



## REQUEST FOR PROPOSALS

### PAVING THE WAY SYSTEM REDESIGN

The Mid-Ohio Regional Planning Commission (MORPC) is requesting proposals from interested and qualified firms within the United States to undertake a redesign of the Paving the Way construction project and road closure notification system.

MORPC is a voluntary association of local government communities in the 15-county Central Ohio region. Our organization strives to enhance the quality of life and competitive advantages of Central Ohio by working through local governments and other constituents. A catalyst for change, evidence of MORPC's work is seen every day through planning, programming and services in the areas of transportation, energy, data and mapping, development, the environment, and public policy. We assist our local government members by providing innovative solutions for the many challenges facing our growing region.

Firms interested in being considered must submit **five (5) printed copies and one (1) in the form of a jump drive in a PDF format**. Proposals will be received by MORPC until **12:00 pm (EDT), Friday, May 18, 2018**.

**Submit proposals to:**  
Mid-Ohio Regional Planning Commission  
Attn: Aaron Schill  
111 Liberty Street, Suite 100  
Columbus, OH 43215  
aschill@morpc.org

Proposals must arrive in the MORPC offices prior to the proposal due date and time. Firms making proposals should take this into account when choosing a mail carrier. Facsimile submissions will not be accepted.

All questions must be submitted in writing and should be submitted via mail or email to Aaron Schill at [aschill@morpc.org](mailto:aschill@morpc.org). No answers will be given over the phone. Written answers, including any amendments to the RFP if necessary will be posted on MORPC's website. Responses to questions will be posted at <http://www.morpc.org/rfps-rfqs>.

The Mid-Ohio Regional Planning Commission in accordance with Title VI of the Civil Rights Act of 1964 and the related nondiscrimination statutes, hereby notifies all bidders that it will affirmatively ensure that any contract entered into pursuant to this advertisement, all bidders including disadvantaged business enterprises will be afforded full and fair opportunity to submit bids in response to this invitation and will not be discriminated against on the grounds of race, color, national origin, sex, age, disability, low-income status, or limited English proficiency in consideration for an award.

Request for Proposal  
Paving the Way Database Development

Neither MORPC nor any member agency of the Committee shall be liable for any costs incurred by the consultant in response to this RFP, or any costs incurred in connection with any discussions, correspondence or attendance at interviews or negotiation sessions.

All materials submitted in response to this RFP shall become the property of MORPC and may be returned only at MORPC's option.

All materials received shall be considered public information and shall be open to public inspection.

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## I. OVERVIEW/PROJECT BACKGROUND

Paving the Way is a partnership of MORPC, the City of Columbus, the Ohio Department of Transportation (ODOT), and the Federal Highway Administration (FHWA) to provide information about ongoing road construction in order to alleviate traffic congestion for commuters in and around Columbus. Initiated in 1990, Paving the Way's mission is to improve planning of and communication about road construction projects in Central Ohio, and to reinforce important road safety principles.

Paving the Way works with various agencies to maintain the status of upcoming and ongoing construction projects. Most project updates come directly from the contractors working on them. The City of Columbus's permits specify that Paving the Way is to be contacted 72 hours (3 days) prior to any roadway lane closure and 120 hours (5 days) prior to any full roadway closure. Departments within the City of Columbus (e.g., Public Service, Public Safety, and Recreation & Parks) also provide construction and road closure data to Paving the Way. Agencies outside of Columbus sometimes notify Paving the Way of projects in their jurisdictions for good measure.

In the City of Columbus, Paving the Way is to be notified:

1. Freeways and Arterials
  - a. If there will be a full closure of either or both directions of traffic.
  - b. If ramps or multiple lanes will be closed.
  - c. When any restriction occurs or lasts into peak travel periods (5-9 a.m. and 4-6 p.m.).
2. Collector Streets (including non-arterial downtown streets)
  - a. If setting up a flagging operation or closing at least one direction of travel.
  - b. If restricting any of the traveled lanes long-term or during peak hours.
3. Residential Streets
  - a. If staging a full closure of either direction for more than a day.

The Paving the Way audience is eclectic, including government agencies, motorists, curious constituents, and businesses in Franklin County, Ohio, and to a lesser extent, contiguous counties. Paving the Way provides construction and traffic management information and education to motorists and pedestrians through such channels as its website, e-mail alerts, social media, printed material, the media, employers and businesses, and community groups. Members of the public often view it as beneficial for keeping track of projects, especially when something like weather may delay a project.

Paving the Way has a web domain of [pavingtheway.org](http://pavingtheway.org). The existing site contains a map of major projects, sign-ups for e-mail alerts, information on the various projects, FAQs, contact information, and various other resources. Mass e-mailing is built into the [pavingtheway.org](http://pavingtheway.org) website, including the distribution lists.

In 2017, responsibility for managing Paving the Way transitioned from the City of Columbus to MORPC. Immediately following the transition, MORPC's primary objective was to maintain the system by ensuring up-to-date project information was available on the website. However, the processes by which project information is gathered and populated on the current site is very manual and time consuming. Contractors and public agencies submit project information via email or phone, and a MORPC staff person then reviews each submittal and enters relevant project information into the system.

MORPC is now seeking to redevelop the Paving the Way system to operate more efficiently while also expanding its functionality and geographic reach. MORPC envisions developing Paving the Way into a regional resource for road construction, closure, and traffic safety information serving communities throughout Central Ohio. The system redesign will consist of two primary components: database development and website and/or mobile application design. The proposals received by MORPC should address these components with equal importance. While the existing website is oriented entirely toward

users seeking information about construction projects, the new website and/or application will also include an interface for contractors and public agencies to enter project information directly into the system. This direct data input will reduce the demand on MORPC staff resources, while also streamlining the process for users entering data, ultimately resulting in more projects making it into the system and more timely information updates.

## II. SCOPE OF SERVICES

### Task 1 – Project Administration

- Prepare a detailed project work plan and schedule.
- Consultant will be expected to attend project meetings and provide updates at regular intervals to be agreed-upon prior to the project commencing.

### Task 2 – Database Development

- Building on the structure established by the City of Columbus, develop a database schema and data fields to be collected for each project entered into the system.
- The database will primarily capture upcoming road closures, lane restrictions, and other construction activity. However, it should be designed such that it may be expanded to capture information about all stages of a transportation project, from initial planning through construction.
- Ideally, locational data for projects and detour routes will be formatted such that they may automatically populate online mapping (most likely using ArcGIS software).
- Consultant should make recommendations about database software and structure, and which fields will be required and which will be optional.
- Consultant must provide detailed documentation of the database and all its component parts.

### Task 3 – PavingtheWay.org Site and/or Mobile Application

- In order to provide timely construction and road closure information, the Paving the Way system must become more automated than it has been in the past. Whereas project updates are currently submitted to Paving the Way via email or phone call and then entered by a MORPC staff person, the new system must allow for contractors and staff at various agencies throughout the region to enter and update information about their projects directly. Preferably, the system will be capable of ingesting project information via batch uploads and through an application programming interface (API).
- Communication of construction project and road closure data to external audiences should also become more automated, nuanced, and diverse. Currently, the public can subscribe to Paving the Way email and text updates or visit the website for information on projects and closures. While these options should remain and receive upgrades, the new system should also offer expanded communication options, including but not limited to in-app notifications and an API to share data dynamically through other sites.
- Multiple user types with varying permissions are envisioned for the system. In addition to internal users and administrators, at least two external user types have been identified:
  1. Users inputting and managing project information in the system. The system will need the ability to grant/restrict access to specific projects in the database for these users.
  2. Users seeking construction and closure information from the system. These users will need the ability to manage the updates they receive (e.g., frequency, geography, and format of updates).

The consultant will be expected to recommend the final set of user types and to develop appropriate permissions for each.

- When the City of Columbus was managing Paving the Way, they entered into partnerships with outside entities to share upcoming construction and road closure data. The new system should accommodate and improve the ability of outside organizations to access and incorporate Paving the Way data into other applications. The consultant should also make a recommendation regarding the benefits of developing a stand-alone Paving the Way application versus relying on existing applications to communicate the data.

#### Task 4 – MORPC Staff Training

- The consultant will train selected MORPC staff on management and use of the new Paving the Way system. They will conduct training and generate leave-behind materials for updating material on the website and/or application, the database structure including adding/removing/editing fields and forms, and user administration; and will be available for questions and emergency editing needs.
- MORPC may also want the consultant to develop training materials (e.g., PDF instructions, recorded tutorial with screenshots) to ease adoption of the new system by external users.

#### Task 5 – System Testing and Launch

- The consultant will perform beta testing of the system prior to a full public launch. With the help of MORPC staff, key stakeholders will be engaged to test the new Paving the Way system. The consultant will develop beta testing scenarios that ensure testing occurs on the full range of system functionality.
- Following beta testing and prior to launch, the consultant will perform fixes to correct any bugs identified during the testing process.
- The consultant will remain available to perform additional fixes to the system for a period of one month following the system launch. Options for ongoing support and system maintenance should be detailed in the proposal.

### III. PROPOSAL FORMAT

The proposal must address the following items in the following order. Failure of the proposal to respond to a specific requirement may be a basis for elimination from consideration during the comparative evaluation. MORPC reserves the right to accept or reject any or all proposals.

Each consultant shall submit a formal proposal not to exceed fifteen (15) 8.5" x 11" pages (excluding tabs, dividers, etc.) and shall contain the following sections:

- A) Cover Letter
- B) Organization, Personnel, Experience & Project Management
- C) Consultant's Methodology/Work Plan
- D) List and Description of Deliverables
- E) Project Schedule
- F) Budget or Cost Proposal
- G) MORPC Disadvantaged Business Enterprise (DBE) Goal Compliance/Subcontracting

#### A.) COVER LETTER

The **cover letter** shall be signed by a representative authorized to legally bind the firm, and include:

- Name, telephone number, and e-mail address of a contact person with authority to answer questions regarding the proposal (ideally the day-to-day project manager for this work).
- Name, address, and phone number of a contact person to be notified regarding contractual issues.
- Identification of the firm as a corporation or other legal entity.
- Amount of committed DBE participation.

The letter shall state that the proposer:

- Has sole and complete responsibility for delivery of the required services.
- Is presently not debarred, suspended, proposed for debarment, declared ineligible or involuntarily excluded from covered transactions by any federal department or agency or by any State of Ohio department or agency.

**B.) ORGANIZATION, PERSONNEL, EXPERIENCE & PROJECT MANAGEMENT**

Specific background information on key individuals who are anticipated to be assigned to the project should be included, most notably the project manager. Identify the location of the office where the majority of the work is to be performed. This section shall also provide an overview of each key person working on the project and show their relationship to the firm and their affiliations. Listed below is information that is also required at the time of your proposal submission:

- Include any additional descriptive literature or information that is relevant to the specification and/or services proposed – that indicate unique qualifications, particular competence in this field of expertise, technical capabilities, proprietary techniques, or special resources.
- Identify any subcontracting that your firm will be using for the work, and detailed information for each subcontractor including name, location, scope of services, history of working with that firm, and contact information.
- A minimum of three (3) references for services comparable to the Scope of Services. Include each reference's name, address, project owner's representative, title, phone number, email, time period when services were rendered, and description of services rendered.

**C.) CONSULTANT'S METHODOLOGY/WORK PLAN**

This section shall indicate the consultant's understanding of the project scope of work; a definition of the scope of the project (including a discussion of the tasks to be performed to accomplish the scope of work); a definition of the final product; and the consultant's approach to the project (including the estimated time of completion for key tasks, phase deliverables, the management organizational chart, and identification of MORPC's and other stakeholders' roles in the project).

The consultant's proposal shall contain a step-by-step explanation and description of the methodology to be employed and how the methodology addresses MORPC's scope of work. The consultant's proposal shall further contain a detailed level of effort. In addition, please explain any aspect of your method that is unique or innovative.

Also, administrative information, such as the consultant's status reporting procedures and the consultant's approach to effective communication with MORPC personnel and sub-consultants, shall be included.

**D.) LIST AND DESCRIPTION OF DELIVERABLES**

The consultant's proposal shall list and describe the deliverables for each identified task that are part of the various steps of the methodology. All materials created and submitted throughout the lifetime of the

projects related to the contract shall become the property of MORPC. All materials received shall be considered public information and shall be open to public inspection.

**E.) PROJECT SCHEDULE**

Included as part of the proposal, the proposer shall provide a schedule identifying all tasks and sub-tasks, all deliverables, and time in the scope of work. The project should be completed by November 30, 2018. If the consultant believes this will adversely affect the quality of the project, the consultant should explain why. Also, please see Section IV. Procurement Process for a detailed RFP timeline.

**F.) BUDGET OR COST PROPOSAL**

Respondents must disclose all additional rates that may apply for additional functionality programming or post-project maintenance including non-routine services, labor, line items, subcontractors, software licensing and any other applicable visual communication or graphic design charges. Specifics should be provided as to definitions of routine versus non-routine tasks, what is fixed as opposed to variable, and how costs are adjusted according to that classification.

The proposer should be aware that the project is funded with U.S. DOT funds and will be subject to all the requirements thereby imposed. In addition, as U.S. DOT funds are administered by the Ohio Department of Transportation (ODOT), this project will be subject to all requirements imposed by ODOT.

The proposer should be aware that it is the goal of MORPC to process and pay properly prepared and submitted invoices within 60 days, although that is not guaranteed. Improperly prepared and submitted invoices will be returned and will consequently not be processed and paid within the 60-day goal. Proof of payment will be required for all charges included on invoices.

**G.) MORPC DISADVANTAGED BUSINESS ENTERPRISE (DBE) COMPLIANCE/SUBCONTRACTING**

**DBE Firm Participation**

Working in cooperation with the Ohio Department of Transportation (ODOT), a 15 percent disadvantaged business enterprise (DBE) goal has been established for this contract per requirements of the U.S. Department of Transportation (USDOT). Respondents strongly encouraged to meet or exceed this goal, and this section should include a description of how the contractor will do so. DBE firms must be certified by a USDOT-authorized certification agency, such as ODOT. MORPC will expect contractors to meet the DBE percentage included in their contract and will require ongoing reporting of this percentage during the contract life. MORPC will also include DBE prompt payment requirements in all contracts.

List items of work that are proposed to be subcontracted for this project, the proposed utilization of the sub-contractor(s), the name(s) of the sub-contractor(s), and the percent of work expected to be performed by each. Discuss their qualifications and the basis for their selection



## IV. PROCUREMENT PROCESS

### ***RFP TIMELINE***

The schedule for the RFP is given below. Dates are tentative and may be modified by MORPC as necessary.

<b>Key Date</b>	<b>Event</b>
April 16, 2018	Proposal is posted on MORPC website for interested parties to retrieve.
May 18, 2018	Completed proposals due to MORPC by 12:00 p.m. (EDT)
May 21, 2018	Proposals will be opened at 2:00 p.m. (EDT)
May 21 – June 1, 2018	Evaluations of proposals.
June 4 – June 8, 2018	Oral presentations at MORPC, if required.
June 8, 2018	Evaluation Committee makes recommendation.
June 11 – June 13, 2018	Contact all proposers regarding awards to be made
June 11 – June 29, 2018	Contract preparation.
June 29, 2018	Contract finalized.
July 1, 2018	Project begins.

The selection of the project consultant will follow a multi-step process. The first step will be an evaluation of the written proposals using the criteria listed below.

### ***EVALUATION CRITERIA***

The evaluation criteria are as follows:

- 1. General Quality & Adequacy of Response (10 %)**
  - a. Completeness and thoroughness
  - b. Responsiveness to terms and conditions
  - c. Clear, organized, and well-written proposal
  - d. Overall impression
  
- 2. Organization, Personnel, Experience & Project Management (20 %)**
  - a. Qualifications and experience of proposed personnel, including project manager
  - b. Relevant knowledge, skills & experience with the project
  - c. Experience working with similar organizations or public sector clients
  - d. Demonstrated capacity to do the work
  - e. Commitment to working with disadvantaged vendors
  
- 3. Technical Approach & Work Plan (45 %)**
  - a. Ability to meet the Scope of Services
  - b. Approach to study, including the ability to derive creative solutions. Clear description of elements of the work plan
  - c. Clarity and organization in concept development, including, but not limited to proposed data structure, management, and sharing; user interfaces; and system interoperability
  - d. Addresses expected outcomes:
    - i. Identifies who will do the work
    - ii. Includes realistic & sufficient timelines
    - iii. Includes reasonable & useful reporting timelines
  - e. Specialized experience relevant to the work scope

**4. Cost/Budget (25 %)**

- a. Clarity of budget and congruence with RFP and proposed scope of work
- b. Cost

***EVALUATION COMMITTEE***

The Committee will conduct the evaluation of proposals and reserves the right to reject any and all proposals in whole or in part received in response to this request. The Committee may waive minor defects which are not material when no prejudice will result to the rights of any other consultants or to the public.

The second step would include oral presentations. Depending upon the relative merits of the proposals, two or three of the consultants will be invited to give an oral presentation and respond to questions from an interview panel. The second step may be waived if the Committee finds from the evaluation in the first step that one team is clearly more qualified to perform the study than the other teams.

***CLARIFICATION INTERVIEWS***

At MORPC's option, the respondent may be required to answer questions about the proposal. The purpose of the interview is to provide clarification of information presented in the proposal. If interviews are necessary, MORPC will contact the respondent's authorized representative to schedule the time, date, and method of interview (e.g. in-person presentation, web meeting, or conference call). If in-person interviews are requested, the respondent must comply at no cost or obligation to MORPC. A respondent's refusal to make a presentation as described shall result in the respondent being rejected from consideration for the project.

***SELECTION AND NEGOTIATIONS***

Based on the evaluation of the proposals, the most qualified consultant will be selected. If negotiation with the highest ranked consultant fails to result in a mutually acceptable agreement, MORPC will notify that firm in writing of the termination of negotiations. The next highest ranked consultant, as determined by the earlier technical proposal evaluation, will then be invited to enter into negotiations with MORPC. If negotiations again fail, the same procedure shall be followed, with each next most qualified firm until a contract has been negotiated. If the remaining proposals are considered not to be qualified, the notification and selection processes will be repeated.

**V. PROPOSAL TERMS & CONDITIONS**

***Evaluation of Proposal Compliance with Specifications***

Understanding that no consultant may completely meet all requirements of the specifications, MORPC reserves the sole right to determine whether a proposal substantially complies with the specifications; accept, negotiate modifications to, or reject the terms of any proposal; and waive the right to accept a part, or parts, of a proposal, unless otherwise restricted in the proposal.

***Modification and/or Withdrawal of Proposals***

Modifications of a submitted proposal must be received by the designated due date specified. Withdrawal of proposals will be allowed only in those cases in which a written request to withdraw a Proposal is received by MORPC prior to the date and hour for receiving and opening Proposals. In such case, same will be returned to consultant unopened.

***Proposer Qualifications***

MORPC may require all proposers to submit evidence of qualifications, and may consider any evidence of the financial, technical, and other qualifications and abilities. MORPC will not award a contract to a

proposer who, in its opinion, is not fully qualified on the basis of financial resources and responsibility, possession of adequate equipment, personnel, experience, and past record of performance to perform the obligation to be undertaken competently and without delay.

#### Award of Contract

Each consultant acknowledges that MORPC will use its discretion and judgment in making the final decision and further acknowledges that no claim by the consultant will arise in any way relating to the exercise of that judgment by MORPC. MORPC reserves the right to accept the Proposal deemed to be in the best interest of MORPC or to reject any and all Proposals.

MORPC's Executive Director is the only individual who may legally commit MORPC to the expenditure of public funds. No cost chargeable to the proposed contract may be incurred before receipt of either a fully executed contract or a specific, written authorization to proceed.

### **GENERAL INFORMATION & REQUIREMENTS**

#### Compliance with US DOT Regulations

The project will be funded from federal transportation funds. Consequently, the consultant must comply with all U.S. Department of Transportation regulations pertaining to federal transportation planning studies and non-discrimination in federally-assisted programs.

#### Ownership of Products

MORPC will retain the copyright for all data, materials, information, processes, studies, reports, surveys, proposals, plans, codes, scientific information, technological information, regulations, maps, equipment, charts, schedules, photographs, exhibits, software, software source code, documentation, and other materials and property that are prepared, developed or created under or in connection with this project. Therefore the submitter should anticipate that all products of this work effort will become the property of MORPC who will make them available to other government agencies and their contractors.

#### Deviation Clause

The consultant's attention is called to the condition that, if awarded a contract, the consultants will be required to furnish the particular item referred to in strict accordance with the specifications or descriptions as proposed, unless a departure or substitution is clearly noted and described in the proposal, along with the reasons therefore.

#### Tax Exemption

MORPC is exempt from the payment of federal excise and transportation taxes levied under the provisions of the Internal Revenue Code. MORPC is also exempt from Ohio State Gross Retail (sales tax). The successful consultants will be furnished with any certificates of exemption required.

### **MORPC STATEMENTS ON DIVERSITY & INCLUSION**

#### Equal Opportunity

The consultant agrees that it will not discriminate against any employee, applicant for employment, or sub-contractor and that it will take affirmative action to insure that employees, applicants and sub-contractors are treated equally during employment without regard to race, color, sex, gender identification, creed, religion, ancestry, national origin, sexual orientation, disability, genetic information, age, marital/familial status, military status (past, present, or future), limited English proficiency, or status with regard to public assistance.

#### Disadvantaged Vendors

Disadvantaged Vendors shall have the maximum opportunity to participate in the performance of contracts financed under this solicitation. In this regard, all proposers shall take all necessary and

reasonable steps to ensure that minority vendors have the maximum opportunity to compete for and perform any subcontracts. Also, proposing firms are encouraged to notify MORPC if they meet one of the disadvantaged vendor designations, such as Minority Business Enterprise (MBE), Small Business Enterprise (SBE), or Women-owned Business Enterprise (WBE).

### **CONTRACTING REQUIREMENTS**

The following are not part of the proposal requirements but will be requirements in the contract in addition to other contractual requirements. *Please also note that prior to negotiation, the firm selected for negotiation must provide average hourly rates for personnel assigned and a copy of the last audited financial statement.*

#### Compensation

A not-to-exceed contract amount based on satisfactory work performed and products and services produced will be entered into after negotiations between MORPC and the selected firm.

Alternative compensation models may be considered.

During contract negotiations, the selected firm must provide individually-priced and prioritized tasks to be completed "if authorized." The sequencing of work tasks must be done in such a way that successful completion of earlier tasks is not dependent upon the completion of later tasks.

#### Cancellation

MORPC reserves the right to cancel any contract for failure or refusal of performance, fraud, deceit, misrepresentation, collusion, or any other misconduct on the part of the consultant.

#### Unresolved Finding for Recovery

The selected consultant affirmatively represents and warrants to MORPC that it is not subject to a finding for recovery under ORC 9.24 or that it has taken appropriate remedial steps required under ORC 9.24 or otherwise qualifies under that section. The consultant agrees that if this representation or warranty is deemed to be false, the agreement shall be void *ab initio* as between the parties to this agreement, and any funds paid by MORPC to the consultant hereunder shall be repaid to MORPC immediately, or an action for recovery may be commenced immediately by MORPC for recovery of said funds.

#### Covenants of Consultant

The consultant will be required to covenant and warrant the following:

- a) Consultant is not debarred, suspended, proposed for debarment, declared ineligible, or voluntarily excluded from participation in any contract, supported in whole or in part by the funding sources for this project;
- b) Consultant has not within a three (3) year period had one or more public transactions terminated for cause or default;
- c) Consultant will comply with the provisions of Section 1352, Title 31 of the U.S. Code, which prohibits the use of federal funds to lobby any official or employee of any federal agency, or member or employee of Congress; and to disclose any lobbying activities in connection with federal funds.