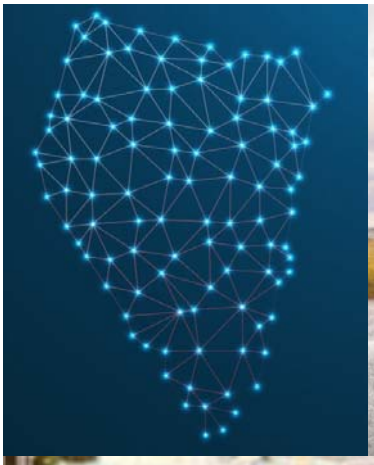
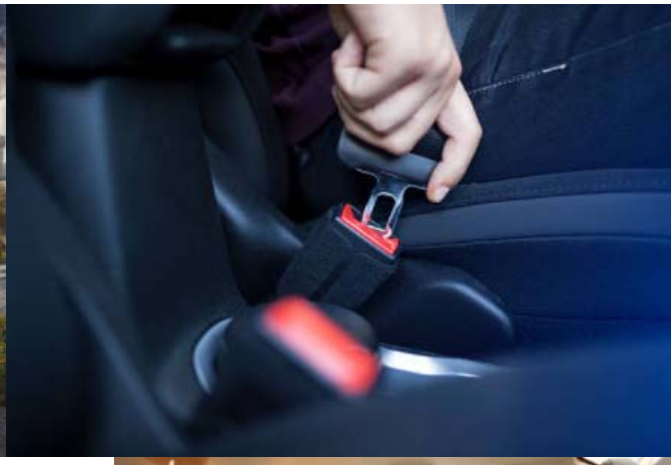
Department of Public Safety
Marketing and Advertising Campaign
RFP No. 3481

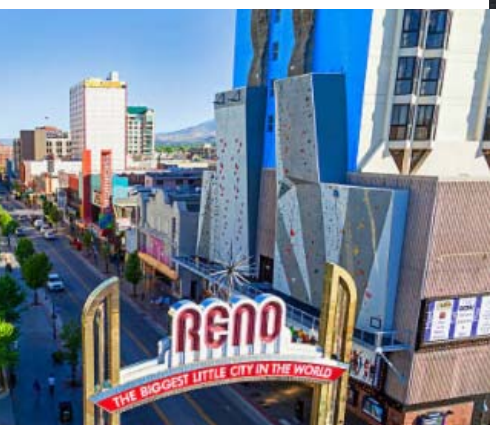




Nevada Department of Public Safety

Kirvin Doak Communications
5230 W. Patrick Lane
Las Vegas, NV 89118

KIRVIN | DOAK
COMMUNICATIONS



Opening Date: Sept. 26, 2017
Opening Time: 2:00 PM

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Section III: VENDOR INFORMATION SHEET

V1	Company Name	Kirvin Doak Communications

V2	Street Address	5230 W. Patrick Lane

V3	City, State, ZIP	Las Vegas, NV 89118

V4	Telephone Number		
	Area Code: 702	Number: 737-3100	Extension:

V5	Facsimile Number		
	Area Code:	Number:	Extension:

V6	Toll Free Number		
	Area Code:	Number:	Extension:

V7	***Contact Person for Questions / Contract Negotiations, including address if different than above***
	Name: Lynn Wetzel
	Title: Marketing Director
	Address: 5230 W. Patrick Lane, Las Vegas, NV 89118
	Email Address: lwetzel@kirvindoak.com

V8	Telephone Number for Contact Person		
	Area Code: 702	Number: 737-3100	Extension: 145

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

V10	***Name of Individual Authorized to Bind the Organization***	
	Name: David Kirvin	Title: Partner

V11	Signature ***(Individual shall be legally authorized to bind the vendor per NRS 333.337)***	
	Signature:	Date: 9/22/2017

ATTACHMENT A – CONFIDENTIALITY AND CERTIFICATION OF INDEMNIFICATION

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

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

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

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

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

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

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

Part III – Confidential Financial Information			
YES	X	NO	
Justification for Confidential Status			
Kirvin Doak Communications, as a privately held corporation, requests that all financial information be kept confidential.			

Kirvin Doak Communications
Company Name

Signature

David Kirvin
Print Name

9/22/17
Date

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

ATTACHMENT B – VENDOR CERTIFICATIONS

Vendor agrees and shall comply with the following:

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

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

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

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

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

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

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

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

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

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

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

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

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

Kirvin Doak Communications

Vendor Company Name

Vendor Signature

David Kirvin

Print Name

9/22/17

Date

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

ATTACHMENT H – CERTIFICATION REGARDING LOBBYING

Certification for Contracts, Grants, Loans, and Cooperative Agreements

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

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

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

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

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

By: _____ 9/17/22

Signature of Official Authorized to Sign Application — Date

For: Kirvin Doak Communications

Vendor Name

RFP 3481 Department of Public Safety Marketing and Advertising Campaign

Project Title

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

Section V: SCOPE OF WORK

Overview

It takes a connected ecosystem to drive social change, and there is no team better connected in the communities of Nevada than Kirvin Doak Communications (KDC). As Nevada's *largest* public relations firm and one of the West Coast's leading agencies, KDC's network is unparalleled.

Established in 2009, the Zero Fatalities campaign has garnered notable awareness across Nevada. That awareness sets the stage for the next phase of work, where KDC will turn awareness into engagement, and ultimately into advocacy.

With resources across the state, KDC is well positioned to provide coverage that will amplify the Zero Fatalities message like never before. With Clark County accounting for 77% of Nevada's total population and 60% of fatalities (according to the *Strategic Highway Safety Plan)*, much of the work to be done to advance the Zero Fatalities campaign lies just minutes from KDC's doors. Proud to be celebrating our 16th year in this city, KDC is engrained in the culture of Las Vegas, the top industries that make up the fabric of our state and the programs that make Nevada a better place for us all to live, work and play.

To build upon the equity of the Zero Fatalities brand campaign, KDC has identified three strategies that will guide our support for this goal and the Critical Emphasis Areas (CEAs):

1) **Deliver on an ambassador program by empowering top influencers and employers.** Now is the time to take the ambassador program from concept to execution, as we create champions and advocates to propel the campaign into a wider social movement. To achieve this, KDC will strategically build upon the framework in place, then activate our network, providing the tools, training and education to influence public dialogue and empower others to carry on the important Zero Fatalities message. Imagine Las Vegas headliners in a PSA-campaign for DPS; KDC can make it possible.

2) **Increase earned media coverage in key metropolitan areas - and beyond.** The ability to generate impactful media coverage is at the core of KDC's PR division. To do that, we maintain extensive relationships with media in a variety of fields and disciplines, locally, regionally and across the state. KDC has been at the heart of some of the most-talked about events, openings, revitalization efforts and community causes. With resources in Las Vegas and Reno/Tahoe, we are positioned to support DPS in all media capacities, and to put our long-standing competency to work for this shared goal.

3) **Tap into partnerships with venues, events and organizations that will give the Zero Fatalities program the highest level of visibility to date.**
KDC's communication strategies start within our walls, then build as we leverage our relationships, resulting in a powerful *collective impact* greater than any single agency can provide. Through strong community partnerships, and thoughtful conversations with individuals, corporations and organizations across the state, we've built and nurtured collaborations across industries for the greater good of our clients and our community.

Approach

What does it take to stand out in a market saturated with calls to action that are competing for attention? Stanford University calls the combination of discipline, storytelling, networking and grassroots marketing a framework for "direct network campaigning"; we call it the building blocks of successful marketing communication in the unique landscape that is Nevada.

Start with Focus and Discipline. A data-driven agency, KDC's strength will be put to work for DPS as we collaborate with third-party research and digital partners to listen, learn and test messaging and approaches prior to roll-out, then continually refine throughout the campaign. To reach the entire state of Nevada, our efforts must be effective with limited budgets and big ideas. Data will help get us there.

Tell a Compelling Story. Through narratives that motivate, inspire and appeal to emotion, KDC will employ Zero Fatalities messages that are aimed at increasing awareness, and most-importantly, creating positive changes in action. We'll leverage best-practices and campaigns

by FHWA, NHTSA, FMCSA, Toward Zero Deaths Coalition and AASHTO, while using regional and local opportunities (e.g. trending community topics, local events, real-time news), as a platform to tell the story.

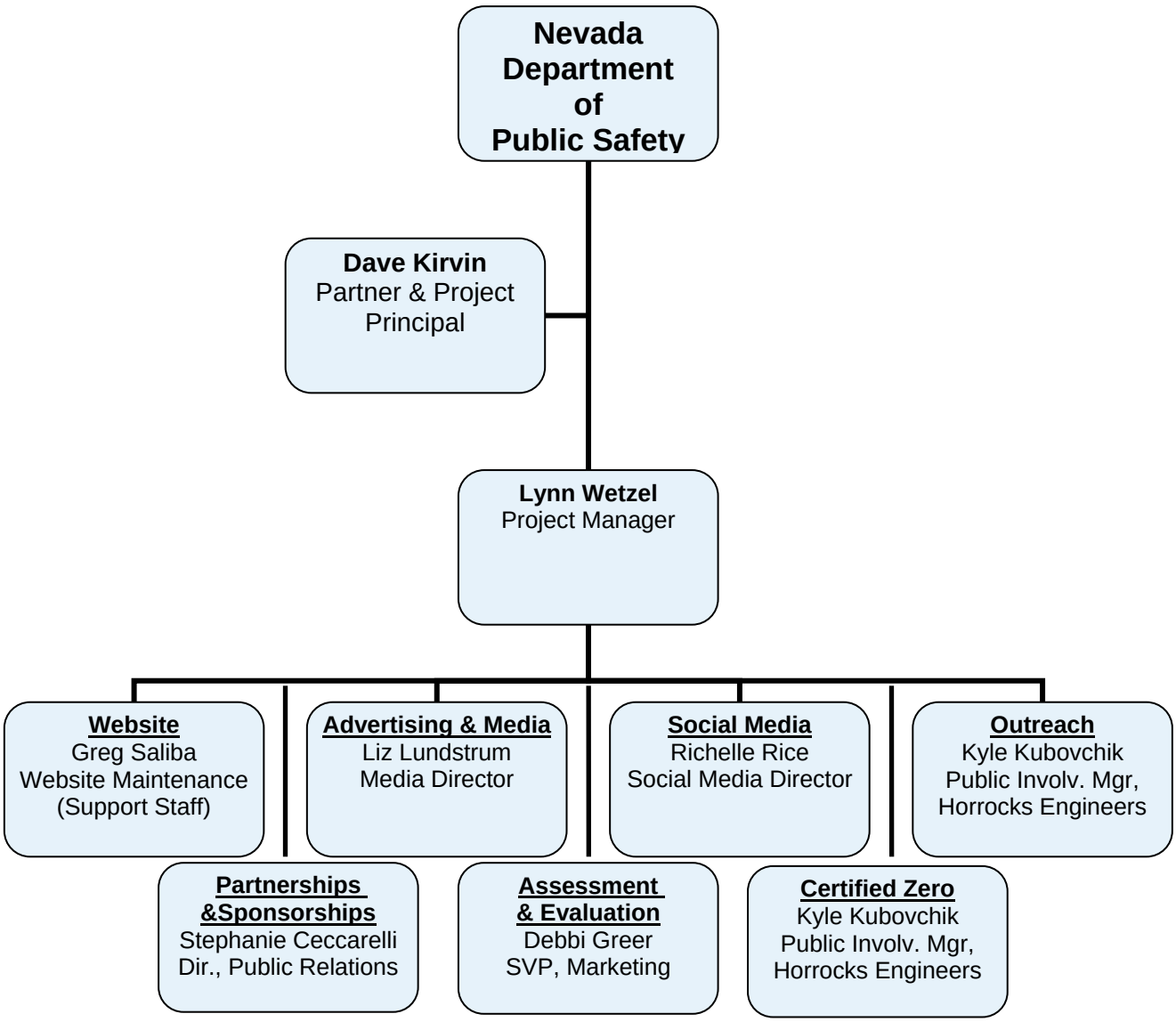
Build the Zero Fatalities Network. There is no greater trusted marketing tool than that of word-of-mouth. Through relationships with top employers in the state (including KDC clients like MGM Resorts International) and notable influencers in the communities in which we live, KDC will engage and create ambassadors for the Zero Fatalities campaign, building a collaborative infrastructure worthy of turning campaign moments into greater movements.

Use a 360-Degree View. As the public is reached through a variety of channels spanning everything from broadcast, digital, print and OOH to social media, influencer marketing, mobile apps and more, KDC will use a 360-degree view to ensure smart targeting of audiences. We'll also explore grassroots outreach and fresh ideas for reaching niche segments.

Why KDC?

1) **A Network with Deep Roots** – From some of the most respected non-profits (HELP of Southern Nevada and Cleveland Clinic) to the longest-running shows on the Strip (Blue Man Group and Cirque du Soleil), to the largest employers in the state (Nevada Mining and MGM Resorts International), KDC has built our business on solid relationships and a genuine commitment to making a difference for our clients and for the communities which we serve. There is no doubt this benefit will be put to work to grow the Zero Fatalities network.
2) **No Media Mark-Up** – With $17M of media buying power each year, KDC will put our resources to work for DPS to acquire the lowest possible rates, with *zero* mark-up. Every dollar of media spend will go toward media and toward the Zero Fatalities goal. And because of our long-standing relationships with media partners, KDC will negotiate value-added and in-kind opportunities to garner additional awareness and impact.
3) **A Proven Traffic Safety Team** – To demonstrate our commitment, KDC is partnering with Horrocks Engineers, whose staff were the original architects of Certified Zero and SHSP, and key contributors to the Zero Fatalities initiative. Our collaboration creates the best possible team for DPS and represents excellence in strategy, planning and execution.

DPS MARKETING AND ADVERTISING TEAM



Advisors		
Jill Stockton Marketing / PR Reno / Tahoe	Wayne Horlacher, PE Nevada Strategy Horrocks Engineers	Tim Crowley Legislative Efforts / Gov. Affairs Reno / Tahoe

Task 1 – Website Hosting and Updates

KDC's team has provided comprehensive web support services ranging from website design, development and user interface strategy, to routine website updates, hosting and maintenance for a range of clients and related industries. Your support team for this task will include your project manager, Lynn Wetzel, who has 5 years of experience in website projects for Orange County Transportation Authority (OCTA), one of the top transit systems in the country, and Greg Saliba, who provides web hosting for Northrop Grumman, a global security company who primarily serves the U.S. Department of Defense (DoD).

KDC will manage, maintain, host and provide a dynamic web presence through ZeroFatalitiesNV.com and/or other websites as required, such as ZeroTeenFatalities.com. This includes all maintenance, postings and site updates to provide visitors with the latest value-added information and highest quality user experience. As the website will be a primary call to action for many of our activities, we'll turn the website into an information hub to house important content, such as up-to-date statistics, marketing toolkits and templates for Zero Fatalities ambassadors, and an at-glance-calendar to promote upcoming outreach and partner events.

Technical web services included are: dedicated hosting with enterprise security for both sites as listed above, 20GB of SSD storage, site-wide caching and dynamic load balancing for increased performance, daily site back-ups, patching/updating of all Wordpress plug-ins, daily scans for malware, brute force protection and uptime monitoring and event and security log monitoring.

At the end of each month, a website report will be provided, detailing performance and key analytics, from which benchmark success, make further improvements and continually optimize.

Task 2 – Advertising and Media

With the goal of raising awareness of critical traffic safety issues and the need to change poor driver behavior, KDC will implement a framework that is both strategic and SMART (Specific, Measurable, Attainable, Relevant, and Timely) to place media in support of DPS's objectives and the State's Zero Fatalities mission.

In alignment with the performance goals outlined in the SHSP and the deliverables listed by DPS, media buying will include a mix of (but not limited to): TV, radio, outdoor, digital and social media targeting key demographics for the six (6) CEAs, and other priority program areas. Media will work together to deliver and reinforce messaging at each touch point, for a complementary approach to boosting awareness and encouraging positive behavioral change. Media will be weighted based on the data and trends from the Highway Safety Performance Plan.

Sample tactics for each of the primary CEAs are as follows:

1) **Occupant protection**
    - As male drivers 26-35 are involved in the most unbelted fatalities and impaired driving fatalities, KDC recommends an ongoing media campaign to supplement "Click it or Ticket" national campaigns. Media mix will be geared primarily to M18-34 and M26-35
    - To reach both local and visiting motorists with traffic safety related education, KDC will employ a robust media mix that may include TV, radio, outdoor/out-of-home, radio and digital efforts. Primary markets will be the Las Vegas Metro area, Pahrump, Reno/Sparks and Elko. Potential media may include:
        - Outdoor – Digital and static boards on highways/streets frequently traveled by M26-45, along with bus shelters
        - Airport – Digital and static signage in and around McCarran, Reno/Tahoe and Elko airports, including in-kind and PSA asks
        - Radio – In addition to traditional spot buys on top stations, we'll employ traffic radio messages on core male-skewing stations (rock, classic rock, alt. rock, sports) to add additional frequency to outdoor placements

- TV – Cable TV PSAs can be used to reach viewers in rural areas
- Mobile - A mobile location-based campaign can add an additional layer to reach our demographic through geo-fencing (virtual fences) around out-of-home placements. (As male drivers pass through the “fence”, their mobile device is served with banner or video pre-roll ad messaging)
- YouTube – Safety PSA messages can also be used to effectively target male audiences through TrueView video pre-roll

2) **Impaired Driving**

- With a heavy concentration of fatalities in Clark County and the challenge of 24/7 alcohol availability at hotel-casinos and events, media buys will be focused on key areas around the Strip corridor, hotel-casinos, sporting venues and key events
- Considering that 1 in 106 drivers in Nevada was arrested for driving under the influence of alcohol, or a controlled or prohibited substance (according to the *Nevada Criminal History Repository*), KDC recommends heavy targeting around licensed dispensaries (of which there are 32 in Clark County and 4 in Washoe County)
- Potential media to include:
  - Sports Sponsorships/Venues – Las Vegas Golden Knights, UNLV/UNR stadium, Reno Aces/LV 51s, Las Vegas Raiders
  - Broadcast sponsorships driving peak awareness during holidays
  - Outdoor – digital and static board in prime locations and at airports
  - Digital – high impact takeovers during weeks leading into holiday periods on top news sites (i.e. Las Vegas Review-Journal, Reno Gazette-Journal)

3) **Lane Departure Safety**

- As most distracted driving fatalities occur in Clark County, by Males 26-35 and 31-35, media will primarily be targeted to this group, flighted during spring/summer time periods and concentrated during the hours of 6a and 6p
- Potential media may include:
  - Digital – banner display campaign using relevant contextual content (keywords, articles/stories, safety messages) relative to our audiences
  - Broadcast taggables on cable networks, where we’ll partner with providers to run :10/:15 PSA/safety content across a multitude of adult

networks to reach a widespread and rural audience (incl. Elko and Ely where off-round crashes in these mining areas are prevalent).

4) **Intersection Safety**

- Based on the high-crash locations that have been identified statewide, ongoing media efforts will target peak intersections
- With the greatest proportion of pedestrian fatalities occurring within intersections, this CEA will share overlap with pedestrian safety for efficient use of media funds
- Potential media to include: outdoor digital and static boards in proximity to high-risk intersections

5) **Pedestrian Safety**

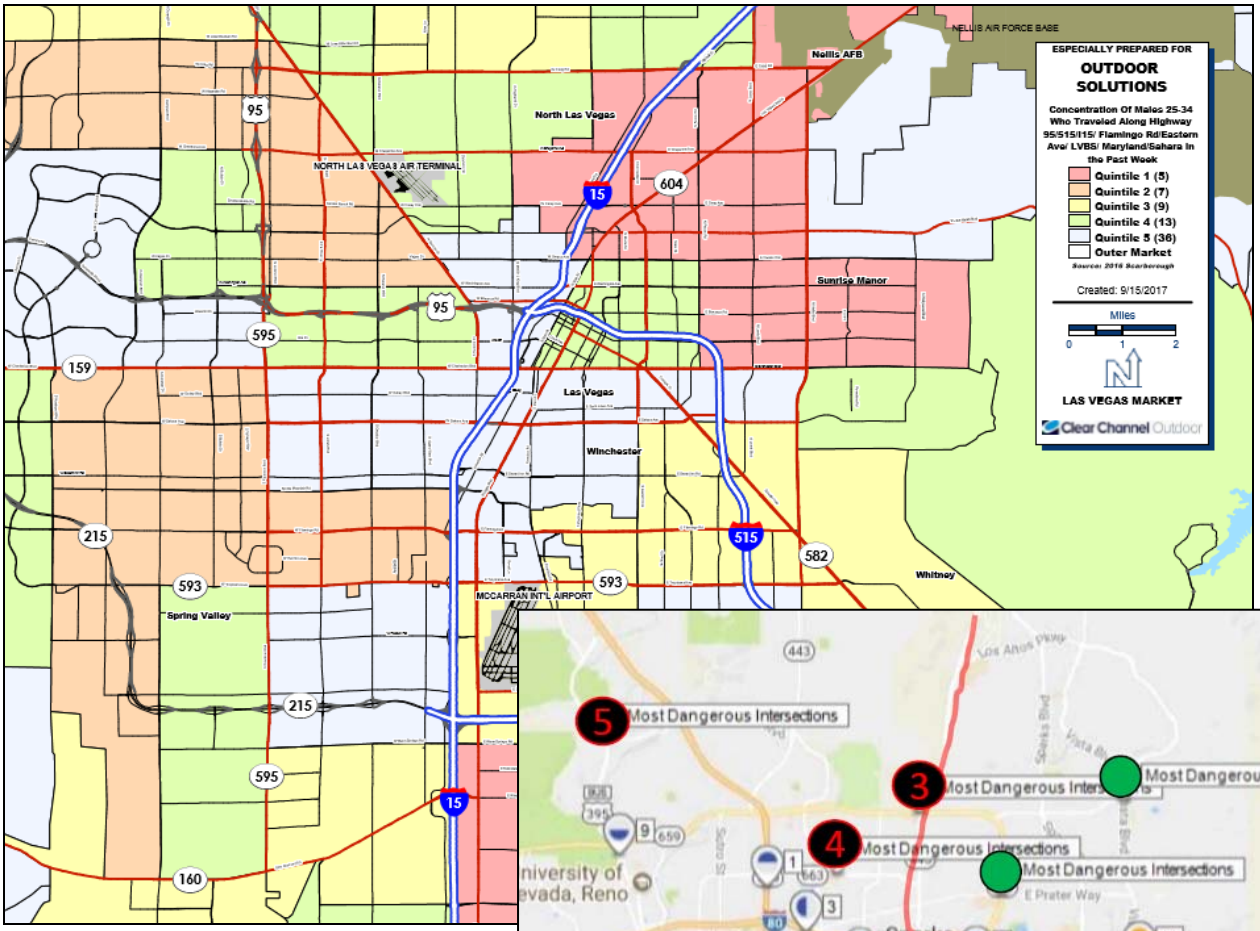
- As Clark and Washoe Countries (and Carson City) make up 96% of pedestrian fatalities, KDC will create pedestrian safety educational materials targeting M 50+ for these vicinities. Media will be strategically placed around key zones and will augment distracted driving pushes in key months: August, January, and March.
- We will work with Boulder Hwy Coalition on this corridor, to create a specific plan
- Potential media to include: bus and bus stop shelters signage and outdoor digital and static boards

6) **Motorcycle Safety**

- As May and Sept. are the two highest months for motorcycle crashes, we'll push motorcycle safety during these months, and during peak events, days (Fri/Sat.) and times (3-6p, 12-3p). Media will primarily target M26-55, with a focus on M20-29 to address increasing risk within this age group. With 70% of motorcycle fatalities in Clark County, media will be weighted appropriately. Potential tactics include:
    - Partnerships with local motorcycle dealerships (e.g. Harley Davidson dealers in Las Vegas, Reno and Elko)
    - Geo-targeting on contextually relevant websites (e.g. cyclefish.com, thunderpress.net)
    - Exposure at core statewide motorcycle events/rallies (e.g. Reno Street Vibrations, Las Vegas Bike Fest, Pawn Stars Poker Run)

Sample Out-of-Home Targeting

Figure 1 *(below left): Map displays concentration of Males 25-34 who traveled along US 95/515, I-15, Flamingo, Eastern, LV Blvd and Maryland over the past week. Red areas represent highest concentration of drivers in this demographic, for which we would then look to place out-of-home advertising in hot zones where the most fatalities have occurred.*



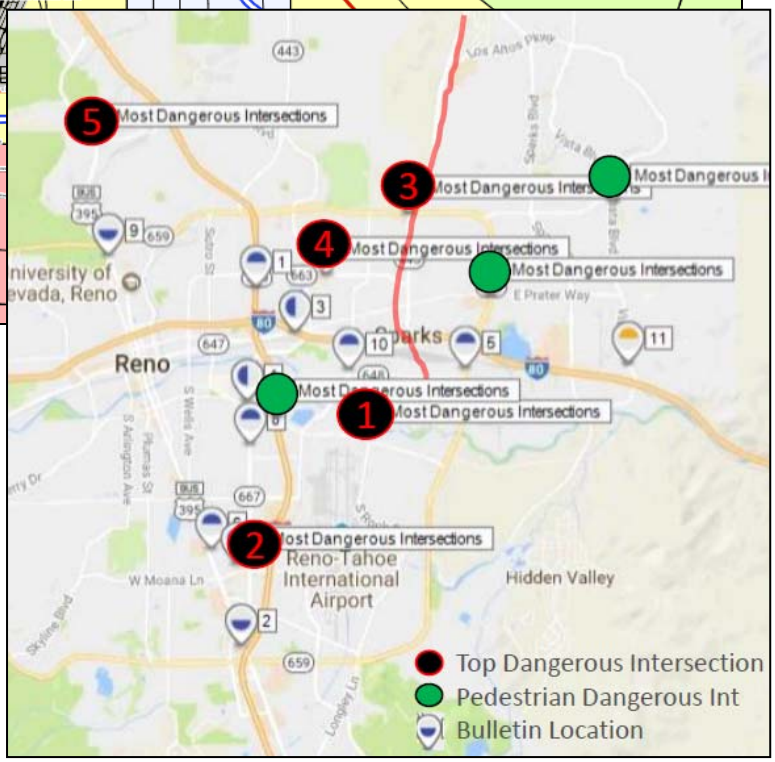
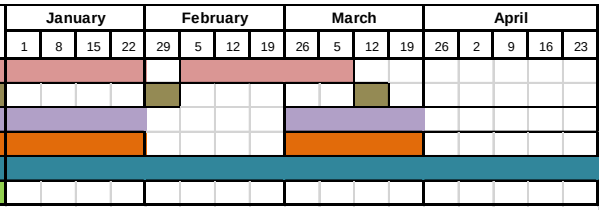


Figure 2 *(right): Map shows the most dangerous intersections in Reno and location of advertising to reach drivers around these areas.*

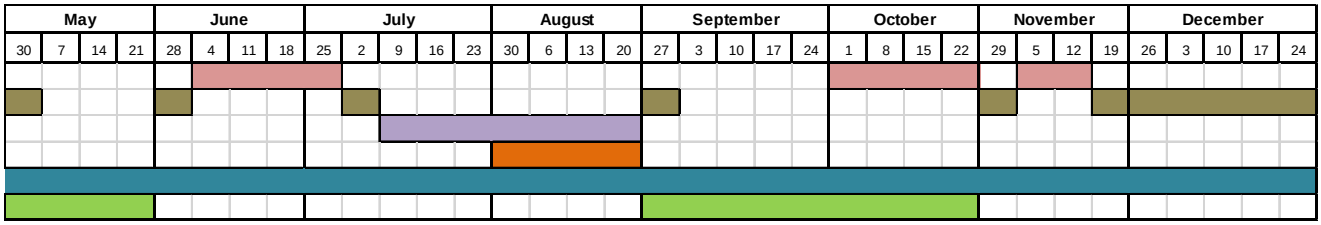
1. *Rock Blvd. at Mill Street*
2. *Moana at Kietzke Ln*
3. *Pyramid way and McCarren in Sparks*
4. *Oddie Blvd. at Sullivan Ln*
5. *North Virginia in front of the Bonanza casino*

Sample Media Flighting Task Plan

Zero Fatalities Marketing Statewide - FY18	Target Audience	Budget Allocation
OCCUPANT PROTECTION/SEAT BELTS	M26-35/M36-45	28%
IMPAIRED DRIVING	M26-35/M21-25	28%
DISTRACTED DRIVING	A18+	15%
PEDESTRIAN SAFETY	A18+	12%
INTERSECTION SAFETY	A18+	12%
MOTORCYLE SAFETY	M26-55	5%



IMPAIRED DRIVING
OCCUPANT PROTECTION/SEAT BELTS
DISTRACTED DRIVING/LANE DEPARTURE SAFETY
PEDESTRIAN SAFETY
INTERSECTION SAFETY
MOTORCYCLE SAFETY



KDC believes that the media landscape is ever-changing and media mixes and partners should be constantly monitored for success. Not one to put a plan on “auto-pilot,” we are always evaluating media performance for continual optimization.

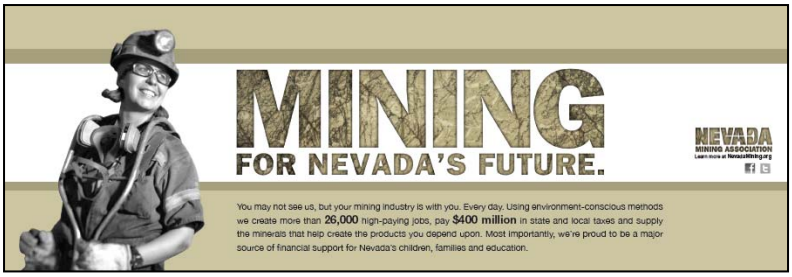
For DPS, KDC will provide:

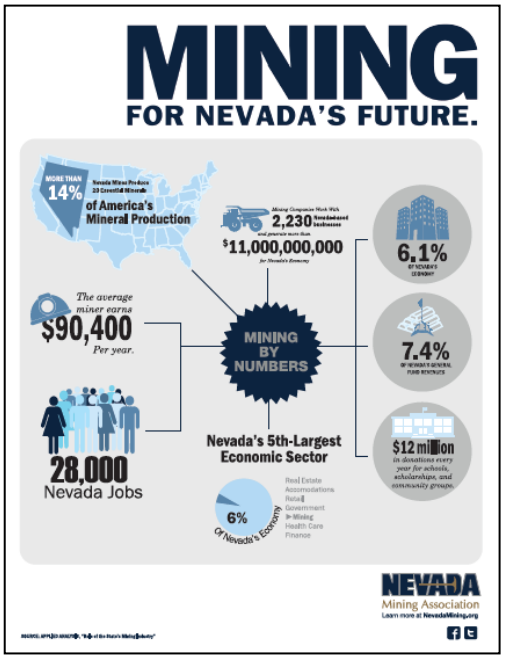
- Media profiles and strategy rationales built to match objectives
- Space and time commitments negotiated for positioning, added value and cost
- Proactive delivery of ads/spots and confirmation of appearance, date and position
- Media planning tools to measure audiences, behavior, consumption, usage, lifestyle and demographics, such as: Neilson Media Research, Mediamark Research, Kantar Media and Spot Quotations (SQAD)
- Media buying tools (Strata Marketing) and digital tracking tools (Sizemek)

Sample Creative Campaign

Facebook Reach							
Month	Jan	Feb	March	April	May	June	July
Reach	7,613	10,985	11,082	7,921	6,462	12,202	23,855

NEVADA
Mining Association





Task 3 – Social Media Management

Shareworthy Content - KDC will create original and compelling content for DPS' social media channels, targeting individuals in the (6) CEAs to educate, engage and inform citizens of the Zero Fatalities goal. We will create shareable content (graphics, images and assets) and deliver content for scheduling of messages with of aim of increasing impressions, fostering more conversations and amplifying reach. Ultimately, KDC's goal is to not only to grow your social media communities, but more importantly, to convert existing supporters into ambassadors by producing shareable content that will organically build awareness and earned media.

Timely Engagement - The #1 thing people want from social media is a fast response. According to Edison Research, 42% of audiences expect a response within 60 minutes, and 32% expect one within 30 minutes. KDC's team will act as an extension of DPS's voice, engaging with supporters (and non-supporters) to proactively deliver a continuous stream of valuable content about the benefits of traffic safety. We will react promptly (within the same business day) to address any questions or concerns that arise.

Facebook / Twitter Advertising - Combined with a strong social engagement program, KDC will prepare media budgets and implement promoted posts and sponsored stories to boost the reach of messaging and geo-target the types of content being promoted in cities across the state.

Hashtags – A quick and effective way to get in on conversations within the transportation and traffic safety industry is to incorporate hashtags. By linking #ZeroFatalities to current events, local news and trending topics, the campaign will achieve increased awareness on a larger scale.

Checks and Balances – While our social media resources include trusty software tools (Hootsuite, SproutSocial, Falcon iO, Tracx, Sysomos, Simply Measured, Facebook Business Manager, Canva), it's equally important to keep human eyes on campaigns to evaluate, measure, monitor, and implement changes where needed. KDC will deliver all content and calendars to DPS for review and approval, and will provide monthly reporting on success metrics of channel growth, engagement and top-performing posts.

Task 4 – Outreach

KDC is proud to partner with Horrocks Engineers, respected providers of comprehensive outreach for dozens of transportation and traffic safety planning, design, and construction projects. In Nevada, Horrocks have built upon the Zero Fatalities and SHSP efforts by providing outreach on key projects, including the state's largest-ever transportation undertaking, Project Neon, the statewide Traffic Incident Management (TIM) Program, and a host of other urban and rural transportation infrastructure projects. Through this traffic safety expertise, and with KDC's long-standing experience in local community outreach and event activation, we will collectively tailor an outreach program that will maximize in-kind opportunities, drive engagement and further the educational goals of the program. Our approach to the RFP tasks is as follows.

Continuous Improvement - Assessment and evaluation will apply to every campaign task, to ensure efficient use of resources and budget, and provide a sustainable structure. Because Horrocks have been involved with the outreach task since its inception, our teams will work with DPS to gather insight on lessons learned and identify unique opportunities for improvement. We'll create a calendar on the website that will list all outreach events and use social media to promote.

Maximum Reach and Effectiveness - To grow the Zero Fatalities program through one-on-one and group interactions and educational programs, the team will make use of extensive relationships in key industries including travel/tourism, gaming and entertainment, manufacturing, mining, education and non-profit. We will work put our resources to work to bring added-value opportunities within the Las Vegas, Reno/Tahoe and rural communities. Outreach may include businesses, schools, public service organizations, sporting events and community events.

- **Strategic Outreach Partners** - Our potential outreach partners are leaders in their respective industries and can expand the reach of the Zero Fatalities message tenfold. Partners with whom we believe a partnership is possible include: Joining Forces, American Automobile Association (AAA), Regional Transportation Commission of Southern Nevada (RTC), Clark County School District (CCSD), University of Nevada Las Vegas (UNLV), University of Nevada Reno (UNR), MGM Resorts International, Caesars

Entertainment, International Game Technology (IGT), The Boys and Girls Clubs of Southern Nevada, the City of Las Vegas, Las Vegas Metro Police Department (LVMPD).

- **Effective Event Focus** - With hundreds of potential event integration opportunities across the state, we will concentrate our efforts on those where we've seen success and have the potential to further move the needle. Potential event outreach includes:
    - Las Vegas/Clark County - First Friday, Bite of Las Vegas and Coyote Country Fest, Helldorado Days, Summerlin Festival of Arts Life is Beautiful, Opportunity Village's HallOVeen and Magical Forest, Boulder City Art Fest
    - Reno - Reno Jazz Festival, Reno Earth Day, Hot August Nights, Reno Santa Crawl, Reno River Festival, Reno Rodeo, Artown, Great Reno Balloon Race
    - Other - Elko County Fair

Grassroots Innovation – With the entire state of Nevada to reach, we have a lot of ground to cover. We'll explore new ideas for conducting outreach, expanding our presence and cross-promoting activities on digital channels. Some ideas include:

- A Zero Fatalities outreach vehicle to travel the state, enhancing face-to-face and group interactions, acting as a mobile billboard for safety messages and providing incentive items at community events.
- To expand visibility, outreach events can be livestreamed on social media at no additional cost. This can include a real-time Q&A session to boost engagement.

Hispanic Focus - To create and sustain a focus on Spanish speaking populations, translate presentation and handout materials, and support community events, KDC has enlisted Ericka Aviles Consulting. Ericka is currently working with Horrocks on the I-515/ Charleston Boulevard Interchange, and brings public affairs and stakeholder coordination experience with the Las Vegas Convention and Visitors Authority (LVCVA) and several major hotel-casinos.

Streamlined Reporting - Each month, a report of outreach events will be delivered, summarizing events attended, upcoming activities and future opportunities. The report will be in a format and style approved by the Department. Some items that have been well-received on previous reports include: success metrics (no. of people attending, no. of people engaged, e-mail sign-up and boost in social media following), specifics on staffing, and photographs.

Task 5 – Partnerships and Sponsorships

Partnering with the right sponsor can be a powerful tool for breaking through the clutter, boosting the Zero Fatalities message and creating awareness with new audiences. While opportunities are aplenty, KDC's team will work to valuate and approach each partner as responsible stewards of DPS' programs, to ensure the right audience, brand and budget fit, with maximum return on investment and added-value touch points.

Las Vegas is becoming a mecca for professional sports leagues and organizations to set up shop. What happens in Vegas won't stay in Vegas anymore: It will have an impact around North America and beyond. With the male audience prominently mentioned throughout the SHSP, KDC will reach out to engage with sporting partners as a primary target to tell the Zero Fatalities story and spread awareness that will reach far and wide.

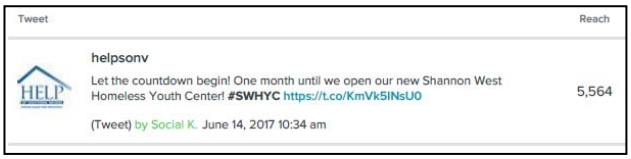
Our full network includes some of the most sought-after corporate sponsors and industry leaders across the state; we believe that potential partnership opportunities may exist with the following organizations, as well as many others:

Sample PR and Social Media Partnership Coverage

HELP OF SOUTHERN NEVADA
helping people help themselves

MEDIA ALERTMEDIA ALERT***MEDIA ALERT***

$30K Media Value / Reach to 600K



$50K Media Value / Reach to 1M

Task 6 – Assessment/Evaluation

KDC has long believed in the importance of using research to guide the development of marketing strategies. The KDC team has been at the forefront of utilizing research to assess brand awareness and brand recall, to evaluate and refine creative development, to measure advertising effectiveness and to guide business development decisions.

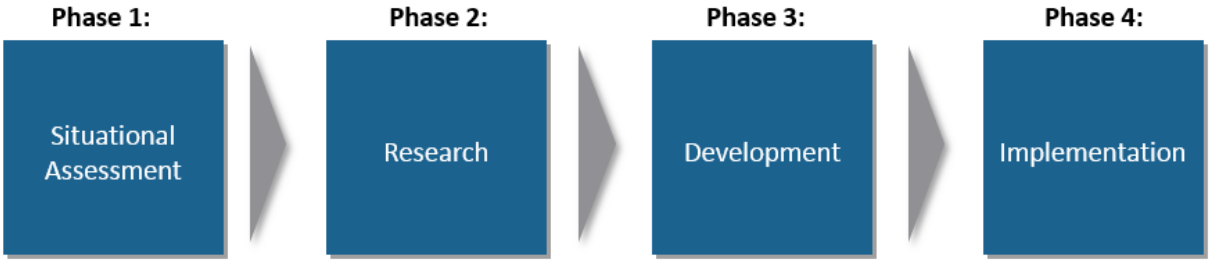
We have worked on research/branding projects for MGM Grand, Nevada State College, The Voice Tour Las Vegas and the Nevada Cancer Institute. In addition, we have measured creative campaigns messaging and effectiveness utilizing both qualitative and quantitative methodologies for the Nevada Mining Association and Blue Man Group. Our research efforts have been used to guide potential business investments, pricing and to evaluate content. Lastly, we have used data to help companies unify their corporate teams, identify a succinct direction and provide a roadmap for success.

KDC teams with independent research specialists to ascertain the best methodology and approach, and then to execute and report on findings. We work with them to leverage innovative market research tools, forward-thinking techniques, sophisticated strategic analyses, and decades of cumulative experience. KDC has worked with these research specialists utilizing focus groups, in-depth interviews, emails surveys, phone surveys, stakeholder interviews, online panels, intercept surveys and more. We have worked with noted research companies, including:

- **BrandOutlook** (www.brandoutlook.com) provides comprehensive brand strategy and marketing research services for clients, using highly innovative and proven methodologies. BrandOutlook is privately-held with headquarters in Scottsdale, Arizona. The have vast experience the Nevada market and have also completed branding and research projects in the tourism, pharmaceutical, technology and financial services sectors. They have leveraged their expertise in building and revitalizing some of the worlds' best-known brands, including work done for Procter & Gamble, Pfizer, MGM Resorts, Cold Stone Creamery, DHL and Capital One.

- **Hart Research Associates** (www.hartresearch.com) is one of the leading research firms in the United States. They have conducted more than 8,000 public opinion surveys and 7,500 focus groups. Hart Research's client base includes virtually every major sector of society, including candidates for public office, major corporations and industry associations, labor unions, the nonprofit and policy advocacy sector, health and medicine, technology, journalism, law, education, the arts, and major state and federal government agencies. Hart Research has over 30 years of experience in Nevada. They have conducted survey and focus group research on electoral politics, gaming, mining, taxes, education, labor, and other issues, in Nevada. They have worked for local institutions like Vegas PBS, and conducted extensive research and strategic consulting for the Nevada Resort Association and the Nevada Mining Association to understand public attitudes toward these critical industries. Hart Research also has extensive experience working with state and federal government agencies, and on public safety and behavior change campaigns.

KDC is prepared to dig into the data and let it inform the next phase of the Zero Fatalities campaign, media planning and overall strategy. We will use the benchmarks in place to improve efforts and efficiencies and raise the bar of success.



Task 7 – Certified Zero Program

Nevada's Certified Zero Program was the brainchild of Andrew Bennett. In conjunction with Horrocks Engineers, Andrew worked with NDOT to initiate and implement the effort in 2015. Today, the partnership of KDC and Horrocks is ideally suited to further develop this innovative idea into a full-fledged certification program.

Planning with Purpose and Process – To expand the Department's Zero Fatalities Ambassador Training, our team will work with the DPS to first assess and evaluate existing materials to ensure information and messaging are current and consistent. We'll then collaborate with subject matter experts to outline goals, determine the framework for certification and outline the desired knowledge, skills and abilities (KSAs) for program participants to earn certification.

Best-in-Class Program Development – Our team will provide a turnkey certification program, including structure, on-site educational content, marketing and promotional materials, scheduling, staffing, credentialing, QA and reporting. We'll also work in conjunction with advisors to ensure that the program continues to evolve as feedback is received.

Coordinate with Partners – After the program is developed, we will reach out to existing and prospective partners, using established contacts and tapping into KDC's extensive relationships (including those in the nonprofit, gaming, manufacturing, mining and and healthcare industries), to first position and create demand for the certification program.

We'll outline the benefits of certification to each partner, by providing qualitative and quantitative support. This could include a tie-in to a corporate social responsibility (CSR) initiative and added-value marketing and PR support (e.g. badge/logo placement on materials showing approved Certified Zero partner status, acknowledgement on the program's website, recognition via social media and inclusion in press releases).

In exchange, partners would be asked to meet criteria, such as:

- Conduct outreach or a program in Nevada that addresses at least one Zero Fatalities behavior/SHSP CEA,
- Commit to supporting Zero Fatalities and the SHSP throughout their lifecycles, and/or
- Have the capacity to gather and report outcomes of internal training and outreach.

Conduct Regular Trainings Across NV - Using the Department-approved methods, materials and programming, the KDC and Horrocks team will lead the roll-out of training classes statewide and provide professional services that coincide with the training. Our entirely Nevada-based team is ready to deliver timely and cost-effective services to complement Certified Zero. KDC has the experience and capabilities to provide public relations, communication, design, programming, and scripting, among other services, to complement and deliver top-tier training.

Deliverables. The KDC team will provide a monthly report that details training progress, organizational involvement, number of certifications and an updated list of “Certified Zero” organizations.

Section VI: COMPANY BACKGROUND AND REFERENCES

3.1.1

Question	Response
Company name:	Kirvin Doak Communications
Ownership (sole proprietor, partnership, etc.):	Limited Liability
State of incorporation:	NV
Date of incorporation:	Jan. 7, 1999
# of years in business:	16
List of top officers:	David Kirvin, Partner William Doak, Partner Terri Maruca, SVP, Public Relations Debbi Greer, SVP, Marketing
Location of company headquarters, to include City and State:	5230 W. Patrick Lane Las Vegas, NV 89118
Location(s) of the office that shall provide the services described in this RFP:	5230 W. Patrick Lane Las Vegas, NV 89118
Number of employees locally with the expertise to support the requirements identified in this RFP:	53
Number of employees nationally with the expertise to support the requirements in this RFP:	53
Location(s) from which employees shall be assigned for this project:	Las Vegas

3.1.3

Question	Response
Nevada Business License Number:	2000247-528
Legal Entity Name:	Kirvin Doak Communications

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

Yes	X	No	

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

Certificate of Liability Insurance

Client#: 3800 KIRVINDOA

ACORD™ CERTIFICATE OF LIABILITY INSURANCE

DATE (MM/DD/YYYY): 05/31/2017

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

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

PRODUCER
Moreton & Company - Utah
P.O. Box 58139
Salt Lake City, UT 84158-0139
801 531-1234

CONTACT NAME: Gabi Camp
PHONE (A/C, No, Ext): 801 531-1234 FAX (A/C, No): 801-531-6117
E-MAIL ADDRESS: gcamp@moreton.com

INSURER(S) AFFORDING COVERAGE	NAIC #
INSURER A: CITIZENS INSURANCE CO OF AM	31534
INSURER B: Trumbull Insurance Company	27120
INSURER C: Axis Surplus Lines Company	26620
INSURER D:	
INSURER E:	
INSURER F:	

INSURED
Kirvin Doak Communications
and/or Outdoor Solutions, LLC
5230 West Patrick Lane
Las Vegas, NV 89118

COVERAGES CERTIFICATE NUMBER: REVISION NUMBER:

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

INSR LTR	TYPE OF INSURANCE	ADDL INSR	SUBR WVD	POLICY NUMBER	POLICY EFF (MM/DD/YYYY)	POLICY EXP (MM/DD/YYYY)	LIMITS	
A	X COMMERCIAL GENERAL LIABILITY CLAIMS-MADE X OCCUR GEN'L AGGREGATE LIMIT APPLIES PER: POLICY PRO-JECT LOC OTHER:			OB4D27058100	06/01/2017	06/01/2018	EACH OCCURRENCE DAMAGE TO RENTED PREMISES (Ea occurrence) MED EXP (Any one person) PERSONAL & ADV INJURY GENERAL AGGREGATE PRODUCTS - COMP/OP AGG	$1,000,000 $1,000,000 $10,000 $1,000,000 $2,000,000 $2,000,000 $
A	AUTOMOBILE LIABILITY ANY AUTO ALL OWNED AUTOS X HIRED AUTOS SCHEDULED AUTOS X NON-OWNED AUTOS			OB4D27058100	06/01/2017	06/01/2018	COMBINED SINGLE LIMIT (Ea accident) BODILY INJURY (Per person) BODILY INJURY (Per accident) PROPERTY DAMAGE (Per accident)	$1,000,000 $ $ $ $
A	X UMBRELLA LIAB X OCCUR EXCESS LIAB CLAIMS-MADE DED X RETENTION $10000			OB4D27058100	06/01/2017	06/01/2018	EACH OCCURRENCE AGGREGATE	$5,000,000 $5,000,000 $
B	WORKERS COMPENSATION AND EMPLOYERS' LIABILITY ANY PROPRIETOR/PARTNER/EXECUTIVE OFFICER/MEMBER EXCLUDED? Y/N Y (Mandatory in NH) If yes, describe under DESCRIPTION OF OPERATIONS below	N/A		34WBCBP7904	02/01/2017	02/01/2018	X PER STATUTE OTH-ER E.L. EACH ACCIDENT E.L. DISEASE - EA EMPLOYEE E.L. DISEASE - POLICY LIMIT	 $1,000,000 $1,000,000 $1,000,000
C	Professional Liab applies to Kirvin Doak Comm. only.			ECN000030571701 Add'l Ins. and Waiver of Sub.	06/23/2017 does not	06/23/2018 apply.	$1,000,000 Policy Limit $10,000 Retention	

DESCRIPTION OF OPERATIONS / LOCATIONS / VEHICLES (ACORD 101, Additional Remarks Schedule, may be attached if more space is required)
Verification of Insurance Coverage.

CERTIFICATE HOLDER
To Whom it May Concern

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

AUTHORIZED REPRESENTATIVE
Connie R. Adams

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ACORD 25 (2014/01) 1 of 1 The ACORD name and logo are registered marks of ACORD
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Company Background and History

Since 2002, Kirvin Doak Communications (KDC) has developed integrated campaigns, marketing communications strategies and earned media for some of the most successful companies, organizations and non-profits in their respective industries. Based in Las Vegas, our understanding of the local market is unparalleled, yet our reach extends far and wide to a statewide and national level.

Over the past 16 years we have not just watched change in our community, we have helped to bring it to life. We have stood side-by-side with clients to open new properties, to champion neighborhood revitalization efforts and to usher in exciting new experiences in entertainment, gaming and dining. We have worked tirelessly to garner awareness for nonprofit causes in the healthcare, children, animal welfare, performing arts and clean energy sectors. We have done all of this not only because this is our business, but because this is our livelihood as Nevadans.

In a city dependent on tourists and beloved by locals, we have an insiders' understanding of the Las Vegas market, where relationships and research are at the core of what we do and who we talk to. Today, as one of the largest and most respected independent firms on the West Coast, we have 53 bright minds on staff and are led by a senior team with two decades of experience in creating some of the most successful marketing and PR campaigns in the state. Operating under the principles of excellence and integrity, KDC fulfills a daily commitment to building awareness, encouraging action, and producing results for our clients - and we look forward to doing the same for DPS and the Zero Fatalities goal.

KDC Capabilities

PUBLIC RELATIONS

Media Relations
Story Development
Brand Messaging
Press Kit Development
Event Management
Sponsorships
Press Conferences
Publicity Stunts
Content Management
Influencer Events
Editorial Calendar Monitoring
Grass Roots Strategy
Media Tracking

MARKETING

Research
Campaign Strategy
Communications Planning
Marketing and Media Strategy
Media Planning and Buying
Digital and Mobile Strategy
Web Design and Development
SEM and SEO
App Design and Launch
Content Development
Promotions
Strategic Partnerships

SOCIAL MEDIA

Social Strategy
Content Development
Community Management
Enhanced Engagement
Event Activation
Social Media Buying
Sweepstakes
Actionable Analysis
Influencers
Tracking
Video & Photo Content

Guiding Principles

360° Marketing. With all areas of practice under one roof, our approach is always holistic, taking into consideration all channels, audiences and creative methodologies to garner awareness and positive action for the Zero Fatalities goal.

Deliver Results. KDC puts the resources in place to deliver and execute thoughtful strategies that are both focused and measurable, but we also continue to challenge the status quo, bringing fresh and innovative ideas to deliver more value than you ever thought possible.

Client-First Approach. Our firm was built on a philosophy that our best work comes when the line between agency and client is washed away, and we become an extension of your marketing team. To that, we take a vested, committed interest in each client's success, immersing ourselves in every aspect of your organization as if it were our own.

Second-to-None Relationships. We've built our business by facilitating and nurturing relationships in the local community, across the state and with our media partners. And we put these relationships to work for you, forging new and mutually beneficial partnerships that open doors and create unique opportunities that only KDC can.

Delight in Our Clients. We truly enjoy doing terrific work, but more importantly doing it for clients with whom we enjoy associating, and for initiatives in which we believe. Zero Fatalities is a goal in which we are passionate about representing and one where we are confident we can influence change.

KDC Pride Campaign for Wolfgang Puck

"For more than a decade, the Wolfgang Puck Fine Dining Group has counted on Kirvin Doak to tell our story, separate us from the pack and drive business to our door."

WOLFGANG PUCK
CELEBRATED CHEF

KDC Client Network

Subcontractor Information

3.1.1

Question	Response
Company name:	Horrocks Engineers, Inc.
Ownership (sole proprietor, partnership, etc.):	S-Corp
State of incorporation:	Utah
Date of incorporation:	6/5/1972
# of years in business:	49
List of top officers:	Jim Horrocks – President, CEO Russell Youd – Vice President Larry Reasch – Vice President Ron Mortimer – Board Bryan Foote – Board Brian Atkinson – Board Matt Horrocks – Board Wayne Horlacher – Board
Location of company headquarters, to include City and State:	Pleasant Grove, UT
Location(s) of the office that shall provide the services described in this RFP:	Henderson, NV
Number of employees locally with the expertise to support the requirements identified in this RFP:	6
Number of employees nationally with the expertise to support the requirements in this RFP:	18
Location(s) from which employees shall be assigned for this project:	Henderson, NV

3.1.3

Question	Response
Nevada Business License Number:	NV19991246016
Legal Entity Name:	Horrocks Engineers, Inc.

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

Yes	X	No	

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.

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.

USA Parkway (SR 439) Design-Build Project, Storey County, NV

Question	Response
Name of State agency:	NDOT
State agency contact name:	Pedro Rodriguez
Dates when services were performed:	On-going; November 2015 – November 2017 (Planned)
Type of duties performed:	Lead Design
Total dollar value of the contract:	$75.9 M

I-15 / Starr Avenue Interchange, Las Vegas, NV

Question	Response
Name of State agency:	NDOT
State agency contact name:	Ryan Wheeler
Dates when services were performed:	On-going; July 2015 – August 2017
Type of duties performed:	Staff Augmentation for Program Management
Total dollar value of the contract:	$1.3 M

Environmental Phase for I-515/Charleston Boulevard Interchange, Las Vegas, NV

Question	Response
Name of State agency:	NDOT
State agency contact name:	Rick Splawinski
Dates when services were performed:	On-going; June 2016 – Ongoing
Type of duties performed:	Environmental Studies, Public Involvement
Total dollar value of the contract:	$104,440

I-15 West Mesquite Interchange Design-Build Project, Mesquite, NV

Question	Response
Name of State agency:	NDOT
State agency contact name:	Chris Petersen
Dates when services were performed:	May 2011 – May 2012
Type of duties performed:	Lead Design
Total dollar value of the contract:	$14.7 M

I-15 Exit 118 Interchange (City of Mesquite), Mesquite, NV

Question	Response
Name of State agency:	NDOT
State agency contact name:	Nick Johnson
Dates when services were performed:	October 2014 – July 2016
Type of duties performed:	Program Management/Construction Management
Total dollar value of the contract:	$2.97 M

NDOT Maintenance Yard, Carson City, NV

Question	Response
Name of State agency:	NDOT
State agency contact name:	Michael Carruba
Dates when services were performed:	April 2015 – May 2015
Type of duties performed:	Subsurface Utility Engineering
Total dollar value of the contract:	$48,825

North Virginia Street at Bonanza Casino, Reno, NV

Question	Response
Name of State agency:	NDOT
State agency contact name:	David Lauffer
Dates when services were performed:	March 2015 – April 2015
Type of duties performed:	Subsurface Utility Engineering
Total dollar value of the contract:	$44,535

Tropicana Ave, US95-Boulder Highway, Las Vegas, NV

Question	Response
Name of State agency:	NDOT
State agency contact name:	Suzanne Hicks
Dates when services were performed:	December 2014 – February 2015
Type of duties performed:	Subsurface Utility Engineering
Total dollar value of the contract:	$8,775

SR-756 Centerville Lane, Douglas County, NV

Question	Response
Name of State agency:	NDOT
State agency contact name:	Britton Tucker
Dates when services were performed:	July 2015 – December 2015
Type of duties performed:	Subsurface Utility Engineering
Total dollar value of the contract:	$21,500

I-580 Eastlake to Bellevue, Washoe County, NV

Question	Response
Name of State agency:	NDOT
State agency contact name:	David Lauffer
Dates when services were performed:	April 2015 – May 2015
Type of duties performed:	Subsurface Utility Engineering
Total dollar value of the contract:	$22,920

SR-160/Blue Diamond SUE Services, Nye County, NV

Question	Response
Name of State agency:	NDOT
State agency contact name:	Bill Harty
Dates when services were performed:	February 2016 – March 2016
Type of duties performed:	Subsurface Utility Engineering
Total dollar value of the contract:	$8,195

SR-160 3R Pahrump, Nye County, NV

Question	Response
Name of State agency:	NDOT
State agency contact name:	Kevin Maxwell
Dates when services were performed:	On-going; April 2016 – May 2017
Type of duties performed:	Subsurface Utility Engineering
Total dollar value of the contract:	$70,465

SR-757 Bridge Structure B-474, Douglas County, NV

Question	Response
Name of State agency:	NDOT
State agency contact name:	Britton Tucker
Dates when services were performed:	March 2015 – April 2015
Type of duties performed:	Subsurface Utility Engineering
Total dollar value of the contract:	$2,740

NDOT Maintenance Station in Virginia City, NV

Question	Response
Name of State agency:	NDOT
State agency contact name:	Michael Carruba
Dates when services were performed:	On-going; June 2016 – September 2016
Type of duties performed:	Subsurface Utility Engineering
Total dollar value of the contract:	$18,900

Wells and Ely Maintenance Yards, Wells and Ely, NV

Question	Response
Name of State agency:	NDOT
State agency contact name:	Michael Carruba
Dates when services were performed:	On-going; August 2016 – December 2016
Type of duties performed:	Subsurface Utility Engineering
Total dollar value of the contract:	$77,000

Two-day Roundabout Design Training Class

Question	Response
Name of State agency:	NDOT
State agency contact name:	Casey Conner
Dates when services were performed:	July 2012 – July 2012
Type of duties performed:	Training Instructors
Total dollar value of the contract:	$10,000

Tropicana Ave – Dean Martin Dr to Boulder Hwy, Las Vegas, NV

Question	Response
Name of State agency:	NDOT
State agency contact name:	Doug Johnson
Dates when services were performed:	Sept 2016 – Ongoing
Type of duties performed:	Subsurface Utility Engineering
Total dollar value of the contract:	$1.17 M

I-15 Garnet Interchange Design-Build, Clark County, NV

Question	Response
Name of State agency:	NDOT
State agency contact name:	Pedro Rodriguez
Dates when services were performed:	July 2017 - Ongoing
Type of duties performed:	Lead Designer
Total dollar value of the contract:	$4.5 M

Ely Downtown US 6/50/93 SUE, Ely, NV

Question	Response
Name of State agency:	NDOT
State agency contact name:	Allisa Root
Dates when services were performed:	March 2017 - Ongoing
Type of duties performed:	Subsurface Utility Engineering
Total dollar value of the contract:	$1.37 M

I-80 CA-NV Stateline to Keystone Interchange, Reno, NV

Question	Response
Name of State agency:	NDOT
State agency contact name:	Allisa Root
Dates when services were performed:	August 2017 - Ongoing
Type of duties performed:	Subsurface Utility Engineering
Total dollar value of the contract:	$413,000

CE Augmentation of D1 Crews, Statewide, NV

Question	Response
Name of State agency:	NDOT
State agency contact name:	Mario Gomez
Dates when services were performed:	May 2017 - Ongoing
Type of duties performed:	Construction Management
Total dollar value of the contract:	$999,100

Primm Road 3R Betterment, Clark County, NV

Question	Response
Name of State agency:	NDOT
State agency contact name:	Ambere Angel
Dates when services were performed:	Sept 2017 - Ongoing
Type of duties performed:	Lead Designer
Total dollar value of the contract:	$125,000

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		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

Section VII: PROPOSED STAFF RESUMES

PROPOSED STAFF RESUME FOR RFP 3481

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

Company Name Submitting Proposal:	***Kirvin Doak Communications***

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

The following information requested pertains to the individual being proposed for this project.			
Name:	***David Kirvin***	**Key Personnel: (Yes/No)**	***Yes***
Individual's Title	***Partner***		
# of Years in Classification:	***15***	**# of Years with Firm:**	***15***

BRIEF SUMMARY OF PROFESSIONAL EXPERIENCE

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

For more than two decades, Dave has led the public relations efforts for a variety of industry leading companies and organizations in Nevada. His work has included the openings of Bellagio, Mandalay Bay, The Smith Center for the Performing Arts, the Cleveland Clinic Lou Ruvo for Brain Health, Nevada Mining Association and many more.

Dave co-founded Kirvin Doak Communications in 2002 with Bill Doak. Prior to that, he was President of Kirvin Doak Communications, with clients that included the Nevada Office of Traffic Safety and the Safe Community Partnership.

Dave is a board member for The Fulfillment Fund of Las Vegas and a graduate of member of the Western State Colorado University where he was named one of the school's Top 100 alumni. He is a 24-year resident of Nevada is a former award-winning sportswriter in Colorado and California.

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.

With a combination of public/private sector marketing communications experience, I have created and executed marketing communications program that do more than raise awareness – they cause action. From the openings of The Smith Center and Lou Ruvo Center for Brain Health, to a media relations effort that took journalists from around the state to underground gold mines outside of Elko to the opening of entertainment productions such as O by Cirque du Soleil and JERSEY BOYS, I have developed a keen sense on what messaging will resonate with the audiences we are trying to reach and how to deliver that message in a compelling, thoughtful and impactful way.

EDUCATION

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

Bachelor of Arts, Communications and English, Western State Colorado University, Gunnison, Colo., 1988.

CERTIFICATIONS

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

REFERENCES

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

Alan Feldman, Sr. Vice President of Public Affairs, MGM Resorts International
P: 702-692-6868
F: 702-891-7111
afeldman@mgmresorts.com

Myron Martin, President, The Smith Center for the Performing Arts
P: 702-749-2468
F: 702-749-2013
myronmartin@thesmithcenter.com

Ryan Growney, General Manager, South Point Hotel - Casino - Spa
P: 702.796.7111
growneyr@southpointcasino.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:	***Kirvin Doak Communications***

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

The following information requested pertains to the individual being proposed for this project.			
Name:	***Debbi Greer***	**Key Personnel: (Yes/No)**	***Yes***
Individual's Title	***Senior VP Marketing Division***		
# of Years in Classification:	***6***	**# of Years with Firm:**	***13***

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

Debbi is one of Las Vegas' premier branding and media planning strategists. Debbi oversees brand development and research, brand architecture, media strategy and planning, product and promotion integration, management of property relations and sales channels.

Since joining Kirvin Doak Communications in 2005, Debbi has directed the development of the Marketing Division of Kirvin Doak Communications. This division has clients in entertainment, hotel/casino, retail, fine dining, hospitality, education and associations. Clients have included Phantom Las Vegas, Blue Man Group, Jersey Boys, Wolfgang Puck Fine Dining, Wolfgang Puck Casual Dining, Agua Caliente Hotel/Casino, XPRIZE Foundation, Nevada State College, Nevada Mining Association and Las Vegas Springs Preserve.
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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.

1993 – 1998: Luxor Las Vegas – Marketing Manager & Marketing Director
1998 – 2000: Mandalay Bay Resort & Casino – Advertising Director
2000 – 2005: MGM Grand – AVP Marketing
2005 – 2012: Kirvin Doak Communications – VP Marketing Division
2013 – 2014: Kirvin Doak Communications – Sr. VP Marketing Division

Prior to joining Kirvin Doak in 2006, Debbi spent the 13 years in the hospitality industry at Luxor, Mandalay Bay and MGM Grand. Her experience has been in both the sales and marketing arena of several leading resort destinations in the Las Vegas market.

Debbi launched the re-branding campaign for Luxor and was the Director of Advertising for the successful opening of Mandalay Bay Resort & Casino. She planned and managed a launch and entertainment budget for Mandalay Bay in excess of $15 million in 1999.

As the former VP of Advertising at MGM Grand, Debbi led the initiative to re-brand the property, including directing the initial brand assessment, research and internal infusion of the brand to employees. In addition, Debbi directed the strategic development of media plans and creative direction for marketing of all MGM Grand brands which totaled more than $20 million annually.

EDUCATION

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

Salt Lake Community College – Back to Work

CERTIFICATIONS

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

Certificate of Achievement – Dale Carnegie Effective Communications and Human Relations – 1996
MGM Resorts Leadership Certificate - 2004

REFERENCES

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

Laura Ishum
Marketing & Entertainment
Vice President of Marketing/Entertainment
Westgate Las Vegas Casino & Resort
Office: 702.732.5273
laura_ishum@wgresorts.com

Gina Payton
Vice President of Sale
Pink Jeep Tours
702-280-6621

Ashley Saccenti Vice President | Marketing
3667 Las Vegas Blvd South | Las Vegas, NV 89109
ashley@BASEentertainment.com
P (702) 785-5388 | **F** (702) 785-5173
www.BASEentertainment.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:	***Kirvin Doak Communications***

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

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

Account Director and relationship builder with agency experience for Fortune 100s, market leaders and government clients. An analytical thinker, dynamic leader and client champion proficient at aligning key stakeholders and advocating for best-in-breed creative to deliver on campaign, brand & business goals.

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.

- Project managed the Orange County Transportation Authority (OCTA) account for 5 years, including proposal writing, and development of campaigns tied to trial and repeat usage of public transportation among riders of every age group. OCTA is a top 15 transport agency in the country. Project types included brand building and awareness, mobile and web strategy and updates, advertising and production design, oversight of the first digital annual report (multiple 1st place AdWheel awards from APTA and PROTOS).
- Project managed the Orange County Parks account for 3 years. Led the award-winning team for NRPA's Best County Parks branding campaign in the U.S., achieving growth of over 11% in attendance (over 1 Million visits) and 37% in program attendance year over year. Campaign components included print, digital, PR, multimedia and OOH materials for 26 facilities spanning 60,000 acres.

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

California State University Long Beach, Long Beach, CA
Bachelor's of Science, Business Management: Marketing, 2005

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

REFERENCES

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

Susan Cartwright
Vice President, Corporate Communications
Scientific Games
susan.cartwright@scienficgames.com
Office: 702-532-7981
Mobile: (702) 482-2274

Jennifer O'Connor
Marketing Program Administrator
Orange County Transportation Authority
joconnor@octa.net
714-560-5369

Tom Starnes
Communications Manager
Orange County Parks
Tom.starnes@OCparks.com
(949) 585-6432

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:	***Kirvin Doak Communications***

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

The following information requested pertains to the individual being proposed for this project.			
Name:	***Elizabeth Lundstrum***	**Key Personnel: (Yes/No)**	***Yes***
Individual's Title	***Media Director***		
# of Years in Classification:	***1***	**# of Years with Firm:**	***10***

BRIEF SUMMARY OF PROFESSIONAL EXPERIENCE

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

Liz Lundstrum has more than 16 years in the media industry. She joined Kirvin Doak Communications in 2008 and enjoys working on Absinthe, Mat Franco, Magic Mike Live, Donny & Marie, Bodies and Titanic at Luxor, Wolfgang Puck and Westgate Las Vegas Resort Casino.

Prior to joining KDC, Liz was part of the media department at Las Vegas based SK+G where she worked on MGM Grand, Luxor Las Vegas, New York-New York, *KA* and Zumanity by Cirque du Soleil. Liz relocated to Las Vegas in 2002 where she was the Research Director of KVWB and KFBT television stations.

She began her career as a broadcast buy at Midwest agency Barkley Evergreen & Partners in Kansas City where she purchased 32 spot markets for Sonic Drive-In, Blue Bunny Ice Cream, Missouri and Kansas Lotteries and Payless Shoes.

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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.

EDUCATION

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

Bachelor of Journalism – Advertising, University of Missouri – Columbia, MO - 1999

CERTIFICATIONS

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

Google Adwords certification – current through 2017
Certificate of Achievement – Dale Carnegie course in Effective Communications and Human Relations - 2012

REFERENCES

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

Garo Khachatoorian – Senior Director of Sales, ThinkNear – 818-319-2682, garok@thinknear.com
Chad Jansen – Senior Vice President of Sales, Adtegrity – 616-285-5800, chad.jansen@adtegrity.com
Misty Morgan-Yousfi – National Sales Manager, Gray Television – 702-806-9764, misty.morgan@gray.tv

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:	***Kirvin Doak Communications***

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

The following information requested pertains to the individual being proposed for this project.			
Name:	***Stephanie Ceccarelli***	**Key Personnel: (Yes/No)**	***Yes***
Individual's Title	***Account Director, Public Relations***		
# of Years in Classification:	***8 months***	**# of Years with Firm: 8 months**	

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

With nearly sixteen years of entertainment, television, lifestyle and corporate experience, Stephanie Ceccarelli is a seasoned media relations veteran. And while Stephanie most recently specialized in television program and corporate publicity, her career roster includes a host of distinguished corporate, lifestyle and entertainment clients.

Over the years, Stephanie has cultivated and maintained strong media relationships and has a proven track record of knowing how to successfully navigate those relationships for editorial and other press opportunities. Stephanie's unique and diverse background enables her to create and execute successful media strategies within virtually any PR category.

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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.

Currently, Stephanie leads a team of four at Kirvin Doak Communications. Her clients now range from Miracle Mile Shops and The Cosmopolitan of Las Vegas to Blue Man Group, Major Series of Putting, HELP of Southern Nevada and Credit One Bank.

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

- 1999 – 2000 Universidad de Granada, Spain / Completed Spanish Major
- 1994 – 1999 University of Texas at Austin, USA / Bachelor of Science Corporate Communications; Journalism and a double major in Spanish

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

1996 – 1997 Universidad de Buenos Aires, Argentina / Certificate of Completion in International Public Relations

REFERENCES

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

- *Terri Maruca, SVP, Kirvin Doak Communications, 702.737.3100,* tmaruca@kirvindoak.com
- *Dave Kirvin, Partner, Kirvin Doak Communications, 702.737.3100,* dkirvin@kirvindoak.com
- *Gina Sorial Hana, VP, Publicity, Dick Clark Productions, 310-255-4600,* gsorial@dickclark.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:	***Kirvin Doak Communications***

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

The following information requested pertains to the individual being proposed for this project.			
Name:	***RICHELLE RICE***	**Key Personnel: (Yes/No)**	***Yes***
Individual's Title	***DIRECTOR OF SOCIAL MEDIA DIVISION***		
# of Years in Classification:	***3***	**# of Years with Firm:**	***3***

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

Richelle is an Emmy award-winning communications professional with over a decade of experience in TV news and social media. Richelle joined Kirvin Doak in September of 2014. Prior to joining Kirvin Doak, Richelle worked as Vice President of Social Strategy for a social engagement agency where she developed and implemented the social strategy for various businesses including casinos, nonprofits, grocery store chains, athletic clubs and restaurants. Her social media experience began in 2007 when she joined the Las Vegas Metropolitan Police Department's public information office and successfully launched the department's social media sites.

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.

Nina Radetich New Media Strategies **Vice President of Social Strategy**	Las Vegas, NV October 2012- Present
Spread the Word Nevada **Director of Marketing**	Las Vegas, NV January 2012- December 2012
Las Vegas Metropolitan Police Department **Video Production Supervisor**	Las Vegas, NV November 2007-December 2011
KVBC, NBC 3 **Special Projects Producer**	Las Vegas, NV March 2004 – October 2007

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

University of Oregon Bachelor's Degree, Journalism	Graduation Date: June 2002

CERTIFICATIONS

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

Sprout Certification – August 2017
Hootsuite Certification – December 2012
2010 Exemplary Service Award: Las Vegas Metropolitan Police Department
2007 National Television Academy: Emmy® Award nomination for "Henry Prendes" Coverage
2006 National Television Academy: Emmy® Award for "Murder One"
2003 Arizona Associated Press: First Place Producer for "Harrier Crash" Coverage

REFERENCES

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

- Carla Alston, Director of Public Information, Las Vegas Metropolitan Police Department, (702) 828- 3394 c8004a@lvmpd.com
- Karen Lukanic, Chief Marketing Officer, Palm Management Corporation, (202) 775-7256 klukanic@thepalm.com
- Deirde Strunk, Executive Director, Canyon Ranch Spa Club, (702) 414-3606 dstrunk@canyonranch.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:	***Kirvin Doak Communications (Subconsultant: Horrocks Engineers)***

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:	***Kyle Kubovchik***	**Key Personnel: (Yes/No)**	***Yes***
Individual's Title	***Nevada Public Involvement Manager***		
# of Years in Classification:	***18***	**# of Years with Firm:**	***2***

BRIEF SUMMARY OF PROFESSIONAL EXPERIENCE

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

Kyle Kubovchik has 28 years of project management, public involvement, and communication experience, including 18 years in Nevada. He has provided multifaceted services for Nevada's Zero Fatalities and Strategic Highway Safety Plan (SHSP) programs, in addition to highway safety incident management initiatives and numerous Nevada transportation projects, from planning through construction.

Kyle has supported the Department of Public Safety/Office of Traffic Safety (DPS/OTS), Nevada Department of Transportation (NDOT), and program partners since the inception of the SHSP and Zero Fatalities in Nevada. In management or support roles, he has delivered every item outlined in the scope of work, and he can tailor services appropriately to optimize resources and costs.

RELEVANT EXPERIENCE

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

Zero Fatalities, 2011-2015, Atkins and Penna Powers, Las Vegas, Nevada, Consultant Account Manager and Public Involvement Manager. Starting with the media event to kick-off Zero Fatalities in 2011, Kyle provided services ranging from grassroots outreach to statewide partnerships to account management. With DPS/OTS and NDOT, he helped create and implement community awareness campaigns, partnering/sponsorship efforts, training programs, statewide outreach, and advertising/media campaign support. He and his local public involvement team were instrumental in growing Zero Fatalities partnerships throughout the state and in helping make Certified Zero—the state's traffic safety ambassador program—a reality.

SHSP, 2008-2013, Atkins, Las Vegas, Nevada, Consultant Project Manager. In addition to managing consultant personnel and resources, Kyle was the lead coordinator for the pedestrian and intersection safety critical emphasis area (CEA) teams. In these roles, he worked with statewide partners on strategy planning and implementation, and he supported three successful Nevada safety summits and the inaugural SHSP awards program. He continues to support the pedestrian safety task force as an active member.

Nevada Traffic Incident Management (TIM) Program, 2010-2013, Atkins, Las Vegas, Nevada, Consultant Public Involvement Manager and Rural TIM Coordinator. Kyle supported NDOT's multi-agency collaborative effort to assess the issues and needs of incident responders throughout the state.

Through multidisciplinary stakeholder working groups, the team identified goals and actions for improvement and helped NDOT prioritize TIM activities.

Project Neon, 2010-2013, Atkins and Penna Powers, Las Vegas, Nevada, Consultant Public Involvement Lead. Kyle supported CH2M HILL and NDOT during the procurement phase of this groundbreaking design-build project. Nevada's largest-ever transportation project included a range of improvements to enhance safety, mobility, and access on Nevada's busiest stretch of freeway: I-15 from Sahara Avenue to the Spaghetti Bowl. Support included a full range of public involvement services in accordance with federal and state policies/procedures: stakeholder coordination, industry and public meetings, informational brochures, multimedia presentations with animations and photo simulations, display boards and handout materials, media kits, and branding/marketing.

Exit 118 Interchange Design-Build, 2015-2016, Horrocks Engineers, Mesquite, Nevada, Consultant Public Involvement Manager. Kyle managed public involvement in for the City of Mesquite's new diamond interchange that added a direct route to a local technology and commerce center. Deliverables included public notifications, industry and public meetings, branding/marketing, media relations, stakeholder collaboration, and targeted social media implementation.

I-15/Starr Avenue Interchange, Horrocks Engineers, Clark County, Nevada. Consultant Public Involvement Manager. For the design and construction of a new interchange at Starr Avenue on I-15, Kyle managed stakeholder and public meetings, multimedia presentations, website and social media support, and contact list generation and maintenance.

I-515/Charleston Boulevard Interchange, Horrocks Engineers, Clark County, Nevada, Consultant Project Manager. In support of NDOT and CA Group, Kyle managed public meetings per NDOT and FHWA notification, implementation, and reporting guidelines; real-time Spanish translation of multimedia presentation and public comments; website and social media support; and stakeholder collaboration. He also managed staff and budget for environmental and subsurface utility engineering services for the environmental assessment.

State Route 372 Roundabouts, Horrocks Engineers, Pahrump, Nevada, Consultant Project Manager. Kyle managed public involvement efforts supporting the construction of two roundabouts on State Route 372 in Pahrump. Services included stakeholder meetings and a community workshop with 3D animation—using projected traffic numbers—of each roundabout. The team provided neighborhood and business notifications, media collaboration, meeting/workshop logistics, and website support.

EDUCATION

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

B.S., English Language and Literature, Eastern Michigan University, Ypsilanti, Michigan, summa cum laude honors graduate, 1988.

CERTIFICATIONS

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

- Pedestrian Safety Training, National Highway Traffic Safety Administration, 2010
- Transportation Safety Planning, Federal Highway Administration (FHWA), 2011
- Safe Routes to School, School-Community Partnership Program, 2012
- Driver Education Staff Development Training, Clark County School District, 2014
- Emotion and Public Participation, International Association for Public Participation, 2014
- Solving Americans with Disabilities Act Design Challenges, FHWA, 2016

REFERENCES

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

1. Ken Mammen, Chief Traffic Safety Engineer, NDOT, 775.888.7440 (p), 775.888.7115 (f), kmammen@dot.nv.gov
2. Julie Maxey, Julie Ann Maxey, Public Hearings Officer, NDOT, 775.888.7171 (p), 775.888.7115 (f), jmaxey@dot.nv.gov
3. Erin Breen, Program Manager, Vulnerable Road Users Project, 702.895.1780 (p), scp.unlv@gmail.com