through creative thinking based on the campaign objectives. We develop with all types and forms of media, unique exposure points, promotions and more so that in addition to your highly targeted, negotiated commercial buy there are more forms of engagement across all media channels (traditional, digital, social, and more). This creates more talking points and greater exposure to your targeted audience, increasing reach and frequency beyond a standard media buy and leading to an increase in awareness, and intent to use. Our clients typically see an average of 40% more exposure over their cash investment.

CCMedia will coordinate all efforts for the media buy. This includes: Negotiate all pricing and placement with media outlets, prepare advertising specifications showing all creative needed by media, distribute to media outlets all materials necessary, purchase the media space, traffic all creative to the media outlets, monitor advertising space and airtime, provide verification that advertising ran, post buy evaluation of media schedule performance, field in-coming inquiries from media outlets, review and verify invoices, invoice monthly or by campaign.

We use the most sophisticated software and technology available to provide the most effective media campaigns possible. We utilize the most advanced software to track online advertising, Double Click for ad tracking, conversion tracking and reporting. We provide extensive reporting after each campaign flight. We utilize Advantage software to match all invoices against approved insertion orders to ensure accuracy of all invoices. We contact media outlets if there are billing discrepancies. And we provide proof of performance via online reporting, screen shots, photo shots of outdoor, or invoice affidavits.

FIRM PROFILE

In advertising management, media buying is the procurement of media inventory. The media buying function negotiates price and placement for advertisements. CCMedia is an extraordinary media-buying agency. It is our focus. It is what we do. We are specialized. We know the tricks of the trade and then some. With 26 years in the media buying business we've learned a thing or two. We started in 1991 as Creative Concepts and changed our name after 25 years to CCMedia to better reflect our services. All 26 years have been spent buying media.

CCMedia is a team of nine professional media specialists that have been purchasing media for hospital districts, automobile dealerships, real estate developments, destination marketing organizations, hotel/resorts, state tourism, ski destinations and resorts and more from offices in California and Nevada. Collectively we have purchased advertising for over 150 years. We are considered best in class for media planning and placement. We have extensive knowledge and experience advertising all types of products with all types of traditional (off-line) and digital (online) advertising opportunities.

CCMedia is a relationship-based media agency that understands the full circle of how our clients can benefit from our positive relationships with media vendors. We are the front line of your brand to the media and we take this role seriously and represent our clients professionally. This simple strategy has benefitted our clients many times over through the years, often with free advertisements and exposure that equals or exceeds our cash investment.

CCMedia's team is a group of creative, smart thinking people. We have extensive experience in marketing roles, media strategy, target market research and recommendations, media planning, and negotiation and placement for all types of media from traditional to digital, layering all types of media for better results. There are numerous considerations that go into a media plan. CCMedia is well versed in all facets to make sure that your message reaches the right person at the right time at the right cost. We use research and technology to inform our media campaigns and determine what media will be most effective based on your objectives and budget. Then within each particular media, we use ratings and research as well as experience to determine which vendors (specific stations, ad networks, sites, etc.) will be the most successful to deliver your message to your target audience.

We look at trends, create new opportunities, and present them to our clients. We test new advertising opportunities as they become available, we encourage early adoption to achieve extraordinary results where appropriate, and we maintain communication with these options to maximize effectiveness based on the results we realize while in the process. We are an agency that utilizes the most sophisticated software and research. We utilize Advantage software to create and implement media plans and insure advertising ran as ordered for both placement and pricing, Strata for our traditional media buying reach and frequency implementation, and the Google Suite of Double Click for online purchasing, tracking, and conversion reporting. We also purchase programmatic digital advertising direct from the exchange.

We strategize your campaign across all media and then implement, optimize and report your results. CCMedia creates proprietary campaign recaps for all clients detailing a comprehensive report of your results.
CCMedia has a strong grasp of media strategy. We have the resources to generate plans in detail and can realize significant savings on media expenditures while maximizing the reach and impact of campaigns. We use research to know and understand how people consume media. We've built strong relationships with our media partners throughout Nevada. The people in the 90s who were our account executives now own or run the media outlets. These longstanding, strong relationships benefit our clients exponentially.

PLANNING TOOLS AND SOFTWARE

There are numerous considerations that go into a media plan. CCMedia is well versed in all of these facets to make sure that the right message reaches the right person at the right time at the right cost. What really matters most is learning what our target audiences think, feel and desire. We leave no stone unturned, no data source unread as we uncover consumer insights that lead to strategies that move targets to measurable action. We use research to gain knowledge about who our target audience is and how to best reach them. We utilize technology to support, implement and track clients' media buys.

While we believe in negotiating extremely competitive rates, we also want our clients to receive premium placements, upgrades, free/bonus commercials, content integration, advertorials, sponsorships, landing pages, added value, promotions and more, all at no additional costs. We use media ratings (Nielson/Arbitron) with our media software (Strata) to determine cost per points, reach and frequency, gross rating points, etc. We look at cost per thousand (CPM's) and targeting capabilities of other medias. We think about our client objectives and what we can create within each media.

As an agency standard, we negotiate added value with every contract that's secured which is reflected in lower CPMs, discounted rate card pricing, additional impressions, premium positioning, complimentary activations, collateral distribution, social media mentions, bonus spots, etc.

Planning tools and software that may be utilized for Department of Public Safety:

- *Advantage – Provides unique workflow technology with robust modules to streamline processes, ensure accuracy and deliver excellent reporting for our clients.*
- *Google's Double Click Manager – DCM. Digital ad tracking and reporting software. Tracks advertising impressions and conversions.*
- *Double Click Bid Manager – DBM. Direct access to programmatic and direct site digital advertising.*
- *Double Click Search tracking – DS. Tracks the conversion paths of search advertising.*
- *STRATA – Media buying software.*
- *Nielsen – Ratings measurement.*
- *Scarborough – Consumer insights and local market research data.*
- *Media Audit – Media insights and research.*
- *Google Analytics*

MEASURING AND TRACKING MEDIA EXPOSURE

Our team of media rock stars will develop and execute media strategies and plans that take into account the new consumer purchase decision journey. We won't just blast consumers with a fire hose; rather, we can surgically move prospects through their purchase journey leveraging media with as little waste as possible.

One of the things that separate successful marketers from less than successful ones is return on investment reporting and optimization. DCM will track all digital placements in real time, so we can optimize our placements based on our performance objectives. Our goal is to learn how to maximize your advertising investment by testing and refining our way to increased ROI in all media platforms, not just digital. This will optimize the media spend.

CCMedia measures, analyzes and reports campaign results to improve campaign performance over time. We delve into campaign data to discover any assets that will drive conversions and improve cost-efficiency. Our tracking abilities include website and ad impressions, clicks, cost per click, click rates, number of leads, all conversion points and social media engagement.

Flexibility is very important to us. If a new opportunity makes sense and arises in the middle of a campaign, we try to adjust our flighting and spend to accommodate the new opportunity. When campaigns are longer in duration, we typically leave money aside for unique opportunities or promotions that may arise because of other marketing efforts.

We also review all invoices for positioning and placement, added value and promotions monthly to ensure advertisements are running where we ordered them. From these we can determine strong media partners for each client, as well as determine if the campaigns are being implemented as ordered. Overall reach and frequency is monitored ensuring the media is being layered as planned.

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.

Creative Concepts Media, CCMedia, has been providing media buying services to the public and private sector since April 1991. We have many clients that have been with us since our inception. We have worked and continue to work with many government agencies, destination marketing organizations, retail businesses, tourism businesses, automotive dealerships, hospital districts and more.

3.1 VENDOR INFORMATION - WOOD RODGERS, INC.

QUESTION	RESPONSE
Company Name:	*Wood Rodgers, Inc.*
Ownership (Sole proprietor, partnership, etc.):	*Corporation*
State of incorporation:	*California*
Date of incorporation:	*February 1997*
# of years in business	*20 years*
List of top officers:	*Mark Rodgers – President* *Steve Strickland – Vice President* *Mark Casey – Vice President* *Cary Chisum – Vice President* *Jeff Carpenter – Vice President* *Pete Tobia – Vice President* *Tim Crush – Vice President* *Mark Rayback – Vice President* *Jonathan Kors – Vice President*
Location of company headquarters, to include City and State:	*Sacramento, California*
Location(s) of the office that shall provide the services described in the RFP:	*1361 Corporate Blvd. Reno, NV 89502* *2190 E. Pebble Road, Ste. 145 Las Vegas NV 89123*
Number of employees locally with the expertise to support the requirements identified in this RFP:	*4 – Planners* *10 – Transportation Engineers*
Number of employees nationally with the expertise to support the requirements in this RFP:	*12 – Planners* *26 – Transportation Engineers*
Location(s) from which employees shall be assigned for this project:	*Reno & Las Vegas, NV*

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	*NV20031304987*
Legal Entity Name:	*Wood Rodgers, Inc.*

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

Yes	*X*	**No**	

If "No", provide explanation.

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

Yes	X	No	

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.

Agency/Project/Type of Work	Contact	Budget	Completion Date
NDOT Lake Tahoe EIP Phase III	Matt Nussbaumer, (775) 888-7623, mnussbaumer@dot.state.nv.us	$9,062,804.00	9/30/2014
NDOT Lake Tahoe EIP Phase III	Matt Nussbaumer (775) 888-7623, mnussbaumer@dot.state.nv.us	$177,264.00	4/30/2007
NDOT Carson Cty Freeway Bypass	James Murphy, (775) 888-7889, jmurphy@dot.state.nv.us	$56,989.00	11/30/2010
NDOT EPA Audit Coordination	James Murphy, (775) 888-7889, jmurphy@dot.state.nv.us	$177,264.00	5/31/2012
State Public Works Board Construction Inspection	Brian Wacker, (775) 684-4116; bwacker@admin.nv.gov	$500,000.00	5/31/2008
State Public Works BoardMarlette-Hobart Inspectn Srvcs	Brian Wacker, (775) 684-4116; bwacker@admin.nv.gov	$139,002.00	2/28/2009
State Public Works BoardMarlette-Hobart Wtr Syst Pkg B	Brian Wacker, (775) 684-4116; bwacker@admin.nv.gov	$153,885.00	2/28/2009
State Public Works BoardMarlette 2009	Brian Wacker, (775) 684-4116; bwacker@admin.nv.gov	$68,967.50	3/31/2010
State Public Works Board2011/2013 Material Testing &	Gene Warren, (775) 888-7952, gwarren@dot.state.nv.gov	$100,000.00	1/31/2013
State Public Works BoardMarlette Enviro Comp & Permit	Brian Wacker, (775) 684-4116; bwacker@admin.nv.gov	$41,345.00	1/31/2010
NDOT McCarran Right-of-Way Services	Ruth Borrelli, (775) 888-7480, rborrelli@dot.state.nv.gov	$2,340,680.00	2/29/2016
State of NV Geocoding Cancer - GIS Services	Julia Peek, (775) 684-5280, jpeek@health.nv.gov	$4,600.00	12/31/2013
State of NV Geocode Rural Health - GIS Services	Julia Peek, (775) 684-5280, jpeek@health.nv.gov	$1,357.50	12/31/2013
Sentinel Comparison POC- GIS Services	Julia Peek, (775) 684-5280, jpeek@health.nv.gov	$22,950.00	8/31/2015
NDOT Safety Mangement Plan 2nd Street/Arlington	Lori Campbell (775) 888-7462 | lcampbell@dot.state.nv.us	$238,436.00	9/25/2016
NDOT Progress Lab Remodel Reno - Geotechnical Services	Ashley Ablahani, PE (775) 888-7623	$11,600.00	4/30/2017
NDOT Battle Mountain Maint Facility - Geotechnical Services	Gene Warren, (775) 888-7952, gwarren@dot.state.nv.gov	$39,600.00	4/30/2017
NDOT Goldfield Visitor Center Tstg - Geotechnical Services	Gene Warren, (775) 888-7952, gwarren@dot.state.nv.gov	$20,000.00	4/30/2017
NDOT Lamb Boulevard Safety Management Plan	Lori Campbell (775) 888-7462 | lcampbell@dot.state.nv.us	$299,829.00	On-going
NDOT District 2 Mech. Unit Install Coolers - Geotechnical Services	Gene Warren, (775) 888-7952, gwarren@dot.state.nv.gov	$9,600.00	On-going
NDOT Alamo Maintenance Station - Geotechnical Services	Gene Warren, (775) 888-7952, gwarren@dot.state.nv.gov	$8,600.00	On-going
NDOT Veteran's Memorial Park Hawthorne - Geotechnical Services	Gene Warren, (775) 888-7952, gwarren@dot.state.nv.gov	$8,900.00	On-going
NDOT Long Range Transportation Plan TO #1	Tim Muller (775) 888-7351 | tmueller@dot.state.nv.us	$688,308.00	On-going
NDOT Long Range Transportation Plan TO #2	Tim Muller (775) 888-7351 | tmueller@dot.state.nv.us	$633,595.00	On-going
NDOT I-15 South Benefit Cost Analysis	Haiyuan(Harry) LI, (775)888-7191; hli@dot.nv.gov	$61,485.00	On-going

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*

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*

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.

Wood Rodgers' mission is to provide our clients with exceptional service, provide our employees with a great work environment, and provide lasting value to society as a whole in the work we do. Wood Rodgers began with two engineers who were determined to create an energetic and innovative engineering firm that focused on the needs of their clients and a dynamic workplace where staff were encouraged to grow. As a result, the firm has grown into a unique thriving company incorporating innovation and quality into each project, while adhering to schedules, budgets, and environmental constraints.

Wood Rodgers is a multi-disciplinary firm with a diversified staff of over 250 to support and deliver projects throughout Nevada and California. Our staff includes: professionally registered civil; transportation; traffic; structural; hydrogeologic and geotechnical engineers, landscape architects; LEED accredited professional staff; geographic information specialists (GIS); certified planners; professional land surveyors; certified floodplain managers and professional hydrologists.

Our staff has extensive experience with successfully completing both public and private projects. We pride ourselves in our abilities to successfully work with our clients and concerned citizens on complex and controversial large, as well as smaller scale projects in new development areas, redevelopment districts and on infill sites. Our versatile and reliable team also works seamlessly with other designers, engineers, public agencies, and private clients to provide quality planning and engineering services, while meeting the economic challenges and desired goals for each project.

Wood Rodgers Nevada operations maintains a contingent of over 90 professional staff for our Nevada operations. We are located at 1361 Corporate Blvd., Reno, Nevada 89502 and 2190 E. Pebble Road, Ste. 145, Lase Vegas, Nevada 89123. By location, we are able to serve NDOT's needs in both Northern and Southern Nevada. Additionally, it should be noted that we have qualified task leaders in both locations to provide flexibility and capacity for any projects' needs. Our staff is experienced at working across the state, having completed projects in Northern, Southern, Eastern and Western Nevada for a variety of local entities, including NDOT. We are able to respond to any project assignment at any location.

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.

Wood Rodgers has been in Nevada for of 14 years and 2017 marks the 20th anniversary of the company.

3.1 VENDOR INFORMATION - THE TARRANCE GROUP

QUESTION	RESPONSE
Company Name:	*The Tarrance Group*
Ownership (Sole proprietor, partnership, etc.):	*S - Corporation*
State of incorporation:	*Virginia*
Date of incorporation:	*1991*
# of years in business	*26 years*
List of top officers:	*Ed Goeas, President/CEO* *Dave Sackett, Partner* *Brian Tringali, Partner* *B.J. Martino, Partner* *Katie Sprenger, Partner* *Stuart Vickey, CFO*
Location of company headquarters, to include City and State:	*201 N. Union #410* *Alexandria, VA 22314*
Location(s) of the office that shall provide the services described in the RFP:	*Alexandria, VA*
Number of employees locally with the expertise to support the requirements identified in this RFP:	*0*
Number of employees nationally with the expertise to support the requirements in this RFP:	*8*
Location(s) from which employees shall be assigned for this project:	*Alexandria, VA*

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	*N/A*
Legal Entity Name:	*N/A*

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

Yes	*X*	**No**	

If "No", provide explanation.

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

Yes		**No**	*X*

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*

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*

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

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

The Tarrance Group, as it is known today, was founded in 1991 by Ed Goeas, Brian Tringali, and Dave Sackett. However, prior to 1991, the firm was known as "Tarrance and Associates" and was founded by Lance Tarrance in 1977. In 1988, Tarrance and Associates was acquired by SRI/Gallup and Lance Tarrance left the firm to sit on the board of Gallup. Then, in 1991, Ed, Brian, and Dave purchased the firm back from SRI/Gallup, and created the Tarrance Group.

The Tarrance Group has deep experience both with survey research and with conducting focus groups. We are currently the pollster to six (6) Governors, nine (9) U.S. Senators, and forty-three (43) Members of the U.S. House of Representatives, and six (6) state house and organization committees.

In Nevada, we are the pollster for Governor Sandoval as well as Senator Dean Heller. Since 2014, we have conducted over 32,000 survey interviews in Nevada as well as many nights of focus group research.

In addition, on the issues of transportation and public safety, we have conducted research on transportation issues in California, Colorado, and Ohio and have served as the pollster for elected law enforcement officers and state attorney generals in several states.

Dave Sackett is a founding Partner in The Tarrance Group, one of the most respected and successful Republican survey research and strategy teams in American politics today. Sackett has an extensive background in campaign strategy, political media and message development, and demographic targeting.

Sackett serves as the pollster and strategic consultant for over forty Republican Governors, U.S. Senators, Members of Congress, and State leaders, including U.S. Senators Cory Gardner of Colorado, Dean Heller of Nevada, Jeff Flake of Arizona, and Jon Barrasso of Wyoming, as well as Governors Brian Sandoval of Nevada, Rick Snyder of Michigan, and Eric Greitens of Missouri.

During the 2016 election cycle, Sackett also served as the pollster for IE efforts in nine Senate races and twenty-three congressional races, working for the IE units at both the NRSC and NRCC, as well as the Senate Leadership Fund, the U.S. Chamber of Commerce, and the American Action Network and Congressional Leadership Fund.

Prior to joining The Tarrance Group, Dave Sackett served as a Political Director for the National Republican Congressional Committee, as a producer/director for a media consulting firm, and as communications director for a California Congressman.

Brian Nienaber is a Vice President at The Tarrance Group, one of the most respected and successful Republican research and strategy firms in American politics today.

Brian has taken the lead in the development, fielding, and analysis of research projects for political campaigns at all levels as well as for ballot initiatives, lobbying campaigns, and corporate reputation management efforts.

In addition, he is the project director and co-author of the Republican analysis on The George Washington University Battleground Poll, one of the most respected bipartisan national polls in the country.

Prior to joining The Tarrance Group, Brian worked for over five years for United States Senator Mike DeWine, beginning as a staff assistant and rising to the position of Legislative Assistant. This experience provides him with a unique understanding of how to make research actionable in public policy debates.

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.

As noted in section 8, The Tarrance Group in its current form has been in existence since 1991 though previous versions of the company trace back to 1977.

SECTION VII *Proposed Staff Resume - The Abbi Agency*

PROPOSED STAFF RESUME FOR RFP 3400

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

Company Name Submitting Proposal:	*The Abbi Agency*

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

Contractor:	*X*	**Subcontractor:**	

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

Name:	*Abbi Whitaker*	**Key Personnel: (Yes/No)**	*Yes*
Individual's Title:	*President, Strategic Lead*		
# of Years in Classification:	*17*	**# of Years with Firm:**	*9*

BRIEF SUMMARY OF PROFESSIONAL EXPERIENCE

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

Abbi will work on the Zero Fatalities project as the strategic lead, providing oversight and direction on strategy, messaging and communications channels throughout efforts.

In a career that extends across more than 15 years, Abbi has developed public relations and marketing campaigns for dozens of brands and companies in both the private and public sectors. Abbi is a veteran of international media campaigns for some of the nation's largest real estate, tourism and business-to-business companies, including Intrawest, Mammoth Mountain, Squaw Valley USA, Fast Wrap USA and Travel Nevada. She's launched national franchise campaigns, turned technology start-ups into industry heavyweights and sold luxury real estate and tourist destinations across the globe. Her clients have been featured in outlets including The New York Times, The Wall Street Journal, USA Today, The Early Show and The Today show.

Abbi is the heart, soul and creative engine that drives The Abbi Agency, always pushing the boundaries on innovation and new, emerging ideas. Despite her role directing the company's public relations strategy and orchestrating campaigns, Abbi is still most at home picking up the phone and landing top-tier media placements herself. Abbi is passionate about outdoor recreation in Nevada, spending her weekends exploring the state's rural adventure offerings like hot springs, camping, boating and fishing.

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.

2007 – Present, The Abbi Agency, Reno, Nevada, Owner / President, Lead Strategist
2003 – Present, Lyman Public Relations, San Francisco, California, Vice President
2000 – 2003, Switchback Public Relations & Marketing, Truckee, California, Media Relations

Revised: 09-25-13

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EDUCATION

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

University of Nevada, Reno,
Reno, Nevada, Bachelor of Arts in Journalism, 2002

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.

Mike Kazmierski, President/CEO, Economic Development Authority of Western Nevada (EDAWN), 775-829-3711, kazmierski@edawn.org

Andy Chapman, President/CEO Incline Village Crystal Bay Visitors Bureau, 775-832-1612, andyc@gotahoe.com

Jennifer Cunningham, Executive Director of Marketing Reno-Sparks Convention and Visitors Authority (RSCVA), 775-827-7750, jcunningham@renotahoeusa.com

Norm Dianda, President and Chairman of the Board, Q&D Construction, 775-786-2677, ndianda@qdconstruction.com

Revised: 09-25-13

Resume Form
Page 2 of 2

PROPOSED STAFF RESUME FOR RFP 3400

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

Company Name Submitting Proposal:	*The Abbi Agency*

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

Contractor:	*X*	**Subcontractor:**	

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

Name:	*Ty Whitaker*	**Key Personnel: (Yes/No)**	*Yes*
Individual's Title:	*CEO, Media Buy Lead*		
# of Years in Classification:	*9*	**# of Years with Firm:**	*8*

BRIEF SUMMARY OF PROFESSIONAL EXPERIENCE

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

Ty will act as the Media Buy Lead within the Zero Fatalities project, overseeing all strategy regarding media plan and mix, media placement, targeting and reporting.

Precise, analytical and organized, Ty is the operational brains of The Abbi Agency's media buying efforts. A former water quality scientist, he approaches marketing with the same statistical eye for data collection and results tracking that he perfected while documenting traces of minerals and chemicals in groundwater across Northern Nevada and Lake Tahoe watersheds. Ty's systematic approach puts him at the helm of some of the company's largest governmental and environmental accounts. Ty captures the big picture, keeping abreast of client competitors and developments in client industries. His attention to detail in these key industries allows The Abbi Agency to deliver better, more nuanced and more focused integrated marketing communications 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.

2008 – Present, The Abbi Agency, Reno, Nevada, Owner / Chief Executive Officer, Media Buying Strategist

EDUCATION

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

University of Nevada, Reno
Reno, Nevada, Bachelor's of Science Degree, Environmental Science, December 2004

CERTIFICATIONS

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

N/A

Revised: 09-25-13

Resume Form
Page 1 of 2

REFERENCES

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

Ken Tedford, City of Fallon Mayor, City of Fallon, 775-423-0167, fpdadmin@aiinc.com

Ann Louhela, Project Director, WNC Specialty Crop Institute, 775-351-2551, ann.louhela@wnc.edu

Jennifer Cunningham, Executive Director of Marketing Reno-Sparks Convention and Visitors Authority (RSCVA), 775-827-7750, jcunningham@renotahoeusa.com

Revised: 09-25-13

Resume Form
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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:	***The Abbi Agency***

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:	***Edwin Lyngar***	**Key Personnel: (Yes/No)**	***Yes***
Individual's Title	***Consultant***		
# of Years in Classification:	***22***	**# of Years with Firm:**	***1***

BRIEF SUMMARY OF PROFESSIONAL EXPERIENCE

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

Edwin Lyngar is a public relations professional with 22 years of experience in transportation safety at both the state and federal levels. He established Nevada's mandatory boating education program in 2003. During the 15 years he spent at the Nevada Department of Wildlife (NDOW), Edwin managed all aspects of boating safety outreach statewide, winning awards for his work and creating a program that has served tens of thousands of boaters across Nevada. Before NDOW, Edwin spent seven years in the U.S. Coast Guard, three in operations and four years as a public information officer. While working in Coast Guard public relations, Edwin participated in crisis media management for ten catastrophic transportation disasters, including the New Carissa oil spill off the Oregon coast in 1999. In a break in his government service, Edwin worked in public relations for technology companies in Silicon Valley for three years. Edwin was named the National Boating Educator of the Year in 2014 by the National Association of State Boating Law Administrators (NASBLA), the highest award in the nation in boating safety outreach. He has been a featured speaker at national boating and transportation conferences and is a recognized leader in the field. Edwin left NDOW late this year to pursue opportunities in the private sector.

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.

Public Information Officer / Boating Education Coordinator: September 2002-2017

Served as the Public Information Officer for the Division of Law Enforcement at the Nevada Department of Wildlife. Working under the law enforcement chief, currently handle all media inquiries, press releases, media strategy, crisis response and managed a junior PIO. Created and manage Nevada's boating education program. Highlights include:

- ***Developed messaging, media strategy and implemented every part of a robust, ongoing media relations program***
- ***Developed and managed Nevada's first mandatory boating education program***
- ***Developed strategies for division brand and direction, headed agency marketing team***
- ***Placed proactive articles in the New York Times, Reno Gazette Journal, Las Vegas Review Journal and in many other print and television outlets***
- ***Created and host NDOW's first and only weekly podcast, Nevada Wild***
- ***Created and administered Nevada's award-winning boating education program, including grant reporting, budgeting, purchasing, oversight and planning***
- ***Experienced public speaker as master of ceremonies at national conferences, giving professional presentations and acting as a frequent media spokesperson***

Senior Account Executive: May 2000-September 2002

While working at A&R Partners Public Relations Agency, managed a public relations team of three people. Wrote and edited press releases, corporate collateral and business strategies, and taught media relations tactics to business executives. Some highlights include:

- ***Created, wrote and executed complex marketing and public relations plans for national and international product and company launches***
- ***Translated complicated engineering and network technologies for general audiences***
- ***Placed news stories in business and technical press***

Public Relations Specialist / Journalist: January 1996-April 2000

As a service member in the United States Coast Guard (DOT), I worked as Public Affairs Officer, handling media relations, writing for Coast Guard publications and providing crisis media services during maritime disasters.

- *Worked in joint information center (JIC) during New Carissa and other oil spills*
- *Developed strategies for ongoing and crisis operations*
- *Contributing writer at Coast Guard publications, including Coast Guard Magazine*
- *Media relations trainer for Coast Guard units across California*

EDUCATION

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

2010	*MFA in Creative Writing* *Emphasis: Creative Nonfiction* *Antioch University Los Angeles*	*2006*	*MA in English* *Emphasis: Writing / Rhetoric* *University of Nevada, Reno*
1999	*BS in Liberal Arts* *Concentration: English / Business* *Regents University*	*1996*	*Certificate* *Professional Journalist Course* *Defense Information School*

CERTIFICATIONS

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

Professional Recognition

- *NASBLA: National Boating Educator of the Year Award, 2014*
- *Western States Boating Administrators Association: Boating Pro of the Year, 2011*
- *Reno Gazette Journal Silver Pen Award, 2004*
- *Alex Haley Journalism Award (U.S. Coast Guard), 1998*

REFERENCES

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

- *Chief Game Warden Tyler Turnipseed: Nevada Department of Wildlife: tturnipseed@ndow.org, (775) 688-1540 phone, (775) 688-1551 fax*
- *Captain David Pfiffner Boating Law Administrator: Nevada Department of Wildlife, pfiffner@ndow.org, (702) 486-5127 ext. 3430, (775) 688-1551 fax*
- *Ed Huntsman, Boating Safety Specialist, U.S. Coast Guard District 8: ehuntsman@me.com, (602) 363-9395 phone*

PROPOSED STAFF RESUME FOR RFP 3400

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

Company Name Submitting Proposal:	*The Abbi Agency*

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

Contractor:	*X*	**Subcontractor:**	

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

Name:	*Allegra Demerjian*	**Key Personnel: (Yes/No)**	*Yes*
Individual's Title:	*Digital and Social Media Strategist*		
# 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.

Allegra will be involved in the Zero Fatalities account by providing digital media buying strategy and execution, as well as social media strategy and planning.

Allegra oversees and fosters the talents of The Abbi Agency's digital team, strategizing and executing omni-channel campaigns and analyzing data to report back to clients. Allegra began her work with The Abbi Agency on the social media side of projects, working hands-on as a community manager and curating content for social media channels for some of the agency's largest clients, including North Lake Tahoe and the Reno-Tahoe Regional Air Service Committee (RASC). As she grew within the digital department, Allegra moved into the greater digital media arena, working with the digital team to provide targeted strategies on client's websites, search engine optimization (SEO) and digital advertising. Allegra is proficient in Google Analytics and all formats of digital advertising including pay-per click (PPC) on Google Adwords and other search engines, programmatic advertising, native advertising, mobile advertising and video advertising, as well as social media advertising across Facebook, Twitter, Instagram, YouTube, Pinterest and LinkedIn, and

Allegra's expertise in the digital realm has provided her with a firm understanding of how to connect campaigns across channels. This expertise has allowed her to lead some of the agency's most integrated campaigns to success, including the Think First, Keep Tahoe Fire Safe campaign with the Tahoe Regional Planning Agency (TRPA) and the Rethink Reno campaign for the Economic Development Authority of Western Nevada (EDAWN). She is skilled in working across many stakeholders to establish goals and messages, then tailoring a campaign to align with those goals and messages.

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 2015 – Present, The Abbi Agency, Reno, Nevada, Digital Manager and Strategist
July 2014 – July 2015, The Abbi Agency, Reno, Nevada, Social Media Manager
August 2013 – June 2014, The Abbi Agency, Reno, Nevada, Social Media Coordinator
June 2013 – December 2013, the City of Sparks, Sparks, Nevada, Special Events Intern

EDUCATION

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

University of Nevada, Reno, Reno, Nevada
Bachelor of Arts in Strategic Communications 2014

CERTIFICATIONS

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

Google Analytics Certification, June 2016
Project Management Certification, University of Nevada, December 2015

REFERENCES

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

Andy Chapman, President/CEO Incline Village Crystal Bay Visitors Bureau, 775-832-1612, andyc@gotahoe.com

Thomas Lotshaw, Public Information Officer – Tahoe Regional Planning Agency, 775-589-5278, tlotshaw@trpa.org

Doug Erwin, Vice President of Economic Development, Economic Development Authority of Western Nevada (EDAWN), 775-745-4726, erwin@edawn.org

Revised: 09-25-13

Resume Form
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PROPOSED STAFF RESUME FOR RFP 3400

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

Company Name Submitting Proposal:	*The Abbi Agency*

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

Contractor:	*X*	**Subcontractor:**	

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

Name:	*Connie Liu*	**Key Personnel: (Yes/No)**	*Yes*
Individual's Title:	*Account Manager*		
# of Years in Classification:	*3*	**# of Years with Firm:**	*5*

BRIEF SUMMARY OF PROFESSIONAL EXPERIENCE

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

Connie Liu is an experienced public relations professional who understands that public outreach is about connecting with communities, understanding the needs of stakeholders across a spectrum of positions, and driving results. Liu heads The Abbi Agency's public relations team of seven employees across four verticals; trade, travel, taste and tech. Her experience lies with trade and travel accounts. She connects the public with various governmental agencies, tourism boards, and more through ongoing public relations outreach and maintains transparency through crisis 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.

NDOT Reno Sparks Freeway Traffic Study, Washoe County, NV

- *Managed and served as point of contact for project workflow, reporting and meetings for all public outreach communications of study including, messaging, content creation, surveying, and public information meetings.*
- *Created brand, logo and mission statement to communicate essence of project to stakeholders and public through a central website portal and collateral materials.*
- *Purchased and developed content for URL specific to project.*
- *Planned three public information meetings to achieve high public input through development of study, results of study and final recommendation.*
- *Created interactive, multimedia content focusing on informative videos and fun facts to engage with general public through digital outreach.*

NDOT Long Range Transportation Plan Update, NV

- *Provided strategic public relations outreach plan for statewide Long Range Transportation Plan.*
- *Identified issues of concern for public outreach plan and developed communications plan regarding issues of concern.*
- *Planned outreach to connect with statewide stakeholders, local and regional media, local agencies, national industry media and general public.*

- *Prepared and distributed collateral information for stakeholder and general public use. Collateral materials to include integrated messages from public outreach plan through digital and multimedia elements.*

North Lake Tahoe Marketing Cooperative Integrated Marketing Plan

- *Served as point of contact for cooperative board of eight members between two states since 2014.*
- *Guided all public relations outreach, social media, content creation for destination.*
- *Served as public outreach contact for ongoing media communications nationally, regionally and locally. Guided and implement crisis communications strategies as necessary. Examples include, drought, wildfire, ski resort deaths and large scale event cancellations.*

EDUCATION

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

University of Nevada, Reno, Reno, Nevada
Bachelor of Arts in Strategic Communications, 2014
Minors in Business Administration, Spanish

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.

Bethany Drysdale, Director of Public Relations, Nevada Commission on Tourism – Travel Nevada, 775-687-0647, bdrysdale@travelnevada.com

Stephen Ascuaga, Corporate Director of Business Development, Peppermill Resort Spa Casino, 775-689-7045, sascuaga@peppermillreno.com

Sarah Adler, Safe2Tell Program Coordinator, Nevada Department of Education, 775-742-3222, sarahmadler@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:	*The Abbi Agency*

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:	*Constance Aguilar*	**Key Personnel: (Yes/No)**	*Yes*
Individual's Title	*Director of Accounts*		
# of Years in Classification:	*1.5*	**# of Years with Firm:**	*8*

BRIEF SUMMARY OF PROFESSIONAL EXPERIENCE

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

Constance is an Abbi Agency co-founder. She's worked with a wide array of clients ranging from food and beverage to public awareness, and in a variety of forms. Most notably and recently, Constance leads technology-focused clients on public relations, content, and digital marketing initiatives. Constance is the lead public relations practitioner and account manager on designated projects. She also supports strategic planning and research, with a focus on stakeholder research and messaging.

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.

Constance has worked across disciplines and industries for Abbi Agency clients since 2008. Based in Reno and San Francisco, Constance's breadth of experience is rooted in integrated marketing communications campaigns for private and public institutions. Past clients and projects include strategizing, managing, and communicating work with entities such as the Desert Research Institute, personal genetics company 23andMe, technology companies Flirtey, BrightEdge, CrowdTwist and more. In most cases, Constance's accounts require cross-department knowledge and management. Constance understands taking a project from conception to realization, and how to leverage cutting-edge design, digital distribution channels and traditional media outlets to accomplish client goals.

EDUCATION

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

Truckee Meadows Community College, Reno, Nevada, Associate of Arts 2012
University of Nevada, Reno, Reno, Nevada, 2012 - 2014, History and Education

Revised: 04-05-17

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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.

Craig Macy, Attorney at Fennemore Craig, 415-518-0061, craig.macy@me.com
Kevin Bobowski, VP of Marketing at BrightEdge, 703-629-7080, kbobowski@brightedge.com
Sean Nichols, Chief Operating Officer at Dragonfly Energy, 775-338-3372, sean@dragonflyenergy.com

Revised: 04-05-17

Resume Form
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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:	*The Abbi Agency*

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:	*Caroline McDermaid*	**Key Personnel: (Yes/No)**	*Yes*
Individual's Title	*Director of Digital Strategy*		
# of Years in Classification:	*3*	**# of Years with Firm:**	*2*

BRIEF SUMMARY OF PROFESSIONAL EXPERIENCE

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

Caroline joined The Abbi Agency team in 2015 with a wealth of SEO knowledge and a passion for all things digital. She currently manages website projects from both a project management and content strategy perspective, ensuring the structure and strategy of a website are effectively established upfront and carried through the entire project. Caroline has an innate sense of how to structure and organize complex content within a website so that it is easy to find, both by a website user and by online search engines. In all projects, she works hard to ensure websites meet client goals and are successful on a long-term basis.

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.

July 2013 - Nov 2014, Lead Content Strategist - OCG Creative
Sept 2015 - May 2016, Digital Marketing Coordinator - The Abbi Agency
May 2016 - Jan 2017, Digital Strategist - The Abbi Agency
Jan 2017 - Aug 2017, Director of Digital Strategy - The Abbi Agency

EDUCATION

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

University of Nevada, Reno, NV - Bachelor of Science in Marketing May 2013
University of Nevada, Reno, NV - Bachelor of Science in International Business May 2013

CERTIFICATIONS

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

Google Analytics Certification - Oct. 2016
Udacity Full Stack Web Developer Nanodegree - Oct. 2017 (In Progress)

REFERENCES

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

Robert Erquiaga, Legal and Administrative Director, City of Fallon
- *Phone: (775) 423-8816 Fax: (775) 423-8874 Email: rerquiaga@fallonnevada.gov*

Bruce Spangler, President, Explore Butte County
- *Phone: (530) 534-5566 Fax: (530) 534-5599 Email: bruce.s@lotusmgmtinc.com*

Kyle Rea, Vice President, Tolles Development Company
- *Phone: 775.750.7058, Email: kyle@tdcnv.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:	*The Abbi Agency*

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:	*Thaison Kawal*	**Key Personnel: (Yes/No)**	*Yes*
Individual's Title	*Creative Director*		
# of Years in Classification:	*5*	**# of Years with Firm:**	*3*

BRIEF SUMMARY OF PROFESSIONAL EXPERIENCE

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

Thaison's capabilities lie in brand discovery and creative campaign development (digital, print & video assets). He leads a team of experienced, effective and nimble designers that have worked on a large spectrum of multi-faceted creative projects.

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.

Thaison has worked for the Abbi Agency for three years and was self-employed as an independent creative strategist for two years prior to joining the agency. Location: 1385 Haskell St. Reno NV 89509. Creative Director. Lead all creative efforts from high-level strategy to asset development.

EDUCATION

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

University of Reno, Nevada, BFA: Bachelor of Fine Arts, Minor: Art History and Mathematics, 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.

John Benelli, Founder of Benelli Design, 858-342-6855, johnbenelli@me.com
Stefanie Fenton, Independent Business Strategist, 415-828-2482, shfenton@yahoo.com
Tim Kirk, Founder of Paid Right, 775-232-9669, tkirk@getpaidright.com

Revised: 04-05-17

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PROPOSED STAFF RESUME FOR RFP 3477

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

Company Name Submitting Proposal:	*The Abbi Agency*

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:	*Steven Smith*	**Key Personnel: (Yes/No)**	*Yes*
Individual's Title	*Social Media Specialist*		
# of Years in Classification:	*4*	**# of Years with Firm:**	*1*

BRIEF SUMMARY OF PROFESSIONAL EXPERIENCE

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

Steven Smith brings four years of experience in social media marketing and digital content creation. With a background in both analytics and aesthetics, Steven understands the necessity of aligning a brand's voice with a brand's overarching goals. He has worked for a digital media agency as their head content creator, for an influencer marketing organization as a campaign manager, and as a social media specialist. Steven has managed social media campaigns for brands (National Geographic, JVC, Ad Council, and many more) in addition to campaigns utilizing high profile social influencers containing up to 1m followers.

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.

In 2016 Steven ran an awareness campaign for Ad Council promoting the High School equivalency program. The campaign activated influencers of a specific demographic in order to bring awareness to a their audience of the benefits of obtaining a High School diploma, no matter how late in life. The campaign contained a positive, optimistic message. Steven's objective with this campaign was to align the client's needs with the voice of the influencer in order to carry out the campaign KPIs along with maintaining the engagement of the influencer's audience.

EDUCATION

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

University of Nevada, Reno, Associate of Arts in Marketing
University of Nevada, Las Vegas, Bachelor of Arts in Film Production, 3.8

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.

James Probst, Director of Product, Vegas.com, (310) 990-1885, jamesprobst@gmail.com

Roberto Radd, Creative Director, Vegas.com, (323) 363-2976, rraad@remarkmedia.com

Bethany Davis, Project Manager, Banjo, (702) 688-1884, bethanynicoledavis@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:	*The Abbi Agency*

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:	*Marc Oakley*	**Key Personnel: (Yes/No)**	*Yes*
Individual's Title	*Director of Content*		
# of Years in Classification:	*10*	**# of Years with Firm:**	*1*

BRIEF SUMMARY OF PROFESSIONAL EXPERIENCE

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

Marc will be involved in the Nevada Department of Public Safety account by proofreading, editing and writing proposal copy to ensure optimum clarity and impact detailing The Abbi Agency's processes, goals and overarching communication.

Marc has written and edited blog posts, articles, educational guides, website copy, bylines, press releases for a number of The Abbi Agency's clients, strategically adjusting the register of every piece to match the needs of the client and tone of the platform on which it is published. Marc is skilled at adjusting copy for maximum search engine optimization (SEO) and views across multiple social media and traditional media channels.

Marc's draws from his experience in education, linguistics, online retail and business to craft meaningful and impactful messaging in alignment with The Abbi Agency's core values. As a seventh-generation Nevadan, Marc brings pride, knowledge and passion for the Silver State to this proposal.

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.

February 2017 – September 2017 – Elite Investigations – Reno, NV – Executive Administrator
October 2016 – July 2017 – Global LT, Inc. – Reno, NV – Destination Services Consultant/Relocation Specialist
January 2013 – October 2016 – CustomInk – Reno, NV – Lead Satisfaction Assurance Associate
September 2010 – December 2012 – University of Nevada/Truckee Meadows Community College – Reno, NV - Instructor

EDUCATION

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

University of Nevada – Reno, NV - B.A. – Journalism - 2000
University of Nevada – Reno, NV - M.A. – Teaching English to Speakers of Other Languages (TESOL) - 2011

CERTIFICATIONS

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

SIOP For Teachers Virtual Institute – February 2011
Nevada Assessment System Training (CASAS) – July 2010
Cambridge Assessor & Oral Examiner (KET & PET) – May 2008
Cervantes Diploma de Español Nivel C2 (Superior) – July 2006

REFERENCES

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

Zach Cage – Senior Credit Manager – Microsoft – 775.247.3269 – zacage@microsoft.com
Susy Gomez – Satisfaction Assurance Associate Manager – CustomInk – 703.217.0198 susy@customink.com
Maribel Peribanez – Founder & Director of Linguistic Services – Well & Will Language Academy – +34.943.317.999 - idiomas@wellandwill.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:	*Creative Concepts Media dba CCMedia*

Check the appropriate box as to whether 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:	*Laura Partridge*	**Key Personnel: (Yes/No)**	*Yes*
Individual's Title:	*President*		
# of Years in Classification:	*26*	**# of Years with Firm:**	*26*

BRIEF SUMMARY OF PROFESSIONAL EXPERIENCE

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

Since 1991, Laura has managed, developed and overseen all of CCMedia clients' advertising plans and managing budgets of up to $5 million on an annual basis. Her clients are successful in advertising pursuits and objectives due to her dedication and strategic thinking. Laura is highly committed and passionate about what she does best, and that is media. She is passionate about media strategy, planning, negotiation and the layering of all media types into a cohesive and effective campaign. Her successful career spans 35 years in the industry, including 26 years running her own company and actively planning campaigns and buying advertising for a vast array of clients. Her expert knowledge and industry relationships are unparalleled. While she may be known for her sharp negotiations, Laura is well recognized for her strong media relationships and the ability to get even the toughest requests implemented. Laura's unique experiences, creativity and perspective allow her to understand how to build out-of-the box opportunities that meet the needs of the client and the media alike. Laura offers an exceptional ability to build a comprehensive media strategy that includes creative audience engagement opportunities in conjunction with known media placements.

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.

2009 – 2014: Nevada Commission on Tourism
401 N. Carson St. Carson City, NV 89701
Consultant: Media and Marketing
Software: Strata, Conversant, Arbitron, Neilson, Microsoft Office Suite

Laura worked with a limited television budget and developed an extensive television schedule that ran on 13 stations in three major markets. The campaign went far beyond 30-second spots. In addition to negotiating over 27% savings in spot rates, Laura negotiated on-air and online promotions, content integration, on-air interviews, travel segments, and station visits to the state in addition to Wheel of Fortune, Jeopardy!, and Good Day LA tie-ins. The value of the bonus spots, promotions, and added value was greater than the dollars spent. In three years, CCMedia grew NCOT ad awareness from 32% to over 50% with a large decrease in spend.

2003 – Present: Tahoe Forest Hospital District
P.O. Box 759, Truckee, CA 96160
Consultant: Media and Marketing
Software: Strata, Conversant, Arbitron, Neilson, Microsoft Office Suite, Google, Double Click, DBM.
Laura has been developing and implementing media plans for the hospital district since 2003. These plans are local and regional in nature and include print, radio, television, outdoor, online advertising, as well as social media consultation. She has worked with the client to emphasize and reach target audiences for their Breast Cancer Awareness, Flu Shot, Affordable Health programs and other program like these.

2010-Present: Carson Tahoe Health
1600 Medical Parkway, Carson City, NV 89701
Consultant: Media and Marketing
Software: Strata, Conversant, Arbitron, Neilson, Microsoft Office Suite, Google, Double Click, and DBM.

Laura has been developing and implementing media plans for Carson Tahoe Health since 2010. She has helped promote and bring awareness to their Cancer Care Center and Wound Care Center programs and Carson Tahoe Health's One System of Complete Care branding.

EDUCATION

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

University of California, Santa Barbara
Santa Barbara, CA
BA Business and Economics, June 1986
Also attended Skidmore College in Saratoga Springs, New York

CERTIFICATIONS

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

Certified Radio Marketing Consultant from Radio Advertising Bureau June 1990, June 2010
Certified Digital Media Marketing from Radio Advertising Bureau March 2011
Social Media Certification, University of Nevada Reno October 2009
Arbitron's PPM Certification in Market Research and Ratings April 2011

REFERENCES

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

Kimberlee Tolkien
Atlantis Casino Resort Spa – Recently Retired-Executive Director of Marketing
Phone: (775) 762-0567
Email: krtolkien@gmail.com

Diane Rush – Director of Marketing
Carson Tahoe Health
Phone: (775) 445-5162
Email: diane.rush@carsontahoe.org

Paige Thomason
Tahoe Forest Hospital District– Director of Marketing and Communications
Phone: (530) 582-6290
Email: pthomason@tfhd.com

Scott Seidenstricker
Renew M.D.- President
Phone: (775) 848-9064
Email: Scott76ca@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:	*Creative Concepts Media dba CCMedia*

Check the appropriate box as to whether 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:	*Allyson Hutson*	**Key Personnel: (Yes/No)**	*Yes*
Individual's Title:	*Director of Media / Vice President*		
# of Years in Classification:	*22*	**# of Years with Firm:**	*7*

BRIEF SUMMARY OF PROFESSIONAL EXPERIENCE

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

Ally develops and implements media plans for radio, print, TV, and outdoor advertising. With more than 22 years in marketing and media in Nevada, Ally knows the in-state media market and their unique characteristics. If Laura isn't the best media buyer in Reno it's because Ally has taken that position.

Her 10 years at the RSCVA as Assistant Marketing Director and previous work opening the Silver Legacy has provided unique advantages. She has extensive understanding of the local marketplace and advertising, having delved deep into the marketing goals of the RSCVA and working for the last seven years with many of the local clients of CCMedia.

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.

October 2010 – Present: CCMedia
448 Ridge Street, Reno, NV 89501
Media Director / Vice President
Software: Strata, Media Audit, Conversant, Arbitron, Neilson, Microsoft Office Suite, Adobe Illustrator, Adobe Photoshop, Google, Double Click, Advantage.

Ally develops and implements strategic media plans for all CCMedia clients in traditional media, including print, radio, television, and outdoor media. She works closely with sales representatives, negotiating added value and promotional opportunities in order to generate increased impact amongst target audiences with growing reach, frequency and engagement.

July 2000 – October 2010: Reno-Sparks Convention & Visitors Authority
4590 S. Virginia Street, Reno, NV 89509
Assistant Director of Marketing

Software: FMS, Adobe Illustrator, Adobe Photoshop, Microsoft Office Suite

For over 10 years, Ally was responsible for marketing the Reno-Tahoe destination. She played an active role in developing and launching brand campaigns for the region, in addition to marketing facilities and events, including the Reno-Sparks Convention Center, Reno Events Center, and National Bowling Stadium. Ally worked on the production of The Reno-Tahoe Adventure Show television series that aired in the Bay Area.

EDUCATION

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

Oregon State University
Corvallis, Oregon
General Education; Child Development 1994

CERTIFICATIONS

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

Certified Marketing Consultant from Radio Advertising Bureau, June 2011
Arbitron's PPM Certification in Market Research and Ratings April 2011

REFERENCES

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

Rebecca Venis
Manager of Air Service Development and Marketing – Reno/Tahoe International Airport
Phone: (775) 328-6404
Email: rvenis@renoairport.com

Steven Hemphill
Sierra at Tahoe- Director of Marketing and Sales
Phone: (530)543-3130
Email: shemphill@sierraattahoe.com

Raina Malone
Lotus Communications-
Phone: (775)329-9261
Email: rainarocks@aol.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:	*Creative Concepts Media dba CCMedia*

Check the appropriate box as to whether 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:	*Peter Avedschmidt*	**Key Personnel: (Yes/No)**	*Yes*
Individual's Title:	*Digital Media Director*		
# of Years in Classification:	*11*	**# of Years with Firm:**	*2*

BRIEF SUMMARY OF PROFESSIONAL EXPERIENCE

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

Peter directs all digital advertising for CCMedia, including desktop, mobile, email marketing, digital radio, SEM, video and social media. This includes digital media planning and social media advertising campaigns, strategy and optimizations, and Google Analytics reporting insights. Peter currently implements programmatic digital campaigns.

With over 11 years of marketing experience, Peter has a proven track record of success in media buying, brand management, and project management and marketing analysis and strategy development. Prior to joining the CCMedia team, Peter ran the Marketing & Sales program at Sugar Bowl Resort and Royal Gorge Cross Country.

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.

July 2016 – Present: CCMedia
448 Ridge Street, Reno, NV 89501
Digital Media Director
Software: Conversant, Microsoft Office Suite, Adobe Illustrator, Adobe Photoshop, Google, Advantage, Double Click and DBM.

Peter is responsible for managing all digital advertising for CCMedia clients, including online, mobile, tablet, email, and social media advertising. He also effectively manages online advertising presence and creates successful multi-faceted marketing campaigns with measurable results.

September 2006 – July 2016: Sugar Bowl Ski Resort
629 Sugar Bowl Road, Norden, CA 95724
Marketing & Sales Manager
Software: MS Office Suite, Adobe Suite, Conversant, WordPress, Ryan Solutions CRM, Blue Hornet Query AND RTP.

Peter directly managed the media buy coordination, execution and proof of performance analysis. His responsibilities included Group, Corporate, Ski Shop, Lodging, and Online sales programs, all company advertising, content on Sugar Bowl and Royal Gorge company websites, CRM database including list creation, targeting, A|B testing and post-send analysis. His duties included content for newsletter e-blasts to >100,000 recipients, social media programs, events and promotions, managing marketing & sales staff. He worked directly with the CEO to create annual budgets, implement resort goals, and execute brand campaigns.

EDUCATION

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

San Diego University,
BS in Communication 2006
MBA with a Marketing emphasis, 2009

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.

Kyle Jost, Marketing Manager
Truckee Donner Recreation and Park District
kylejost@yahoo.com
530-518-2336

Cory Maier, Research & Data Manager
Property Radar
cory.maier@gmail.com
530-263-4984

Nathan Browne
Naval Officer, U.S. Navy
natebrowne@gmail.com
916-705-9780

SECTION VII *Proposed Staff Resume - Wood Rodgers, Inc.*

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:	*The Abbi Agency*

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:	*Bryan Gant, PE*	**Key Personnel: (Yes/No)**	*Yes*
Individual's Title			
# of Years in Classification:	*19*	**# of Years with Firm:**	*3*

BRIEF SUMMARY OF PROFESSIONAL EXPERIENCE

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

Bryan has over 19 years of transportation-specific experience from initial planning to final design for a wide variety of project sizes, types and clients. These range from corridor studies to preliminary engineering and NEPA projects valued over $1 billion to final design PS&E. Bryan has been working closely with NDOT since 1999 where he served as a lead engineer for the Carson City Freeway. Since then, he has delivered numerous projects for a range of NDOT Divisions and Departments. His blend of design, planning and traffic experience ensures he will be a hands-on, engaged asset to the leadership team. Mr. Gant is currently the Principal in charge of Wood Rodgers Las Vegas office.

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.

NDOT Statewide Long-Range Transportation Plan, Statewide, Nevada (On-going)
Project Manager for the complete redevelopment of NDOT's Long Range Transportation Plan, the One Nevada Transportation Plan. The project includes an extensive, statewide outreach effort. Outreach activities include surveys, public meetings, focus groups, a social media campaign and "pop-up" meetings around the state to ensure Nevada's rural communities provide meaningful input.

NDOT Safety Management Plans - 2nd Street and Arlington Avenue, Reno, Nevada (2016)
Project Manager for preparing Safety Management Plans (SMPs) for NDOT Safety Engineering. SMPs are a transportation analysis effort that incorporates corridor study, access management, public and stakeholder input, crash analysis, roadway engineering and application of the Highway Safety Manual (HSM) methods to improve roadway safety for all users. The limits of this SMP are 2nd Street from Keystone Avenue to Galletti Way (including I-580 ramps) and Arlington Avenue from Court Street to W 6th Street.

NDOT Safety Management Plans – Lamb Boulevard, Clark County, Nevada (On-going)
Project Manager to identify roadway safety and access management improvements for 4.5 miles of Lamb Boulevard for NDOT's Traffic Safety Division.

Revised: 04-05-17 *Resume Form Page 1 of 2*

Community Mobility Study for Central Las Vegas, Phase 2, RTCSN (2016)
Deputy Project Manager. Wood Rodgers is the prime consultant providing planning and conceptual design services to the Regional Transportation Commission of Southern Nevada for the second phase of the Community Mobility Study for Central Las Vegas, encompassing nearly 28 square miles of Central Las Vegas. The primary focus of the study is to develop a series of conceptual designs and cost estimates for the various high priority complete street projects in the study area.

EDUCATION

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

B.S./1997/Civil Engineering with Honors, University of Florida

CERTIFICATIONS

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

Registered Professional Engineer in Nevada #15498

REFERENCES

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

NDOT Traffic Safety Division, Lori Campbell, lcampbell@dot.state.nv.us, (775) 888-7462
RTC of Southern Nevada, Raymond Hess, hessr@rtcsnv.com; (702) 676-1729
City of Fernley, Colleen Unterbrink, crunterbrink@cityoffernley.org; (775)784-9851

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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:	*The Abbi Agency*

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:	*Scott Rickert, PE*	**Key Personnel: (Yes/No)**	*Yes*
Individual's Title			
# of Years in Classification:	*13*	**# of Years with Firm:**	*1*

BRIEF SUMMARY OF PROFESSIONAL EXPERIENCE

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

Mr. Rickert has over 13 years of experience in traffic engineering and transportation planning. Scott has experience in highway corridor and transportation studies; highway design projects; freeway and interchange studies; bicycle compatibility studies; numerous Complete Streets projects; ITS projects; BRT projects; and has served as a project manager for planning, engineering, and construction projects. Additionally, Scott is versed in several computer simulation software, including VISSIM, CORSIM, SYNCHRO, Sidra, and HCS. Mr. Rickert is currently an associate engineer at Wood Rodgers.

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.

NDOT Statewide Long-Range Transportation Plan, Statewide, Nevada (On-going)
Provided outreach assistance for the complete redevelopment of NDOT's Long Range Transportation Plan, the One Nevada Transportation Plan. The project includes an extensive, statewide outreach effort. Outreach activities include surveys, public meetings, focus groups, a social media campaign and "pop-up" meetings around the state to ensure Nevada's rural communities provide meaningful input.

NDOT Safety Management Plans – Lamb Boulevard, Clark County, Nevada (On-going)
Traffic engineer to identify roadway safety and access management improvements for 4.5 miles of Lamb Boulevard for NDOT's Traffic Safety Division.

Clark County Safe Routes to School Walk Audits, Clark County, Nevada (2016)
Traffic engineer for Safe Routes to School (SRTS) walk audits and identifing multimodal improvements and other strategies to encourage more students to walk and bike to and from school. A total of 15 new walk audits will be conducted at area elementart and middles schools as well as updating the existing 50 walk audits completed in 2013.

Clark County Rural Complete Streets Standards, Clark County, Nevada (2016)
Traffic engineer on project to build upon the concepts identified in the Complete Streets Guidelines for Livable Communities document to expand on solutions to multi-modal transportation challenges in non-urban residential and RNP areas. The purpose of the study is to

determine the various types and locations of multi-modal facilities in the public right-of-way that will provide alternative modes of transportation within this rural residential neighborhood. Safety improvements as a component to the design options and in general with respect to the overall needs of the RNP area is also a component.

EDUCATION

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

M.S./2003/ Civil Engineering, Washington University, St. Louis
B.S./2003/Civil Engineering, Washington University, St. Louis
B.S./2001/Physics, Nebraska Wesleyan University

CERTIFICATIONS

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

Registered Professional Engineer in Nevada #021631 (2011)

REFERENCES

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

NDOT Traffic Safety Division, Lori Campbell, lcampbell@ndot.gov, (775) 888-7462
RTC of Southern Nevada, Monica Burtaki, burtakim@rtcsnv.com, (702) 676-1729
RTC of Washoe County, Amy Cummings, acummings@rtcwashoe.com, (775) 348-0400

SECTION VII *Proposed Staff Resume - The Tarrance Group*

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:	*The Tarrance Group*

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:	*Dave Sackett*	**Key Personnel: (Yes/No)**	*Yes*
Individual's Title	**Partner**		
# of Years in Classification:	*26*	**# of Years with Firm:**	*26*

BRIEF SUMMARY OF PROFESSIONAL EXPERIENCE

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

Dave Sackett is a founding Partner in The Tarrance Group, one of the most respected and successful Republican survey research and strategy teams in American politics today. Sackett has an extensive background in campaign strategy, political media and message development, and demographic targeting.

Sackett serves as the pollster and strategic consultant for over forty Republican Governors, U.S. Senators, Members of Congress, and State leaders, including U.S. Senators Cory Gardner of Colorado, Dean Heller of Nevada, Jeff Flake of Arizona, and Jon Barrasso of Wyoming, as well as Governors Brian Sandoval of Nevada, Rick Snyder of Michigan, and Eric Greitens of Missouri.

During the 2016 election cycle, Sackett also served as the pollster for IE efforts in nine Senate races and twenty-three congressional races, working for the IE units at both the NRSC and NRCC, as well as the Senate Leadership Fund, the U.S. Chamber of Commerce, and the American Action Network and Congressional Leadership Fund.

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.

Has been conducting public opinion research aimed at changing and solidifying voter attitudes since 1991. Prior to this time, worked as a political director for the National Republican Congressional Committee. A key task in this job was organizing efforts to help candidate win election and win re-election.

EDUCATION

Information required should include: institution name, city, state,

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degree and/or Achievement and date completed/received.

Trent University, Peterborough, Ontario
Bachelor of Arts, 1991.

CERTIFICATIONS

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

Twice named one of the top twenty consultants in the country by Roll Call.

REFERENCES

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

1. *Rich Heffley, Partner*
   Heffley and Associates
   420 East Jefferson Street
   Tallahassee, FL 32301
   850.513.1200

2. *Mike Slanker, Partner*
   November, Inc.
   9525 Hillwood Drive
   #160
   Las Vegas, NV 89134
   702.304.1414

3. *Dana Walch, Partner*
   Red Rock Strategies
   6500 W. Flamingo Road
   #203
   Las Vegas, NV 89147
   702.240.2001

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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:	*The Tarrance Group*

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:	*Brian Nienaber*	**Key Personnel: (Yes/No)**	*Yes*
Individual's Title	**Vice President**		
# of Years in Classification:	*12*	**# of Years with Firm:**	*16*

BRIEF SUMMARY OF PROFESSIONAL EXPERIENCE

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

Brian Nienaber is a Vice President at The Tarrance Group, one of the most respected and successful Republican research and strategy firms in American politics today.

Brian has taken the lead in the development, fielding, and analysis of research projects for political campaigns at all levels as well as for ballot initiatives, lobbying campaigns, and corporate reputation management efforts.

In addition, he is the project director and co-author of the Republican analysis on The George Washington University Battleground Poll, one of the most respected bipartisan national polls in the country.

Prior to joining The Tarrance Group, Brian worked for over five years for United States Senator Mike DeWine, beginning as a staff assistant and rising to the position of Legislative Assistant. This experience provides him with a unique understanding of how to make research actionable in public policy debates.

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.

Has been conducting public opinion research aimed at changing and solidifying voter attitudes since 2001. Prior to this time, worked as a senior advisor to U.S. Senator Mike DeWine and spent much time analyzing information on legislative and public policy issues.

EDUCATION

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

Purdue University. West Lafayette, IN.
Bachelor of Arts, 1995.

The Graduate School of Political Management. George Washington University. Washington, DC.
Master of Arts, 1999.

CERTIFICATIONS

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

RIVA certified focus group moderator.

REFERENCES

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

1. *Rich Heffley, Partner*
   Heffley and Associates
   420 East Jefferson Street
   Tallahassee, FL 32301
   850.513.1200

2. *Mike Slanker, Partner*
   November, Inc.
   9525 Hillwood Drive
   #160
   Las Vegas, NV 89134
   702.304.1414

3. *Dana Walch, Partner*
   Red Rock Strategies
   6500 W. Flamingo Road
   #203
   Las Vegas, NV 89147
   702.240.2001

SECTION VIII *Other Informational Material*

The Abbi Agency submits the following letter as additional informational material for RFP 3481.

the abbi agency
creative + pr + digital

1385 HASKELL STREET RENO, NV 89509
775.323.2977
THEABBIAGENCY.COM

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

Re: RFP 3481

The Abbi Agency is writing this letter in regards to the Nevada Department of Public Safety Marketing and Advertising Campaign RFP 3481. Through this letter, The Abbi Agency is applying for a five percent preference as a Nevada-based company as prescribed under AB280 which passed during the 2017 Legislature.

The Abbi Agency was founded in northern Nevada in 2008 and first incorporated in this state and has maintained an active Nevada state business license each year since. In 2017, the agency received certification as a Disadvantage Business Enterprise and Small Business Enterprise through the Nevada Unified Certification Program.

Currently, the agency maintains a roster of more than 40 clients, of these 80 percent are based in Nevada. These clients receive a wide range of services from The Abbi Agency, most of which is completed by the 23 employees working in The Abbi Agency's Reno, Nevada office and company headquarters. Additionally, The Abbi Agency is invested in the Nevada market and owns the office building in which its Reno employees work and actively maintains an office in Las Vegas. In order to complement the efforts of many of agency's Nevada-based clients that have a national reach, The Abbi Agency has expanded to San Francisco and New York City with an office and one full time employee in each market since 2016.

Due to fact that The Abbi Agency was founded in Nevada, employs more than 90 percent of its employees in Nevada, has invested in infrastructure in the state, and works with a large majority of Nevada-based businesses, The Abbi Agency believes it qualifies for a five percent preference in the Nevada Department of Public Safety RFP 3481.

Thank you,

Abbi Whitaker

Thank you,

Abbi Whitaker
The Abbi Agency
1385 Haskell St.
Reno, NV 89509