

**Missouri Department of Transportation**  
*David B. Nichols, Director*

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## **ADDENDUM 001 Request for Proposal Advertising, Marketing & Public Education Services RFP 6-130610LK**

Offerors should acknowledge receipt of Addendum 001 (ONE) by signing and including it with the original proposal. The due date for receipt of proposal **has not** changed by this Addendum. Accordingly, the following clarifications, and or additional information, are believed to be of general interest to all potential Offerors. All other terms and conditions remain unchanged and in full force.

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|--|--|
| Name and Title of Signer<br>(Print or type)  | Name and Title of Department Authority<br><br>Leann Kottwitz, CPPB<br>General Services Senior Specialist |
| Contractor/Offeror Signature<br><br><br><br>(Signature of person authorized to sign) | Department of Transportation<br><br><i>Leann Kottwitz</i><br><br>(Authorizing Signature)                 |
| Date Signed:   | Date Signed:08/12/2013   |

### **Question:**

Under Scope of Work page 5, I note that Sponsorship Services, Sales Promotions are listed under (A) Services. However, I see no further mention or details under (B) Specific Requirements?

Therefore, can you give me further details on what would be required, for example are you looking for a company as part of this RFP to secure sponsorships? With regard to those two requirements can you advise how much weight they have in relationship to other deliverables?

### **Response:**

No, we're not looking for a company to secure sponsorships. The primary focus of this RFP would be the strategic planning, facilitation, and public engagement aspect of the



proposal. We included the other features so potential firms would have to have an understanding of them and would occasionally incorporate them into the higher level tasks listed.

**Question:**

How many agencies are participating in the RFP process?

**Response:**

This is unknown, notification was sent to approximately 12 agencies and also posted on our internet bidding website.

**Question:**

What is the main reason you are going through an RFP process for this work? Is it mandatory or are there other drivers?

**Response:**

Expanding our outsourcing options to include strategic planning, public engagement, and meeting facilitation.

**Question:**

Who has handled this work for you in the recent past? If another agency was previously contracted, is that agency being invited to participate in this RFP?

**Response:**

We have agencies that help us with production but none who help us with facilitation, strategic planning or customer engagement.

**Question:**

Who has handled this work for you in the recent past? If another agency was previously contracted, is that agency being invited to participate in this RFP?

**Response:**

There is no prediction of average. No idea when planning and facilitation will occur or at what level of need.

**Question:**

Are there internal resources that will be assisting in the efforts outlined in this RFP? If so, please indicate the type of capabilities provided by them.

**Response:**

We have a group that currently does facilitation but they are overbooked now.

**Question:**

Have you conducted any research on key topic areas to better understand audience segment needs/perceptions? If so, when was that research completed?

**Response:**

We have a public engagement campaign called On the Move that is similar to the parameters of this question.

**Question:**

Have you established any metrics that will help you assess the success of this initiative? If so, what are those?

**Response:**

This RFP is not tied to an initiative.

**Question:**

Have you established a budget for the scope of work outlined in this RFP? If so, can you share what has been planned/allocated?

**Response:**

There is no current budget and agencies will be contacted on an as needed basis.

**Question:**

When do you anticipate awarding this work?

**Response:**

The contract(s) will be awarded hopefully by the end of August for on an as needed basis.