



State of New Hampshire

DEPARTMENT OF SAFETY
JAMES H. HAYES BUILDING
33 HAZEN DRIVE
CONCORD, NEW HAMPSHIRE 03305
603-271-2791



ROBERT L. QUINN
COMMISSIONER

EDDIE EDWARDS
ASSISTANT COMMISSIONER

STEVEN R. LAVOIE
ASSISTANT COMMISSIONER

September 10, 2026

Her Excellency, Governor Kelly A. Ayotte
and the Honorable Council
State House
Concord, New Hampshire 03301

REQUESTED ACTION

Authorize the Department of Safety, Office of Highway Safety (OHS) to **Retroactively** amend a contract with EVR Advertising (Eisenberg Vital & Ryze, LLC - VC#206985-B001) for the continued delivery of public service campaigns about highway traffic safety, by increasing the price limitation by \$382,200 from \$764,400 to \$1,146,600 and extending the completion date from September 30, 2026 to September 30, 2027 effective upon Governor and Council approval. The original contract was approved on November 13, 2024, item #127. **100% Federal Funds.**

Funds are available in the following accounts for Fiscal Year 2027:

02-23-23-23-231010-75410000-NHTSA Grants	<u>FY 2027</u>
102-500731-Contracts for Program Services	\$140,700
02-23-23-231010-75510000-NHTSA Distracted Driving	<u>FY 2027</u>
102-500731-Contracts for Program Services	\$61,500
02-23-23-231010-75430000-NHTSA Alcohol-Impaired Dr	<u>FY 2027</u>
102-500731-Contracts for Program Services	\$145,000
02-23-23-231010-75440000-NHTSA Motorcycle Safety	<u>FY 2027</u>
102-500731-Contracts for Program Services	\$35,000

Grand Total: \$382,200

EXPLANATION

This amendment is **retroactive** because the amendment was not finalized and advanced through the required review and approval process prior to the expiration of the current contract term. The Department requires the continuation of these critical highway safety media campaign services without interruption to maintain ongoing public education and outreach efforts throughout the State.

As previously approved by Governor and Council on November 13, 2024, Item #127, following RFP DOS 2024-015, EVR Advertising provides Highway Safety Media Campaign Services for the State of New Hampshire. This amendment will ensure EVR continues to develop and distribute New Hampshire-specific public service announcements and educational messaging designed to reach residents across all ten counties and the broader New England region.

To make New Hampshire the safest state in the Nation with the highest quality of life for all.

Consistent with the original agreement, the multi-media campaigns will continue to focus on critical highway safety priorities, including speeding, distracted driving, impaired driving, occupant protection, motorcycle safety, and pedestrian and bicycle safety. Campaigns are designed to maximize market penetration, increase public awareness, and encourage safer driving behavior.

Public service announcements and educational messaging are distributed through a combination of traditional and digital media platforms, including television, radio, streaming audio, billboards, social media, and other digital outlets. This comprehensive approach provides a unique mix of direct marketing opportunities to reach drivers and other roadway users throughout New Hampshire.

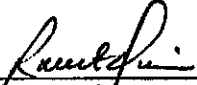
Public education is an important component of the Department's overall effort to reduce crashes, injuries, and fatalities on New Hampshire roadways. In 2023, 16% of non-fatal crashes, or 4,520 crashes, were attributed to inattention or distraction. New Hampshire ended 2023 with 119 traffic-related fatal crashes resulting in 127 fatalities, with speeding contributing to many of those crashes. In 2022, 100 alcohol and/or drug-related crashes resulted in 107 fatalities, representing 73.3% of the State's 146 traffic fatalities. Drug testing also identified 71 operators involved in fatal motor vehicle crashes who tested positive for drugs. In 2023, 42 of the 71 motor vehicle occupant fatalities, or 59.2%, were not wearing seatbelts.

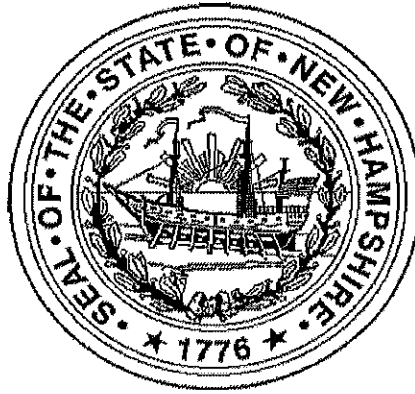
EVR Advertising has successfully developed and implemented large-scale highway safety campaigns and has demonstrated the ability to target key demographics and broadly distribute messaging to support the Department's public safety objectives. The Contractor's experience and established media strategy allow the Department to effectively communicate important highway safety information through multiple platforms.

Continuation of these services will allow the Department to maintain consistency in its highway safety messaging, continue planned public education and outreach efforts, and promote safe and responsible behavior among all users of New Hampshire's roadways.

In the event that Federal Funds are no longer available, General Funds and/or Highway Funds will not be requested to support this program.

Respectfully Submitted,


Robert L. Quinn
Commissioner of Safety



STATE OF NEW HAMPSHIRE

Department of Safety

Office of Highway Safety

AMENDMENT TO EVR NH OFFICE OF HIGHWAY SAFETY MEDIA CONTRACT

Amendment #1

**AMENDMENT TO EVR ADVERTISING –
NH OFFICE OF HIGHWAY SAFETY MEDIA CONTRACT
AMENDMENT # 1**

This Amendment (the "Amendment") is entered into by and between the State of New Hampshire, acting through its Department of Safety (DOS), Office of Highway Safety (OHS) (the "Department") and EVR Advertising, 115 Dow Street Manchester NH ("Contractor"). The Department and Contractor are sometimes referred to herein singularly as a "Party" and collectively as the "Parties."

WHEREAS, the Parties entered into that certain Agreement approved by Governor and Council, as a result of RFP DOS 2024-015, on November 13, 2024, Item #127 wherein Contractor agreed to provide, and the Department agreed to lead the Highway Safety Media Campaign Services in New Hampshire in accordance with the terms and conditions set forth therein; and

WHEREAS, pursuant to Paragraph 17 of the Agreement, the Parties wish to amend the Agreement as further specified herein;

NOW, THEREFORE, for good and valuable consideration exchanged, the receipt and sufficiency of which is hereby conclusively acknowledged, the Parties hereby agree to **Retroactively** amend the Agreement as follows:

1. **Retroactively** amend Section 1.7 of the State of New Hampshire P-37 General Provisions by extending the Completion Date from 9/30/2026 to 9/30/2027
2. **Retroactively** amend Section 1.8 of the State of New Hampshire P-37 General Provisions by increasing the Price Limitation by \$382,200.00 from \$764,400.00 to \$1,146,600.00.

**AMENDMENT TO EVR ADVERTISING –
NH OFFICE OF HIGHWAY SAFETY MEDIA CONTRACT
AMENDMENT # 1**

CONTRACT HISTORY

DOCUMENT TYPE	G&C APPROVAL DATE AND ITEM #	COMPLETION DATE	CONTRACT AMOUNT
Original Contract	11/13/2024 Item# 127	9/30/2026	\$764,400.00
Amendment 1	10/21/2026	9/30/2027	\$382,200.00
Total			\$1,146,600.00

**AMENDMENT TO EVR ADVERTISING -
NH OFFICE OF HIGHWAY SAFETY MEDIA CONTRACT
AMENDMENT # 1**

Except as provided herein, all provisions of the Agreement shall remain in full force and effect. This amendment shall take effect upon the approval date from the Governor and the Executive Council.

IN WITNESS WHEREOF, the parties have hereunto set their hands as of the day and year first above written.

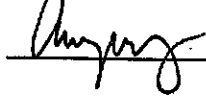
CONTRACTOR



Date: 9/9/26

EVR Advertising
(Eisenberg, Vital &
Ryze, LLC)

STATE OF NEW HAMPSHIRE



Date: 09/11/2026

Amy L Newbury, Director of Administration

State of New Hampshire

Department of Safety

**AMENDMENT TO EVR ADVERTISING –
NH OFFICE OF HIGHWAY SAFETY MEDIA CONTRACT
AMENDMENT # 1**

The preceding Amendment, having been reviewed by this office, is approved as to form, substance, and execution.

Approved by the Attorney General

 Date: 10/11/26

State of New Hampshire, Department of Justice

I hereby certify that the foregoing amendment was approved by the Governor and Executive Council of the State of New Hampshire at the Meeting on: _____ (date of meeting)

Office of the Secretary of State

_____ Date: _____

State of New Hampshire, Department of Administration

State of New Hampshire

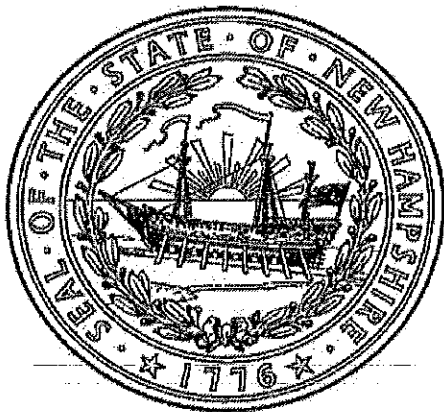
Department of State

CERTIFICATE

I, David M. Scanlan, Secretary of State of the State of New Hampshire, do hereby certify that EISENBERG, VITAL & RYZE, LLC is a New Hampshire Limited Liability Company registered to transact business in New Hampshire on November 24, 2009. I further certify that all fees and documents required by the Secretary of State's office have been received and is in good standing as far as this office is concerned.

Business ID: **622665**

Certificate Number: **0007980059**



IN TESTIMONY WHEREOF,

I hereto set my hand and cause to be affixed
the Seal of the State of New Hampshire,
this 13th day of July A.D. 2026.

A handwritten signature in black ink, appearing to read "D. Scanlan", is written over a horizontal line.

David M. Scanlan
Secretary of State

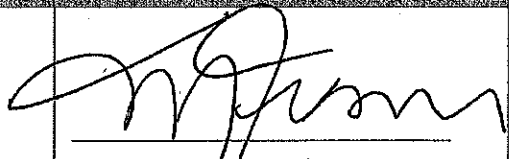
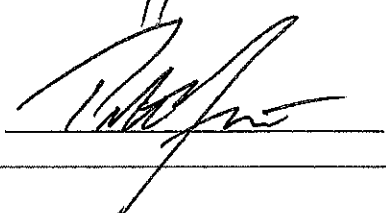
CERTIFICATE OF INCUMBENCY

Eisenberg Vital & Ryze, LLC.

A New Hampshire Limited Liability Company

Principal Office Address: 155 Dow Street, Suite 300,
Manchester, NH 03101

The undersigned, being a Managing Member of the above-named New Hampshire limited liability company (the "Company"), does hereby certify that the Company is **Member-Managed** and that both owners maintain equal signing authority and a 50% ownership stake. The individuals named below are duly elected or appointed officers/members of the Company, holding the positions set forth opposite their respective names on the date hereof, and the signature appearing next to each name is the true and genuine specimen signature of such individual.

Name	Title	Ownership %	Specimen Signature
Mackenzie Fraser	Managing Member	50%	
Pete Ricci	Managing Member	50%	

Authority Statement: Pursuant to the operating structures of the Company, each Managing Member listed above possesses independent, equal authority to execute contracts, bind the LLC, and sign legal instruments on its behalf.

-IN WITNESS WHEREOF, the undersigned has executed this Certificate on this 15 day of _____
September, 2026.

By: _____

Name: Pete Ricci

Title: Managing Member



CERTIFICATE OF LIABILITY INSURANCE

DATE (MM/DD/YYYY)

1/8/2026

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 Wieczorek Insurance 166 Concord St. Manchester NH 03104	CONTACT NAME: Michelle Weldon PHONE (A/C, No, Ext): (603) 668-3311 E-MAIL ADDRESS: michelle@wizinsurance.com FAX (A/C, No): (603) 668-9413
INSURED Eisenberg, Vital, & Ryze LLC dba EVR ADVERTISING 155 Dow St Ste 300 Manchester NH 03101-1299	INSURER(S) AFFORDING COVERAGE INSURER A: Allmerica Financial Benefit 41840 INSURER B: Citizens Insurance Company of America 31534 INSURER C: Beazley Insurance Group INSURER D: INSURER E: INSURER F:

COVERAGES

CERTIFICATE NUMBER: 25/26

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 INSD	SUBR WVD	POLICY NUMBER	POLICY EFF (MM/DD/YYYY)	POLICY EXP (MM/DD/YYYY)	LIMITS
A	☒ COMMERCIAL GENERAL LIABILITY ☐ CLAIMS-MADE ☒ OCCUR GEN'L AGGREGATE LIMIT APPLIES PER: ☒ POLICY ☐ PRO-JECT ☐ LOC ☐ OTHER:			Z2VH871987	12/18/2025	12/18/2026	EACH OCCURRENCE \$ 1,000,000 DAMAGE TO RENTED PREMISES (Ea occurrence) \$ 1,000,000 MED EXP (Any one person) \$ 5,000 PERSONAL & ADV INJURY \$ GENERAL AGGREGATE \$ 2,000,000 PRODUCTS - COMP/OP AGG \$ Employment Practices Liability Insu \$ 250,000
A	AUTOMOBILE LIABILITY ☒ ANY AUTO ☐ ALL OWNED AUTOS ☐ HIRED AUTOS ☐ SCHEDULED AUTOS ☐ NON-OWNED AUTOS			AWV H868174	12/18/2025	12/18/2026	COMBINED SINGLE LIMIT (Ea accident) \$ 1,000,000 BODILY INJURY (Per person) \$ BODILY INJURY (Per accident) \$ PROPERTY DAMAGE (Per accident) \$ Medical payments \$ 5,000
A	☒ UMBRELLA LIAB ☒ OCCUR ☐ EXCESS LIAB ☐ CLAIMS-MADE ☒ DED ☐ RETENTION \$ 0.00			Z2VH871987	12/18/2025	12/18/2026	EACH OCCURRENCE \$ 1,000,000 AGGREGATE \$ \$
B	WORKERS COMPENSATION AND EMPLOYERS' LIABILITY ANY PROPRIETOR/PARTNER/EXECUTIVE OFFICER/MEMBER EXCLUDED? (Mandatory in NH) If yes, describe under DESCRIPTION OF OPERATIONS below	Y/N ☒ N/A		per 3a: NH and CA Excluded: Jeff Eisenberg WBVH868170	12/18/2025	12/18/2026	☒ PER STATUTE ☐ OTH-ER E.L. EACH ACCIDENT \$ 500,000 E.L. DISEASE - EA EMPLOYEE \$ 500,000 E.L. DISEASE - POLICY LIMIT \$ 500,000
C	Professional Liability			VG00002476AF	12/29/2025	12/29/2026	LIMIT: 1,000,000

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

Please refer to policy for complete details and information regarding limitations and exclusions.

CERTIFICATE HOLDER

CANCELLATION

New Hampshire Department of Safety
33 Hazen Drive Room 208
Concord, NH 03305

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

Robert Wieczorek/MICH

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