



**Notice of Intent to Award**

Solicitation Number	292250	Award Date	4/19/2023   11:45 AM CDT
Solicitation Title	Vision Zero Marketing and Education Campaign		
Buyer Name	Brad Wall	Buyer Email	brad.wall@nashville.gov
BAO Rep	Evans Cline	BAO Email	evans.cline@nashville.gov

**Awarded Supplier(s)**

In reference to the above solicitation and contingent upon successful contract negotiation, it is the intent of the Metropolitan Government of Nashville and Davidson County to award to the following supplier(s):

Company Name	Blueprint Creative Group	Company Contact	Fabiola Fleuranvil	
Street Address	990 Biscayne Blvd			
City	Miami	State	FL	Zipcode 33132

Company Name		Company Contact		
Street Address				
City		State		Zipcode

Company Name		Company Contact		
Street Address				
City		State		Zipcode

**Certificate of Insurance**

The awarded supplier(s) must submit a certificate of insurance (COI) indicating all applicable coverage required by the referenced solicitation. The COI should be emailed to the referenced buyer no more than 15 days after the referenced award date.

**Equal Business Opportunity Program**

Where applicable, the awarded supplier(s) must submit a signed copy of the letter of intent to perform for any and all minority-owned (MBE) or woman-owned (WBE) subcontractors included in the solicitation response. The letter(s) should be emailed to the referenced business assistance office (BAO) rep no more than two business days after the referenced award date.

Yes, the EBO Program is applicable.  No, the EBO Program is not applicable.

**Monthly Reporting**

Where applicable, the awarded supplier(s) will be required monthly to submit evidence of participation and payment to all small (SBE), minority-owned (MBE), women-owned (WBE), LGBT-owned (LGBTBE), and service disabled veteran owned (SDV) subcontractors. Sufficient evidence may include, but is not necessarily limited to copies of subcontracts, purchase orders, applications for payment, invoices, and cancelled checks.

Questions related to contract compliance may be directed to the referenced BAO rep.

Yes, monthly reporting is applicable.  No, monthly reporting is not applicable.

**Public Information and Records Retention**

Solicitation and award documentation are available upon request. Please email the referenced buyer to arrange.

A copy of this notice will be placed in the solicitation file and sent to all offerors.

**Right to Protest**

Per MCL 4.36.010 – any actual or prospective bidder, offeror, or contractor who is aggrieved in connection with the solicitation or award of a contract may protest to the purchasing agent. The protest shall be submitted in writing within ten (10) days after such aggrieved person knows or should have known of the facts giving rise thereto.

MLL Supervisor (Initial)

Michelle A. Hernandez Lane  
 Michelle A. Hernandez Lane  
 Purchasing Agent & Chief Procurement Officer

RFQ #292250 - Vision Zero Marketing and Education Campaign					
	Blueprint Creative Group	Culture Shift Team, Inc.	McNeely Brockman Public Relations LLC	McNeely Pigott & Fox Public Relations, LLC	redpepper llc
Contract Acceptance	Accepted Metro's standard contract without exceptions	Accepted Metro's standard contract without exceptions	Accepted Metro's standard contract without exceptions	Accepted Metro's standard contract without exceptions	Accepted Metro's standard contract without exceptions
Cost (30 Points)	20.07	14.43	30.00	16.04	23.54
Firm Qualifications (20 Points)	16.00	20.00	10.00	13.00	14.00
Team Qualifications (20 Points)	19.00	15.00	11.00	8.00	6.00
Project Approach and Capacity to Perform (30 Points)	30.00	27.00	13.00	13.00	13.00
<b>Total (100 Points)</b>	<b>85.07</b>	<b>76.43</b>	<b>64.00</b>	<b>50.04</b>	<b>56.54</b>

#### Blueprint Creative Group

**Strengths** - The offeror demonstrated adequate expertise providing public relations and marketing to an organization the size of the Metropolitan Government of Nashville and Davidson County (Metro). The scale of the reference projects submitted were adequate. The offeror proposed a well-balanced team that demonstrates expertise in vision zero, traffic safety, and community engagement. The examples of sub-contractor projects largely align with the goals and intentions of the Vision Zero Marketing and Education Campaign needs. The offeror's description of their approach to project management was strong. The offeror provided detailed information on their approach and strategy to branding, promoting, advertising, and educating about traffic safety for all roadway users. The offeror provided substantial information on the products and/or services that will be provided if awarded a contract with Metro.

**Weaknesses** - The offeror provided inconsistent information regarding community education. The offeror failed to provide the dollar value for their reference projects. The offeror failed to provide owner contact information for the listed/reference projects submitted. One of the proposed sub-contractor's example projects referenced to meet the goals and intentions lacked detail on their role or how it is directly related to the Vision Zero Marketing and Education Campaign needs.

#### Culture Shift Team, Inc.

**Strengths** - The offeror provided detailed information pertaining to their expertise in providing public relations, marketing, and community education to an organization the size of the Metropolitan Government of Nashville and Davidson County (Metro). The offeror's case studies/reference projects were the most relevant to what Metro is seeking to procure in the Vision Zero Marketing and Education Campaign. The offeror provided three (3) case studies/reference projects that were of a similar scale/budget as to the services Metro is seeking to procure in the Vision Zero Marketing and Education Campaign. The offeror provided a clear management chart for how each subcontractor on their team will be utilized. The offeror's description of their approach to project management emphasized community engagement, equity, and branding in their project management approach. The offeror provided substantial information on the products and/or services that will be provided if awarded a contract with Metro.

**Weaknesses** - The subcontractor's project examples provided were weak/lacking due to no references to transportation or traffic safety as the goals and intentions of the Vision Zero Marketing and Education campaign. The offeror's project management approach lacked specific reference to addressing transportation and traffic safety.

#### McNeely Brockman Public Relations LLC

**Strengths** - The offeror showed strengths in earned media public relations and community education. The offeror included subcontractors as part of their team with specific expertise in transportation or traffic safety as the goals and intentions of the Vision Zero Marketing and Education campaign.

**Weaknesses** - The offeror's reference projects were not of similar size, scope, and dollar value as to what Metro is seeking to procure in the Vision Zero Marketing and Education Campaign. The offeror lacked detail on how each subcontractor on their team will be utilized. One of the subcontractors failed to provide project examples regarding the goals and intentions of the Vision Zero Marketing and Education campaign. The offeror's description of their approach to project management did not provide sufficient detail. The offeror's information on their approach and strategy to branding, promoting, advertising, and educating about traffic safety for all roadway users was insufficient. The offeror failed to specifically address the products and/or services that will be provided if awarded a contract with Metro.

#### McNeely Pigott & Fox Public Relations, LLC

**Strengths** - The offeror's reference projects were of a similar scale/budget as to what Metro is seeking to procure in the Vision Zero Marketing and Education Campaign.

**Weaknesses** - The offeror's proposal did not provide sufficient detail in their expertise in providing public relations, marketing, and community education to an organization the size of Metro. The offeror's management chart for how each subcontractor on their team will be utilized was vague and lacked detail. The offeror failed to represent one of the subcontractors that is part of their team on the management chart. The subcontractor's project and product (videos) examples provided lacked references to transportation or traffic safety as the goals and intentions of the Vision Zero Marketing and Education campaign. The offeror's description of their approach to project management did not provide sufficient detail. The offeror's information on their approach and strategy to branding, promoting, advertising, and educating about traffic safety for all roadway users was insufficient. The offeror failed to specifically address the products and/or services that will be provided if awarded a contract with Metro.

#### redpepper llc

**Strengths** - The offeror provided detailed information on the services provided in their case studies/reference projects. The offeror's reference projects were of a similar scale/budget as to what Metro is seeking to procure in the Vision Zero Marketing and Education Campaign.

**Weaknesses** - The offeror's proposal did not provide sufficient detail pertaining to community education and outreach. The offeror's case studies/reference projects lacked specific reference to community engagement and outreach. The offeror failed to provide a management chart for how each subcontractor on their team will be utilized. The subcontractor's projects provided limited project examples and their examples lacked detail on their experience with community engagement and traffic safety as the goals and intentions of the Vision Zero Marketing and Education campaign. The offeror's description of their approach to project management did not provide sufficient detail. The offeror's information on their approach and strategy to branding, promoting, advertising, and educating about traffic safety for all roadway users was insufficient. The offeror provided limited information regarding the products and/or services that will be provided if awarded a contract with Metro.

Enter Solicitation Title & Number Below		
Vision Zero Marketing and Education Campaign; RFQ #292250	Min. SBE/SDV Requirement	Total Cost Points
	<b>9.00%</b>	<b>30.00</b>
Offeror's Name	Bids	RFP Cost Points
Blueprint Creative Group	\$2,158,304.91	<b>20.07</b>
Culture Shift Team, Inc	\$3,000,417.77	<b>14.43</b>
McNeely Brockman Public Relations LLC	\$1,443,554.03	<b>30.00</b>
McNeely Pigott & Fox Public Relations, LLC	\$2,700,100.00	<b>16.04</b>
Redpepper LLC	\$1,839,615.56	<b>23.54</b>



## Statement of M/WBE Utilization

Proposer's/Firm's Name: <b>Blueprint Creative Group</b>	Proposer's Phone #: <b>305-741-0378</b>
Solicitation Title: <b>Vision Zero Marketing and Education Campaign</b>	Proposer's Email Address: <b>fabiola@blueprintcreativegroup.com</b>
Solicitation #: <b>292250</b>	Amount Self-performed: <b>.42%</b>
Proposer's/Firm's Ownership: <b>WBE</b>	Total Bid Amount: <b>\$404,500</b>
<b>Proposed EBO Goal (%)</b> : <u>9</u> MBE% <u>19</u> WBE%	EBO Goal Met? (Y/N) <b>YES</b>

The following MWBE\* subcontractor(s)/supplier(s) will be utilized for the performance of this project:

			Certificate							
	MBE/WBE Firm Name	MBE/WBE Firm Address	Phone/E-Mail	Type (MBE or WBE)	* MBE/WBE Group Type *	Code # UNSPS/NAICS	Description of Work	MBE/WBE Dollars (\$)	Percent of Total Contract	
1	duGard Communications	460 10th Circle North	615.823.402	WBE	Select	541613	Media/PR	76,855	19	
2	MEPR Agency	1902 Shelby Avenue Ur	615.592.637	MBE	Select	541613	Community	36,405	9	
3				Select	Select					
4				Select	Select					
5				Select	Select					
6				Select	Select					
7				Select	Select					

*I am the duly authorized representative and certify the facts and representations contained in this form and supporting documents are true and correct.*

Authorized Representative (Printed Name/Title/Signature) <b>Fabiola Fleuranvil</b>	Date
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\*Note: MWBE is defined as business enterprise maintaining a significant business presence in the Program Area & performing a commercial useful function that is owned by one or more of the following: (1) African Americans (2) Native Americans, (3) Hispanic Americans, (4) Asian Americans, and (5) Women.

**For Internal Office Use ONLY**

Has Prime Complied with EBO Goal? <b>BAO Only</b>	If No, Good Faith Efforts Met? <b>BAO Only</b>
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**BAO Representative:** Evans Cline      **Metro Buyer:** Brad Wall      **Project Manager:** \_\_\_\_\_      **Date:** 4/12/23

<b>Total MBE Subcontracting</b>	<u>9</u>	%	<u>\$36,405</u>
<b>Total WBE Subcontracting</b>	<u>44</u>	%	<u>\$177,980</u>
<b>Total MBE/WBE Participation:</b>	<u>100</u>	%	<u>\$404,500</u>

**BAO Notes:**

## BAO Small Business Assessment Sheet

**BAO Specialist: Evans Cline**

**Contract Specialist: Brad Wall**

**Date: 4/12/23**

**Department Name: NDOT**

**RFQ#: 292250**

**Project Name: Vision Zero Marketing and Education Campaign**

Primary Contractor*	Prime Bid Amount	Total Proposed SBE (\$)	Acknowledged SBE Requirement ?	SBE (%)	Comments
Blueprint Creative Group	\$ 404,500.00	\$ -	Yes	0%	The prime is not an approved SBE and acknowledged the 9% SBE/SDV requirement over the life of the contract. Prime proposed no SBE utilization.