

Missouri Department of Transportation
Roberta Broeker, Interim Director

573.751.2551
Fax: 573.751.6555
1.888.ASK MODOT (275.6636)

ADDENDUM 001
ADVERTISING, MARKETING & PUBLIC EDUCATION SERVICES
Request for Proposal # 6-150909LK

Offerors should acknowledge receipt of Addendum 001 (ONE) by **signing** and **including it** with the original proposal. The due date for receipt of proposals is **unchanged** by this Addendum. The following changes shall be included as mandatory requirements for this solicitation. All other terms and conditions remain unchanged and in full force.

Name and Title of Signer (Print or type)	Name and Title of Department Authority Leann Kottwitz Senior General Services Specialist
Contractor/Offeror Signature <hr/> (Signature of person authorized to sign)	Department of Transportation <i>Leann Kottwitz</i> (Authorizing Signature)
Date Signed:	Date Signed: <i>August 28, 2015</i>

Question #1:

1. In reading the RFP it appears that you can bid on any or all of the services listed the scope of work and specific services under section 2, page 8, item A. Is there a specific place in the proposal submission that the agency should indicate which specific services of those 8 services listed they are placing a bid/proposing their services for?

Response #1:

Please Replace Pricing Page In The Original RFP and Replace With Pricing Page In This Addendum 001.



Our mission is to provide a world-class transportation experience that delights our customers and promotes a prosperous Missouri.

www.modot.org

Question #2:

Page 13, Item 3, Item b - this is missing, but I am assuming that it should be the information that is listed in item a after the semicolon. Please confirm.

Response #2:

This should read:

- a. Current or projected workload; ability and capacity to perform the services in a timely manner.
- b. Innovative ideas/methods.
- c. Cost savings ideas/methods.

Question #3:

It appears that MBE & WBE participation is encouraged, but no evaluation points are awarded for MBE or WBE participation. Is this correct? I would like to recommend that points be given for MBE and/or WBE participation

Response #3:

We can't assign points for MBE/WBE participation we can only state it is encouraged.

Question #4:

Page 29, Exhibit 3, Item 5, would letters from the firm's accounting firm and/or financial institution serve as acceptable documentation of financial solvency?

Response #4:

Yes as long as it is for the last year and such documentation will be public information.

Question #5:

Page 13, Item 1 - Formatting - this states that "...offerer may also respond to the provisions in the RFP by identifying each specific paragraph and subparagraph of the RFP..." Can you specify what/where in the RFP specifically the provisions are that this sentence is referring to responding to please?

Response #5:

This is referring to the Section 2 Scope of Work and Specific Services.

Question #6:

Will MoDOT accept MBE certified in a state other than MO?

Response #6:

Yes, but we encourage firms to get certified in MO.

Question #7:

You last let this contract in 2012/2013. Why are you reissuing it?

Response #7:

The contract has expired.

Question #8:

It appears that multiple contracts will be awarded via this RFP and the process of submitting Activity Plans appears to be very similar to the OA contract awarded to multiple vendors earlier this year. Will the categories of the awarded companies be similar to the OA contract categories, or will they more mirror the services outlined in Section 2 (A)?

Response #8:

The needs are a little different than the OA contracts. We're looking for a closer professional relationship with nimble, quick-acting firms that can respond on short notice and be focused on our needs. Also this relationship develops their understanding of MoDOT's needs, values and messages.

Question #9:

Is there any indication at this point as to how much content will be created for MoDOT as original content and how much of the advertising.

Response #9:

Nearly all of the work will be production. There will be little to no writing involved. Occasionally we'll need guidance and recommendation on design and art direction, but for the most part, we will supply concept, logos and content.