

**Pre-Proposal Conference
Bicycle and Pedestrian Public Education Campaign
Capital Regional Planning Commission**

Pre-Proposal Conference: The Pre-Conference for prospective bidders for the CRPC Bicycle and Pedestrian was held Monday, July 26, 2010 at 10:00a.m. at Bluebonnet Library.

The following CRPC representatives were present: RJ Goebel, Perry Felarise and Bruce Wickert

Consulting Firms represented at the Pre-Bid Conference: Berning Marketing, Hoffman-Miller Advertising, Morgan & Company, The Day Group, Rockit Science, Graham Group, Garrison Advertising and Zehnder.

Questions / Answers/ Clarifications / Responses: The following list of questions that have already been submitted in writing by prospective bidders. They represent official responses and clarifications on said written queries as follows. Questions addressed at Pre-Proposal Conference will be added to the list below and distributed to contact list via e-mail.

WRITTEN QUESTIONS	ANSWERS / CLARIFICATIONS / RESPONSES
Q1. In Objective 1.1 under 1.4's "Goals & Objectives" section, you mention campaign testing. Are there specific testing requirements, or are we able to determine the best ways in which to measure the effectiveness of the campaign, such as focus groups? Also, are you referring to testing of the creative or the media, or both?	A1. <i>Campaign testing: We are not requiring any "specific" forms of testing. That will be up to the consultant to decide and should be included in the RFP. Testing should be done on both the creative and the traditional forms of media.</i>
Q2. You mention a "five-parish region" that you wish to include in any media coverage. However, on your website, the CRPC is described as serving the following 11 parishes. "The Capital Region Planning Commission (CRPC) is a Council of Governments serving the eleven-parish Capital Region, which includes the following Parishes: Ascension, East Baton Rouge, East Feliciana, Iberville, Livingston, Pointe Coupee, St. Helena, Tangipahoa, Washington, West Baton Rouge, and West Feliciana." Please advise as to which five parishes you wish to target with this campaign.	A2. <i>Five Parish Region: The 5 Parish Baton Rouge MPO area, which includes the following parishes: Ascension, Iberville, East Baton Rouge, Livingston and West Baton Rouge. A map is show on the CRPC website in the UPWP, page 4 (http://www.crpc-la.org/crpc/Documents/UPWP%20FY10-11%2004-05.pdf)</i>
Q3. How many hard copies of the proposal will need to be submitted? Do you require digital copies? Should there be an original proposal + several copies? Also, what documents are required to be signed in the submitted proposal?	A3. <i>One original and six copies are required when the proposal is submitted. No digital copies are required, but if you would like to it can be included. Attachment II and Attachment III must be signed by the proper company representative.</i>
Q4. I just wanted to make sure that Attachment III, the Certification Statement, did not have to be signed?	A4. <i>Attachment II and III will require signature to complete the RFP.</i>
Q5. Is the budget \$345,000 a year or \$115,000 a year for three years?	A5. <i>The budget is for 1 year. We want the media coverage to include both a fall and a spring high bike/ped time of year.</i>
Q6. What do you mean by compensation? Does the maximum compensation of \$345,000 include media costs, production, our compensation, etc?	A6. <i>The total compensation is \$345,000, which includes all media costs, production and staff.</i>
Q7. Do you have an estimated budget or past-year budget that we can use to prepare our plan?	A7. <i>No, there is no past year's budget.</i>

(Continued)	
Q8. Where can we view Mayor Holden's TV spot?	A8. http://www.youtube.com/watch?v=GRgEmxY1JQQ
Q9. Are you looking for creative spec work as part of the proposal? Or samples of creative/case studies from other clients?	A9. <i>Creative spec work is acceptable. Examples of work done for other clients are also acceptable. Provide enough information so that it can be judged.</i>
Q10. Please define the 5 parish region.	A10. <i>See question 2.</i>
Q11. In section 1.4 objective 1.2 , it states that media plans are to be developed based on the designs and testing done by winning bidder and attachment I only ask for a timeline not a media plan – would you like us a include a proposed media plan in the RFP?	A11. <i>Media plan could be a way to judge how much coverage we get versus production and commission.</i>
Q12. Does Capital Region Planning Commission presently have a relationship with a full service marketing/advertising/public relations firm?	A12. <i>No, CRPC does not have a relationship with any media firm.</i>
Q13. Is the agency able to access research and data specific to bicycle and pedestrian safety?	A13. <i>LADOT has bike/pedestrian crash data available. Contact the traffic Safety Office at (225)379-1871.</i>
Q14. Please confirm the primary target audience?	A14. <i>The primary target audience is any driver that gets behind the wheel of a car. It will increase their awareness of bike/pedestrian safety issues.</i>
Q15. Can we have access to existing creative and Media information for the Regional Planning Commission of New Orleans?	A15. <i>CRPC will place all RPC data on its website. Go to www.crpc-la.org for more information.</i>
Q16. Under 1.4, Objective 1.2, the RFP states the consultant will include media buys for radio, TV, print, internet and billboards but the scope of services only list production of TV creative. Do you already have existing radio, print, internet and billboard creative that will be utilized or should the scope of services also include production for the other forms of media as well?	A16. <i>CRPC does have information from other organizations which will be placed on its website for viewing. All information can be used. The production of other forms of media is open to your firm's project submission.</i>
Q17. Are the mediums mentioned in the RFP mandated by the grant or can selected agency offer recommendations on alternative forms of advertising?	A17. <i>The mediums are not mandated. All forms of media suggestions are welcomed.</i>
Q18. This campaign is one piece of a 4-piece grant. Will the awarded agency have access to the plans/timelines for the Law Enforcement Training, Outreach to Youth and Adult Bike Commuter Education programs in order to assure consistency of efforts and best opportunity for CRPC overall success?	A18. <i>The other portions of the campaign are very small compared to the media campaign. Law enforcement training is primarily for overtime pay, Outreach to youth is for overtime pay and production of a small flyer to be distributed, Bike Commuter Education program will allow for a League of American Bicyclists Certified Bike Instructor to teach the class.</i>
Q19. Objective 1.2 states that the selected consultant will include media buys for radio, TV, print, internet and billboards – the scope and mix of the media are discretionary based on the results of the design and testing done by the winning bidder. Is the selected agency expected to field test campaign creative materials? Is this to be included in the overall budget?	A19. <i>This is at your discretion. Tell us why in your opinion it will work, if no testing is done.</i>
Q20. Should a portion of the total campaign budget be allocated for any web development or web update needs?	A20. <i>Website funding does not have to be included in your proposal. It can be part of your proposal if you so chose. East Baton Rouge Planning Commission has bike information on its site at http://www.brgov.com/dept/planning/bike/default.asp. There is also information found on CRPC's website at: http://www.crpc-la.org/crpc/bike.htm.</i>

(Continued)	
Q21. In the past, how much has been spent on similar advertising campaigns in Baton Rouge?	A21. <i>None at CRPC. We are unaware of how much or if other groups have spent any money.</i>
Q22. Does the maximum compensation listed of \$345,000 equal the budget (inclusive of hourly labor and gross media costs) or is the maximum compensation equal to hourly time plus media commission (not inclusive of net hard costs)?	A22. <i>See question 6....the total budget is \$345,000. You are allowed to itemize the billing as you feel the need to.</i>
Q23. Can you please identify the total budget?	A23. <i>See question 6....the total budget is \$345,000.</i>
Q24. How should the net outside television production costs be listed on Attachment II - Price Proposal that might be anticipated in the creation of the television public service announcement?	A24. <i>This is at your discretion. However you feel is needed to be completed to accomplish the final results.</i>
Q25. Will the oral presentations be 30 or 40 minutes with an additional 20 minutes to answer any questions?	A25. <i>Oral presentations will be up to 40 minutes. The content of the presentation is more important than the length.</i>
Q26. What will be the basis for scoring of proposals in the final review and can we obtain a copy of the scoring sheet that will be used?	A26. <i>Go to page 10 of the RFP.</i>
Q27. Who are the members of the final selection committee and what are their titles?	A27. <i>The selection committee is as follows: Huey Dugas, CRPC, Executive Director Brian Parsons, LADOTD, Bike & Pedestrian Coordinator Amanda Schram, Mayor Kip Holden's Office Carol Cranshaw, CATS, General Manager Bruce Wickert, MPO Bike/Ped Committee Chairman</i> <i>You are reminded that at no time are any potential firms to contact any selection committee member with questions/comments pertaining to this RFP. All questions/comments are to be submitted in writing to Perry Felarise at pfelarise@brgov.com.</i>
Q28. How will the goal as stated in Section 1.4 be measured?	A28. <i>Craft your proposal so that all goals listed in Section 1.4 are addressed.</i>
Q29. Section 1.4 mentions that a TV spot already exists. Can we see it prior to submitting our proposal?	A29. <i>See question 8.</i>
Q30. The scope of services includes the creation of a television PSA but does not mention creative tactics. Does artwork already exist for those tactics? If so, can we be provided a copy for review?	A30. <i>All tactics are discretionary. All of the media information from the New Orleans RPC will be available on CRPC's website.</i>
Q31. On page 4, it is stated that the "CRPC reviews are requested." By this do you mean a review of the consultant's work in progress as milestones are reached?	A31. <i>CRPC will meet with the selected consultant on a regular basis to ensure that the "technical" aspect of the media campaign is being met.</i>
Q32. Each Proposer will be given forty (30) minutes of Oral Interview..." Can you please clarify the correct amount of time?	A32. <i>See question 25.</i>
Q33. In the Billing and Payment section, Monthly Progress Schedule is mentioned. Can you please explain what this document is/and provide a copy for reviews?	A33. <i>Once a consultant is chosen, a progress schedule of task will be agreed and followed. Upon receiving an invoice, CRPC shall pay the amount due within 30 calendar days; however, payment is contingent upon LADOTD issuing payment to CRPC.</i>
Q34. In Attachment II—Price Proposal, a line is listed for Support Staff hours, hourly rate and cost. If more than one Support Staff will be assigned to the account, should we combine their hours, rate and cost on the line item? Or supply a separate sheet with each person's hours, rate and cost broken out?	A34. <i>An agency can use its own usual customary approach to completing the Price Proposal. Keep in mind that with public funds being used, reasonable costs are to be considered.</i>

(Continued)	
Q35. Maximum compensation shall not exceed \$345,000. Is this all inclusive of production, media time/space and fees?	A35. See question 6.
Q36. When do the dollars have to be spent by?	A36. The current grant deadline is January 31, 2012.
Q37. Are there currently other organizations in Baton Rouge promoting bike/pedestrian issues?	A37. At this time there are a few volunteer organizations out there: Baton Rouge Advocates for Safe Streets (B.R.A.S.S.), www.brsafestreeets.org is headed up by Mark Martin. There is also the Baton Rouge Bike Club, www.batonrougebikeclub.com is headed up by Bruce Wickert.
Q38. Are there any commission caps for advertising?	A38. There are no commission caps.
Q39. On page 15 of the RFP document, it states "maximum compensation shall not exceed \$345,000". We wanted to confirm if \$345,000 represents all campaign costs (agency fees plus paid media placements) or if "maximum compensation" refers strictly to agency fees (exclusive of paid media placements).	A39. See question 6.