



Delaware Department
of Transportation

AGREEMENTS 1530-1531

Marketing/Communication Services

QUESTIONS AND ANSWERS

November 9, 2010

Question 8:

Are the submissions to be sent to your attention or that of Ms. Wicks?

Response to Question 8:

Per the RFQ, responses should be sent to my attention (Wendy B. Henry).

Question 7:

In the company information section (E.c.) where you ask us to detail resumes of six key staff, are we correct in assuming you want to know what their expertise area is and how long they have been with our firm? Or, are you asking for us to identify the length of the firm's client relationship in that section? My thinking was you really wanted to know about the staff member's expertise, not necessarily that of the agency with a client.

Response to Question 7:

Please send resumes detailing key staff and their expertise and length of time with your firm

Question 6:

Has your department held an agreement similar in nature to this RFQ in the past? If so, please share the names of the firms with whom you have contracted.

Response to Question 6:

Yes. The Agreement numbers were 1360A and 1360B that were held by RT & E Integrated Communications and Remline Corp.

Question 5:

I am writing to you in regards to your RFP for marketing and communication services. The RFP isn't too clear, but I want to submit my company as I feel that you would benefit from our services.

Response to Question 5:

I'm attaching the RFQ which does list the services that may be requested as part of this agreement. I would suggest focusing on areas that were highlighted:

- Outreach Strategy Development
- Marketing materials-handouts, brochures, etc.
- Graphics creation
- Public awareness initiatives
- Logo development
- Radio campaigns
- Billboard or bus/van promotions and advertising
- Print advertising
- Social Media Coordination, design and monitoring

Please cite your experience in performing services of this nature, perhaps for other state and local agencies. I would also suggest reviewing our website so that you are familiar with services that are performed by the various agencies that fall under the Department of Transportation (i.e. DMV, DTC, Toll Operations...) by viewing our website at www.deldot.gov

Question 4:

Can you please clarify what needs to be submitted for item C. "Project Organization Chart" vs. item No. 18 on the Marketing Questionnaire for an "organization chart"?

Response to Question 4:

Please provide the full organization chart for our review. This information is also requested in the Marketing Questionnaire at the end of the RFQ, in which case, you may list this information again for easy reference.

Question 3:

In the RFQ document under Overview of the Selection Process you state that direct costs associated with performing the work will not be allowed. We need clarification on your definition of a direct cost. As just one simple example, if we purchase a photo or do a photo shoot for a campaign or brochure, do you consider that expense as a direct cost?

Response to Question 3:

Pre-approved direct costs as in your example would be permitted. There are items that are not what we consider project specific, such as pens, cell phones, etc, that we consider to be covered in your overhead costs.

Question 2:

What is your definition of joint venture?

Response to Question 2:

Joint ventures are legal arrangements where ownership and management of a company are shared by more than one company... i.e. two individual companies (whether they themselves are corporations, partnerships, etc. doesn't matter) decide to go into business together outside of their normal operations.

Question 1:

We do not provide all of the services requested in the RFQ. If we have a sub that provides the services that we don't, is that acceptable. We noticed that partnerships are not, but is a prime/sub relationship OK?

Response to Question 1:

Yes. A prime/sub relationship is acceptable. Please identify the sub-consultant, and the work they will be performing on the agreement.