REQUEST FOR PROPOSALS

Gohio Advertising Campaign

The Mid-Ohio Regional Planning Commission (MORPC) is requesting proposals from firms to provide professional services for MORPC’s “Gohio Commute” 2020 Advertising Campaign.

MORPC is a voluntary association of local government communities in the 15-county Central Ohio area. 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 housing, transportation, water, land use, economic development, environment, public policy and technology. We assist our local government members by providing innovative solutions for the many challenges facing our growing region.

Consultants interested in being considered must submit Two (2) printed copies and one (1) in the form of a compact disc or jump drive in a PDF format. Proposals will be received by MORPC until 4:00 pm (EST), MONDAY, MARCH 20, 2020.

Submit proposals to:
Mid-Ohio Regional Planning Commission
Attn: Patty Olmsted
111 Liberty Street, Suite 100
Columbus, OH 43215
polmsted@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 Patty Olmsted at polmsted@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.
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

MORPC’s Gohio team is a regional leader of Transportation Demand Management (TDM) awareness efforts providing a multi-faceted approach for Central Ohioans seeking solutions to help save money, reduce road congestion, improve air quality, reduce carbon footprints, and improve overall health. MORPC’s Gohio team develops programs and policies which seek to (1) increase awareness of the many mobility options available in Central Ohio, (2) empower travelers to make well-informed decisions about their trips, and (3) equip travelers with the tools necessary for sustainable travel (i.e. ridematching services, multi-modal trip planning, Emergency Ride Home, etc.). Additionally, MORPC provides the region’s only daily year-round air quality forecast for ozone and PM2.5. MORPC uses the Air Quality Index (AQI) to determine the daily air quality forecasts.

The footprint of Gohio’s services covers 15 Central Ohio counties, including Franklin, Fayette, Hocking, Logan, Morrow, Madison, Marion, Perry, Pickaway, Ross, Union, Delaware, Knox, Licking, and Fairfield.

Gohio is seeking a firm to provide professional advertising services to continue their commute smarter campaign from May 2020 to November 2020 as outlined in Scope of Services in this RFP.

II. SCOPE OF SERVICES

MORPC Gohio Commute currently has a commute smarter campaign which they have been advertising for the past two years. We want to continue this campaign using the current assets but adding a couple new elements this year.

The ideal firm will need to outline their ability to conduct the following campaign taking place in 2020: (1) creation of assets, (2) execution and campaign management, and (3) media delivery and buy to achieve the campaign goals. The scope of the campaign is as follows:

The General Outreach campaign seeks to raise general public awareness of the quality mobility options available to Central Ohio commuters in MORPC’s 15-county region. MORPC’s Gohio staff believes the primary focus of the campaign’s messaging needs to raise public awareness about the realities of lifestyle choices – mainly commuting habits – that physically harm us, constrain our economic independence, and degrade our air quality (e.g. excessive single occupancy vehicle (SOV) usage, vehicle idling, etc.).

The campaign needs to both (1) educate individuals directly of the consequences of SOV, and (2) drive individuals to the Gohio website. The website will educate users about the true costs of commuting (economic, health, and environmental impacts) and equip them with resources necessary to shift away from Single-Occupant Vehicle (SOV) commuting.

MORPC hopes to raise awareness by continuing their commute smarter campaign by continuing to use the brand assets created last year and building upon those assets with a few new items.

This campaign hopes to help shift commuters away from SOV commutes and instead utilize alternative modes of transportation, such as carpooling, vanpooling, taking transit, or biking.
Date of Campaign: May 15, 2020 through November 15, 2020

Objective:

1. Increase public awareness of MORPC’s Gohio Commute sustainable transportation resources
2. Increase participation in the Gohio Commute program by driving traffic to the Gohio Website
3. Increase the number of registered users in the Gohio Commute programs.

Goal Outcomes:

1. Add 500 new users to the Gohio Commute database via messaging efforts.
2. Add 50+ new users interested in vanpooling to the Gohio Database via messaging efforts developed from this campaign.

Targeted Demographics:

- **Long distance commuters** - Those who have routine long-distance commutes and consistent work schedules are more likely to consider ridesharing, especially vanpool.
- **Commuters who pay for parking** - Lack of parking or high cost parking (i.e. downtown Columbus) often sparks commuters to consider sustainable forms of transportation.
- **Environmentally Conscious** – Individuals who are highly motivated to make sustainable lifestyle choices because of their actions on the environment.

Possible Communication avenues to consider, but not limited to:

- **Radio ads**
  - Traditional and Internet
  - Focusing on drive time commutes
- **Digital/Mobile Marketing**
  - Target specific buildings with digital marketing. Target five companies of MORPC’s Choice - must create ad for this digital marketing. *(required component of the campaign - not optional)*
- **Billboard**
- **Ads on CoGo stations, newsstands, benches, etc.**
- **Content generation and/or management of Social Media pages**
  - Content generation - Required
    - Proposal must include content for four LinkedIn ads. Two focused on general outreach of Gohio Commute program and two for Gohio Commute Vanpooling. Gohio Staff will be responsible for posting these on LinkedIn site.
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- Proposer will create two newspaper ads. One advertising the Gohio Commute program and one advertising the Gohio Commute vanpool program. Gohio Staff will use these newspaper ads to advertise in rural areas which we feel would benefit from the program, but digital marketing doesn’t make sense.
- All existing commute smarter advertising pieces will be made available to the selected firm.

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
   a. Firm’s Personnel Profile and Corporate Qualifications
   b. Project Team Availability and Capacity
   c. Prior Campaign Development/Management
C) Proposed Advertising Strategies
   a. List and Description of Deliverables
   b. Campaign Schedule
   c. Budget
D) 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.
- Will meet the MORPC DBE goal and be signed by a representative authorized to legally bind the firm.

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 the Ohio Department of Transportation.
B.) ORGANIZATION, PERSONNEL, EXPERIENCE & PROJECT MANAGEMENT

CONSULTANT’S PERSONNEL & CORPORATE PROFILE
Specific background information on key individuals who are anticipated to be assigned to the project should be included, most notably the project manager. The background information on these individuals would emphasize their experience relative to project requirements.

Note the general availability and capacity for those who will be involved throughout the duration of the project.

Include a portfolio of recent or relevant advertising campaign development and implementation experience. Proved details on how your firm decided which advertising strategies to pursue, how your firm developed advertisements and the overall effectiveness of the campaign.

C.) FIRM PROPOSED ADVERTISING STRATEGIES

This section shall indicate the firm’s understanding of the scope of work, goals, and desired outcomes of the campaign identified in this RFP. The firm shall discuss their proposed advertising strategies and determine how they will accomplish the objectives and goal outcomes listed in Section II (Scope of Services). The firm shall include proposed advertising mediums to be used for the advertising campaign, and project their value added to the campaign.

Summary of deliverables for the campaign
1. Campaign Summary (indicate your understanding of MORPC’s scope, goals, outcomes, etc. for the campaign)
2. Proposed Messaging Strategy (What do you believe should be the primary message of the campaign?)
3. Proposed Marketing Avenues (e.g. radio ad, digital, CoGo ad, etc.)
   a. Methodology (why/how will this marketing avenue be effective?)
   b. Target Demographic
   c. Date & Time Range (i.e. 30 second radio ads will run on Station X every 2 hours from August – November)
   d. Projected Impact (e.g. impressions, signups generated, etc.)
   e. Budget

The firm shall indicate the expected level of MORPC staff involvement in developing or administering the campaign. Additionally, include any further information or data needed from MORPC in order to further enhance the proposed campaign.

D.) LIST AND DESCRIPTION OF DELIVERABLES

The proposer shall provide a schedule identifying all campaign development-oriented tasks and sub-tasks necessary to complete the scope of work. The campaign is expected to begin in May and conclude in November. As the campaign is expected to be multi-faceted, MORPC understands different marketing avenues may be utilized throughout the duration of the campaign and are not expected to last in entirety throughout the entire campaign period. This may lead to a staggered development process, which should be identified in the schedule. If the firm believes this will adversely affect the quality of the project, the firm should explain why.

Proposed Timeline (provided interviews are not necessary to select the firm)
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 1, 2020. If the consultant believes this will adversely affect the quality of the project, the consultant should explain why.

Proposed Timeline (provided interviews are not necessary to select the consultant)
Proposals due on March 30, 2020
Selection and initial scope meeting the week of April 13, 2020
Target to begin work on May 15, 2020

F.) BUDGET

The cost to complete the campaign shall not exceed $49,500.

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.

The expected budget for this task is $49,500. Additionally, MORPC will provide in-kind services for the project, including:
- project and contract management,
- data and GIS support,
- public involvement (facilitation assistance and facility use), and
- website hosting.

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 0 percent disadvantaged business enterprise (DBE) goal has been established for this contract per requirements of the U.S. Department of Transportation (USDOT). Respondents are expected to meet or exceed this goal. DBE firms must be certified through the Ohio Unified Certification Program. This section shall include a description of how the contractor will meet or exceed the 0 percent DBE goal. 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.

<table>
<thead>
<tr>
<th>Key Date</th>
<th>Event</th>
</tr>
</thead>
<tbody>
<tr>
<td>February 19, 2020</td>
<td>Proposal is posted on MORPC website for interested parties to retrieve.</td>
</tr>
<tr>
<td>March 20, 2020</td>
<td>Completed proposals due to MORPC by 4:00 p.m.</td>
</tr>
<tr>
<td>March 23, 2020</td>
<td>Proposals will be opened</td>
</tr>
<tr>
<td>March 26, 2020</td>
<td>Oral presentations at MORPC, if required.</td>
</tr>
<tr>
<td>March 27, 2020</td>
<td>Evaluation Committee makes recommendation.</td>
</tr>
<tr>
<td>March 30, 2020</td>
<td>Contact all bidders regarding awards to be made</td>
</tr>
<tr>
<td>April 10, 2020</td>
<td>Contract finalized.</td>
</tr>
<tr>
<td>May 15, 2020</td>
<td>Project begins.</td>
</tr>
</tbody>
</table>

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 (20%)
   a. Completeness and thoroughness
b. Responsiveness to terms and conditions
  c. Overall impression

2. Organization, Personnel, Experience & Project Management (25 %)
   a. Qualifications and experience of proposed personnel, including project manager
   b. Relevant knowledge, skills & experience with the project
   c. Experience working with similar clients
   d. Demonstrated capacity to do the work
   e. Study Area Understanding/Local Presence:
      i. Familiarity with the study area’s characteristics
      ii. Familiarity with the study area’s economy, culture, and environment
      iii. Capacity to locally coordinate and administer the project

3. Technical Approach & Work Plan (30 %)
   a. Clarity and organization in concept development
   b. Quality and quantity of services to be rendered
   c. Approach to study, including the ability to derive creative solutions. Clear description of elements of the work plan:
   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 consultant may be required to answer questions about the proposal. The purpose of the interview is to provide clarification of information presented in the written proposal. If interviews are necessary, MORPC will contact the consultant’s authorized representative to schedule the time, date, and method of interview (e.g. in-person presentation or conference call). The interview will be within two weeks of notification. The interview will be given by the Committee. If in-persons interviews are requested, the consultant must comply at no cost or obligation to MORPC. A consultant’s refusal to make a presentation as described shall result in the consultant’s proposal being rejected from consideration for the project.
SELECTED 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. ADMINISTRATIVE & ORGANIZATIONAL ELEMENTS

REPORTING

Upon being awarded the contract, the firm shall work with MORPC Gohio Staff to prepare a comprehensive document detailing the strategies, specific marketing avenues, and anticipated outcomes for the campaign. The document shall be submitted to MORPC Gohio staff prior to campaign implementation.

Throughout the campaign development process, all advertising materials prepared by the firm (videos, electronic ads, radio recordings, etc.) shall be provided to MOPRC in electronic format and will be the property of MORPC.

Upon the conclusion of the campaign, the firm shall present MORPC a closeout report detailing the effectiveness of the campaign, including the number of impressions generated for each marketing avenue, estimated number of users driven to the Gohio Website, and overall ROI of the campaign.

VI. 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.

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.