

## **REQUEST FOR PROPOSALS**

**Public Safety and Sustainable Transportation Education and Media Campaigns  
PIN: 84109MBAD382**

### **Addendum #2**

**Date: 3/19/09**

This is ADDENDUM #2 for the above referenced Request for Proposals (RFP), of which you have obtained a copy.

**I. CHANGE IN PROPOSAL DUE DATE** as follows:

**Date:** March 27, 2009  
**Time:** 2:00 PM  
**Location:** NYCDOT Contract Management Unit  
40 Worth Street – Room 824A  
New York, New York 10013

**II. SEE ATTACHED:** Sign-in sheet from 2/25/09 pre-proposal conference.

**III. REPLACE:** Section II, Summary of the Request for Proposals, pages 3-4, with replacement pages, as attached.

**IV. REPLACE:** Attachment G, Doing Business Data Form, with replacement form, as attached.

**V. ANSWERS TO QUESTIONS FROM PROSPECTIVE PROPOSERS:**

1. **QUESTION:** Have any of the three sample projects listed in Attachment D of the RFP been further defined? For example, have the exact specifications for the brochure, or the stock for the TV spot (film or video), been determined? Similarly, in Attachment E, page three, could you provide some guidance on the size and length of the brochure?

**ANSWER:** Brochure – 8.5x11" tri-fold, 4/4, full-bleed, to be delivered in full to NYCDOT

TV spot – to be delivered in broadcast-ready and Internet-ready formats to NYCDOT

2. **QUESTION:** Will NYCDOT consider a proposal that does not include cost estimates for all three sample projects, e.g., will a proposal that does not include an estimate for the TV spot production be considered acceptable?

**ANSWER:** No. Cost estimates must be provided for all three sample projects in order for the proposal to be considered responsive.

3. **QUESTION:** Are the cost estimates provided in Attachment D to be considered not-to-exceed rates, as stated on the top of page 10 of the RFP, or suggested rates, as was indicated at the pre-proposal conference?

**ANSWER:** The costs in the Proposed Fee Schedule provided in Attachment E are to be considered the not-to exceed rate. The proposers shall base the prices set forth in Attachment D on the Proposed Price Schedule.

4. **QUESTION:** Does the budget include the cost of placing media such as TV airtime, billboards, etc.? Media: Given that the media budget isn't mentioned, do media dollars need to come out of the annual \$1.8M budget? Additionally, it appears as if the media planning and buying functions are not required of the proposer. Please confirm.

**ANSWER:** The budget given in the RFP is intended to be an estimate only. These numbers are subject to change depending on other demands on agency resources. NYCDOT anticipates having approximately \$300,000 to \$800,000 per year to spend on campaign development. The agency also plans on having approximately \$1 million per year to spend on production costs. The City has several existing contracts for ad-buying, so firms will not necessarily be asked to handle media buys. Please note that the above are estimates and are subject to change.

5. **QUESTION:** Are there any requirements for sub-contracting?

**ANSWER:** There is no requirement as to subcontracting. If the proposer intends to subcontract, such subcontractors must be proposed as part of its technical proposal, and shall be subject to the approval of DOT.

6. **QUESTION:** Attachment E refers to a "daily rate" that an agency charges. Should this or can this be adjusted to an hourly rate?

**ANSWER:** The proposer should propose a daily rate based on an eight (8)-hour workday. During the course of the work, if the contractor works a partial day, it shall be paid a pro-rata share of the daily rate.

7. **QUESTION:** Production and talent costs in TV and print production traditionally require partial payment up front. May the selected proposer pre-bill to cover these expenses?

**ANSWER:** Payment by the City in connection with production and talent costs shall be made upon the submission of paid invoices and for work performed. A determination as to whether to prepay



for services will be reviewed on a case-by-case basis, although prepayment generally will not be allowed.

8. **QUESTION:** For Attachment G, Doing Business Data Form, Is it a requirement to include Social Security numbers in Attachment G for the CEO, CFO, COO, Principal Owners, and Senior Contract Managers? Or can this information be provided during the negotiation process?

**ANSWER:** The most recent version of the form, as attached, should be used.

9. **QUESTION:** How much of a role do you anticipate Web-based or Internet marketing to play in the overall campaign?

**ANSWER:** Web-based and Internet marketing is likely to be an important part of all of the campaigns that NYCDOT designs.

10. **QUESTION:** If a proposing firm uses subcontractors instead of a joint venture arrangement, does that diminish the ranking of that firm's proposal, given that joint venture arrangements are viewed positively?

**ANSWER:** No, there is no inherent advantage to either business arrangement for rating purposes.

11. **QUESTION:** At the pre-proposal conference, NYCDOT indicated that a contract will most likely be awarded to only one company. In this event, how will this impact the protocol to be used in assigning specific projects? In Section IIA of the RFP, it's indicated that the Agency anticipates awarding up to three contracts. However, in Section VA, there's information detailing the selection of one firm with the lowest price per technical point. Please provide clarification. Also, does that indicate that several contracts will be awarded for the entire scope of work, or that the scope will be divided between three contracts?

**ANSWER:** This addendum clarifies the RFP language. Please see the attachment herein.

12. **QUESTION:** Per Section IV Instructions: Would it be acceptable to submit a proposal typed single-sided on paper that is made of 100% postconsumer material content?

**ANSWER:** Although proposals typed double-sided are preferred, single-sided is acceptable.

13. **QUESTION:** Per Section IV(A)(2a) of the RFP, may biographies be furnished in lieu of resumes?

**ANSWER:** Resumes are strongly preferred and may be rated accordingly.

