

*RFP 2023-0001 Safe Lane Transportation Coalition Marketing Services Questions  
Questions & Answers as of June 29, 2023*

*Question: It seems like there is No DBE participation goal. Can you confirm that a non-disadvantaged business enterprise can submit a bid and will not be penalized against a DBE bid?*

*Answer: No goal for DBE participation means that there is no requirement for any of the work on the contract to be performed by DBE contractors. So yes, any firm can submit a bid and there is no impact on scoring.*

*Question: Is the value of the contract \$100,000-\$114,000 per year or for the entire project period (May 2023 to April 2026)?*

*Answer: The value of the contract is for the entire project period.*

*Question: Can we conduct the two focus groups remotely (via Zoom or another similar video conferencing application?), or do we need to be physically present at the focus groups?*

*Answer: Focus groups held remotely via Zoom or another similar video conferencing application are acceptable.*

*Question: Is the budget of \$100,000 - \$114,000 for three years to include labor and media placement?*

*Answer: The budget of \$100,000 - \$114,000 includes labor. Lane Council of Governments will cover the cost of media placement.*

*Question: Is there a local preference?*

*Answer: No local preference.*

*Question: Are you open to working with a firm/consultant outside of Oregon?*

*Answer: There is no local preference.*

*Question: Can you clarify what you mean by the initial value of contract (\$100,000 to \$114,000)? Is that the budget for one year of contract or all three?*

*Answer: The value of the contract is for the entire project period.*

*Question: Is your media spend included in that initial budget or is that a separate unspecified cost?*

*Answer: Lane Council of Governments will cover the cost of media placement.*

*Question: Task 4: Does this include printing and distribution? If so, what quantity?*

*Answer: No, Task 4 does not include printing and distribution. LCOG will pay for this outside of the contract.*

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*Question: Task 5: Pricing is seasonal for outdoor media. Is there a specific time of year you wish to run the outdoor campaigns?*

*Answer: We want to coordinate safety outdoor campaigns to coincide with a holiday associated with high speeding/DUII crashes (i.e. New Year's, Independence Day, Thanksgiving, Labor Day, Memorial Day).*

*Question: Task 5: How many billboards per campaign?*

*Answer: Minimum number of annual billboards per campaign is 1.*

*Question: Task 6: Who is your desired audience reach? Do you want focus on locals or also tourists?*

*Answer: On a technical level, we want everyone who drives to see the campaigns. But creatively, especially for the Speed Reduction campaign, we want the campaign to focus on drivers who live in Lane County to normalize driving at a safe speed. The Safe Lane Transportation Coalition has identified the following target audience for each campaign.*

*Speed Reduction Campaign Target Audience:*

- Primary Audience: Residential drivers in Lane County*
- Secondary Audience: Visitors driving in Lane County*

*DUII Prevention Campaign Target Audience:*

- Primary Audience: People that consume alcohol and or cannabis*
- Secondary Audience: Friends and family of people that consume alcohol and or cannabis*
- Tertiary Audience: Lane County community at large*

*Question: Task 7: Are there times of year you want more focus or consistent throughout the year?*

*Answer: We want to coordinate safety campaigns to coincide with holidays associated with high speeding/DUII crashes (i.e., New Year's, Independence Day, Thanksgiving, Labor Day, Memorial Day, University of Oregon Football games).*

*Question: Price Proposal: We do not invoice hourly rate. Our pricing is based on service type and quantity. Can we create our own template/spreadsheet?*

*Answer: No, pricing information must be submitted as stated in the RFP.*

*Question: Is the agency open to a media plan that is created as part of the project and recommends the channels we think will be most effective, based on audience research?*

*Answer: Yes, Task 2 references professional guidance when it comes to creating a communication plan.*

*Question: Are there specific milestones (infrastructure projects, announcements, that will influence the timelines for this project? Are there specific reasons that the contract timeline spans three years, or is there potential for the project to be completed in less time?*

*Answer: There are no milestones that will influence the Safe Lane Transportation Coalition Marketing Services project. Lane Council of Governments received a grant to fund the project for three years.*

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Question: We have the capabilities for media buying services in house. Recognizing that the Lane Council of Governments will cover the cost of media placement, will the media placement for this campaign be implemented by Lane Council of Governments or would you be seeking support for media placement in addition to this RFP? If not, what is the plan for media placement? We are defining media placement as the ad buy + the cost to coordinate ad buys with all channels/vendors and track and report metrics.

Answer: Lane Council of Governments will pay for the initial ad buy and printing costs. LCOG is requesting Consultant 1) to create a communication plan, including a plan for media placement and 2) to purchase and oversee the media placement.

Question: In section 2 under 'Evaluation Criteria,' the RFP mentions that responses should include "Short description of Proposer's experience using teams on similar or related projects." Does 'teams' refer to Microsoft Teams? If not can you please further clarify what information you're looking for us to provide here?

Answer: Provide a description how key members of proposer's team have worked together on similar or related projects.

Question: My organization, a social purpose consultancy firm, is interested in applying to the Safe Lane Transportation Coalition Marketing Services RFP. We had one question about the budget; is there any flexibility around the \$100,000 to \$114,000 range provided? Are we able to submit a proposal for a higher amount?

Answer: The Safe Lane Transportation Coalition Marketing Services RFP has a fixed budget. Lane Council of Governments received a grant worth \$100,000 to \$114,000 to fund safety campaigns for three years. The evaluation criteria will be on total cost, with the price proposal in conformance with the requirements of Section 2.4.5 and the lowest total cost receiving 50 points.

Question: In section 1.7 Contract Not To Exceed Amount & Method of Compensation, is the estimated range of \$100,000 to \$114,000

- The budget for the entire contract?
- An annual budget?
- An initial budget with the hope/intent that additional budget will be allocated beyond the initial year?

Answer: The estimated range of \$100,000 to \$114,000 is the budget for the entire 3 year project period.

Question: A follow up question regarding the estimated range noted in section 1.7, will this estimate cover any outside paid media hard costs as well? Or is there additional funding to cover hard costs?

Answer: Additional funding will pay for the ad buy and printing costs.

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Question: In section 3.3 Pricing Information Evaluation and Points Available, could you please clarify the evaluation criteria. Since you've identified available funding, will the evaluation for this section be based on the lowest total cost for the project or will it be based on some other metric such as the lowest rates? Based on our work with other state and local government agencies, we're trying to understand if the evaluation scoring is focused on the best value for the budget or truly the lowest total cost.

Answer: For section 3.3 Pricing Information Evaluation and Points Available, the evaluation criteria will be on total cost, with the price proposal in conformance with the requirements of Section 2.4.5 and the lowest total cost receiving 50 points.