



April 29, 2010

Dear Research Partner:

The Missouri Highways and Transportation Commission requests proposals from qualified organizations—namely private consultants, universities, and research organizations—to furnish services as described in the following attachment, to be coordinated by the Organizational Results (OR) unit.

Please submit a proposal, including a work plan for project TRyy1025, entitled “Highway Safety Driver Survey.” Your submission must include proposed project team and its background, and any related projects now active or recently completed by your firm.

The selection committee will use Qualification Based Selection. A “not to exceed” budget amount is included in the RFP to assist with the required scope, but budgets are not to be included with the proposal submissions, and will not be presented to the selection committee.

Please deliver all proposals to the OR Contract Administrator indicated in the attachment by May 19, 2010. More information about project contracting in general can be found at: [www.modot.mo.gov/services/OR/orRFP.htm](http://www.modot.mo.gov/services/OR/orRFP.htm)

Sincerely,

Mara Campbell  
Organizational Results Director

Attachment

Request For Proposals (RFP)  
**Project Specific Requirements:**

This document contains information and requirements for only this RFP. A “Standard Requirements” document contains additional needs for all research proposals and contracting. Submitters should review both this document and the Standard Requirements document, available from the OR Contract Administrator (identified at the end of this document) or: [www.modot.org/services/OR/orTemplates.htm](http://www.modot.org/services/OR/orTemplates.htm)

**TRyy1025**  
**Highway Safety Driver Survey**

Project duration: 2 months.

Project budget: Not to exceed \$30,000.

**Background:**

The Missouri Department of Transportation (MoDOT) wishes to gather information regarding attitudes and awareness concerning impaired driving, seat belt use, and speeding issues from Missouri adults. MoDOT seeks to understand, via a survey, tendencies, opinions and impressions of Missouri drivers.

**Objectives:**

To conduct a statewide, stratified, random sample survey of Missouri adults. The objective of this survey is to evaluate Missouri drivers’ attitudes and awareness concerning impaired driving, seat belt use, speeding issues, and cell phone use while driving. Additionally, the survey will assess tendencies, opinions, and impressions of Missouri drivers.

**Project Requirements and Deliverables:**

The contractor should conduct a statewide, stratified random sample survey of Missouri adults relying on a margin of error of +/- 2 percent, using one, or a combination of the following methods: persons at Department of Revenue license offices, telephone survey, web surveys, mail surveys, in-person interviews, intercept surveys, and/or panel surveys. The survey should receive responses from no less than 1,000 statewide participants, weighted proportionally to match the true distribution of regional population geographic, gender and age distributions.

The survey questions, which will be provided, will assess drivers’ attitudes and awareness concerning impaired driving, seat belt use, speeding issues, and cell phone use while driving. The survey also should include basic demographic information for the respondents, including the following: age (in categories), sex, ethnicity, household income, and type of vehicle driven most

frequently (car, minivan/van, sport utility vehicle/crossover , pickup truck, other truck, or motorcycle).

Reporting of the survey results should be summarized on a statewide-level as well as reported based on segmented results, including: MoDOT district results, geographic residence (urban or rural), and vehicle type (car, minivan/van, sport utility vehicle/crossover, pickup truck, other truck, or motorcycle),

Overall data must be weighted proportionally to match the true distribution of the regional population geographic, gender and age distributions.

### **Project Schedule:**

The following is an estimate of the project timeline or information on key dates within the project, presuming the project starts May 24, 2010. Proposals need to include a work plan with a proposed timeline. While alternative timelines will be considered, an extension is unlikely. The project timeline will be finalized during the contracting phase.

**Upon Selection:** MoDOT provides contractor with finalized questions for the survey.

**June 1 – June 8, 2010:** Contractor conducts survey.

**June 14, 2010:** A technical memo is required with simple, top line result data from the survey.

**June 21, 2010:** A draft final report is required. One or more revisions should be anticipated. A final report must have the standard documentation form completed and should have sections consistent with the typical research report.

(For report templates and a standard form see: [www.modot.org/services/OR/orTemplates.htm](http://www.modot.org/services/OR/orTemplates.htm).)

**June 25, 2010:** Review of drafts will be completed. The time between review and next due date is to allow for final changes and formatting.

**June 30, 2010:** A completed final report is due. Additional time between this due date and the end of the contract is to complete any final corrections. Thus, it is important to complete the finals by this due date instead of by the end of the contract.

**July 31, 2010:** Final invoice is due.

**July 31, 2020:** Contract ends.

### **Special Notes:**

Project budget is not to exceed \$30,000. A budget is not to be included in the proposal, but will be required for the contract and must be within this limit.

Reporting templates and standard report forms are available from the OR Contract Administrator or the web site: [www.modot.org/services/OR/orTemplates.htm](http://www.modot.org/services/OR/orTemplates.htm)

### **RFP Requirements:**

- Proposals must be no more than 10 pages with a font size no less than 11 points. This length limit does not include forms or resumes attached to the proposal.
- The “Standard Requirements” document provides further details and links to the required forms. It is available from the OR Contract Administrator or at: [www.modot.org/services/OR/orTemplates.htm](http://www.modot.org/services/OR/orTemplates.htm)
- Proposals will be evaluated by an agency and stakeholder team with knowledge and backgrounds in relevant areas for this project. Selection of the successful proposer will be based on the proposer’s demonstrated knowledge in the required areas, the merit of the proposed methods and approach in achieving the desired goals, the experience and qualifications of the team, the plan for ensuring implementation of results, and the adequacy and availability of team members to complete the work in a timely manner.

### **RFP Schedule:**

The following timeline must be met for a proposal to be accepted.

<b>Date:</b>	<b>Action:</b>
April 29, 2010	MoDOT posts RFP to the website: <a href="http://www.modot.mo.gov/services/OR/orRFP.htm">www.modot.mo.gov/services/OR/orRFP.htm</a>
May 5, 2010	Written comments or questions must be submitted to OR Contract Administrator.
May 12, 2010	MoDOT will post written responses publicly on the website: <a href="http://www.modot.mo.gov/services/OR/orRFP.htm">www.modot.mo.gov/services/OR/orRFP.htm</a>
May 19, 2010	Written proposals must be submitted to OR Contract Administrator.
May 24, 2010	MoDOT will notify submitters about project selection, or if needed about interviews to finalize selection.

### **Contracting Requirements:**

- The successful team will be required to complete additional documentation and enter into a contract such as a “Standard Research Agreement” or “Task Order.” Applicants should be aware of these additional needs so contracting can proceed in a timely manner.

- Standard contracts, forms, attachment templates and additional information are available from the OR Contract Administrator or the web site:  
[www.modot.org/services/OR/orTemplates.htm](http://www.modot.org/services/OR/orTemplates.htm)

### **Contact Information:**

Proposals must be either hand delivered by close of business; or faxed, emailed, or mailed by midnight (Central Standard Time) according to time stamp or postmark; on the due date indicated below. Please reference the project title since more than one RFP may be due at one time. Electronic proposals are encouraged. They may be faxed or emailed to the OR Contract Administrator:

[Karmen.Stockman@modot.mo.gov](mailto:Karmen.Stockman@modot.mo.gov)

Fax: 573 526-4324

Proposal packages suitable for duplicating may be submitted by mail or hand delivery to:

Organizational Results Contract Administrator

Missouri Department of Transportation

2217 St. Mary's Boulevard, West

PO Box 270

Jefferson City, MO 65109