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ADDENDUM 002
Request For Proposal
Advertising, Marketing and Public Education Services
RFP 6-120515BJ

Offerors should acknowledge receipt of Addendum 002 (TWO) 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.

Name and Title of Signer (Print or type)	Name and Title of Department Authority Rebecca L. Jackson, CPPO, CPPB Procurement Manager
Contractor/Offeror Signature (Signature of person authorized to sign)	Department of Transportation (Authorizing Signature)
Date Signed:	Date Signed:05/10/2012

Is the RFP available in an editable PDF (I think it's called active XML.)? No it is not as we do not want any of the language modified in the response in relation to terms and conditions of the RFP. To review every word of each response would be extremely time consuming and difficult. Simply identifying the section of response on a word document is adequate. You do not have to repeat the information in the RFP.
A fillable form will be added to the RFP posting site for use by respondents.

Do we need to fill out MoDOT's Vendor Data Form or any other forms not provided with the RFP document in order for our response to be accepted? It is not a requirement to present a response.

Pg 11. G. 1., 2., and 3: Can we use an MBE certified in another state, but not Missouri, for the 10% goal. Theses paragraphs do not specify M/WBE's must be Missouri based.

Pg 12: How should we respond to this? <u>"Proof of Lawful Presence For Sole Proprietorships and Partnerships:</u> If the business entity is a sole proprietorship or partnership, pursuant to Section 208.009, RSMo., each sole proprietor and each

general partner shall provide affirmative proof of lawful presence in the United States. Such sole proprietorship or partnership is eligible for temporary public benefits upon submission by each sole proprietor and general partner of a sworn affidavit of his/her lawful presence on the United States until such lawful presence is affirmatively determined, or as otherwise provided by Section 208.009, RSMo. A copy of the affidavit reference herein is provided within this document, attached as Exhibit 2."
For the Sole Proprietors, we accept a Driver's License as proof of lawful presence in the United States.

Pg. 12, K1&2: Are the sworn affidavits in 1 and 2 the same doc, or different docs? They are not the same. One is to complete for joint ventures and one is for a sole proprietor. The form applicable to the structure of your firm will be required.

Pg 15, B4b: Resumes: Do we need to send "resumes" <u>as well as</u> Exhibit 4? If including both will help clarify your response, you may. Exhibit 4 provides specific information requested and completion of this form would ensure adequate information was received.

Pg 18, Error Correction - 1st Paragraph, 3rd line where is references Page 5 of 5. It should read <u>Page 4 of 4.</u>

Pg 18, Personnel Classification Pricing Chart:

- **--Item #: We DO NOT fill out, correct?** MoDOT will fill in the item number upon award.
- **--What is Personnel Classification?** Per the instructions just before the chart, this is to offer personnel for the various services described in the RFP and yes you must complete this information. There are many different personnel classifications used for in each of these areas. Examples may include but not be limited to Account Coordination, Design, Production Management and Traffic, Multimedia Design, etc. Respondents must provide a list of those services offered through direct employees, partners or sub-contractors.
- **--What are lines labeled 1, 2, 3 for?** The 1,2 and 3 are for multiple staff members (by name) you may have under this classification at the identified hourly rate.

A fillable form will be added to the RFP posting site for use by respondents.

Pg 24, Last Bullet, 5th Line: - Replace "State of Missouri" with "MoDOT".

Pg 24, "*NOTE:* Specific dollars cannot be provided at the request of the client, please provide other information if to assist in determining the size of the account." What are options for responding to this question?
When originally requested to respond to this question, the proper response was not provided. The following better clarifies what is required. Respondents are asked to provide detailed information related to clients/accounts that have been active in the last five years. If the respondent has committed to the client they will not divulge the specific financial value of the engagement with this client, we ask the respondents provide some information which will provide us with some gauge as to the size of the account. This could be presented using a financial range, number and type of media outlets utilized, etc. Whatever information is offered, must provide the evaluators with enough information to know the size of the account reference provided.

Pg 26, First Bullet, 3rd and 4th Line: - Replace "a Missouri State agency" with "MoDOT".

Pg 27: What is MoDOT's definition of "social marketing"? It is the systematic application of marketing, along with other concepts and techniques to achieve specific behavioral goals for a social good. Additionally, it is the use of various social media (facebook, twitter, etc.) utilized to carry out the media plan and focus. **What does "relationship to offeror" mean?** As stated on the form, tell us if they are an employee of your firm or sub-contractor, etc.

Page 28 of the RFP lists special services twice (under the category of proposed services #5 and facilities #8). Is that correct? Yes, The first is in relation to the proposed services a respondent can offer and the second relates to facilities available to the offerer that can be utilized by MoDOT.

Pg 28, Proposed Services, Item 4, 3rd Line: - Replace "the state agency" with "MoDOT".

Pg 28, Proposed Services, Item 5, 2nd Line: - Replace "the state agency" with "MoDOT".

Pg 28, Facilities, Item 6, 2nd Line: - Replace "the State of Missouri" with "MoDOT".

Pg 28, Facilities, Item 8, 2nd Line: - Replace "the state agency" with "MoDOT".

Pg 28, Accountability Processes, Item 9, 2nd Line: - Replace "the state agency" with "MoDOT".

Addendum One: "Media placement – approx $2 million a year" Is that for C1 (page 7) Media Planning and Placement/Purchases? Yes

Addendum One: "Creative and Public Relations Services – approx. $100,000 per year" Is that for all the services listed as C 2-7 (pages 7 & 8) 2) Creative Services, 3)Work Products/Materials, 4) Media Production, 5)Promotional/Collateral Material Distribution and Fulfillment, 6) Public Relations, Image Building Activities... and 7) Research and Market Analysis? Yes, however, the remaining categories are of less significance to Creative Services and budgets at this time are unknown. As stated in the Addendum One, a multi vendor award will result in various amounts expended with various contractors. Additionally, with the reduction of staff, MoDOT may spend more for these services than identified.