



New Jersey Motor Vehicle Commission

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STATE OF NEW JERSEY

Chris Christie
Governor

Kim Guadagno
Lt. Governor

Raymond P. Martinez
Chairman and Chief Administrator

4/3/17

ADDENDUM #1-SKIP THE TRIP RFQ #SST-03292017AK: Response to Q & A

Hello and thank you for including us in this RFQ. Below are our questions based on the documents we reviewed. We look forward to completing our response.

1. *We understand that the MVC has an agency of record through May 7th. Will this contract, for STT, be affected by that agreement or is it separate?*

No. Any award resulting from this RFQ will be separate from any existing contract.

2. *What's the budget for the project?*

The budget will be determined at time of award in consultation with MVC's Contract Manager or designee.

3.4 DELIVERABLES

The MVC will determine approval for Contractor services to proceed on a project-by-project basis under an approved advertising plan. The MVC will provide the Contractor with a project-specific task order prior to the commencement of work for each particular advertising campaign.....

The MVC will review and respond to the Contractor with questions, approval or rejection of the Contractors cost estimate via e-mail, for each particular project.

3. The RFQ at the top of page 3 asks for utilization of all marketing mediums but on the bottom of 3 and again on 6 says that The NJMVC intends to continue momentum by placing additional digital, print and radio. Is the media mix to only include digital, print & radio or should we also consider adding outdoor, television and other forms of media?

Any and all media is up for consideration. The ultimate goal is to promote public awareness. Time and budget may preclude television.

1.1 PURPOSE AND INTENT

.....The campaigns within the initiative shall promote public awareness utilizing print, radio, television, Internet, and other forms of media as agreed upon at the time of project assignment.

.....when deemed by the MVC State Contract Manager (SCM) or designee to be in the State's best interest.

4. [if the answer to number 3 is yes, only digital, print and radio] If the program has seen success, why deviate from the media mix which included outdoor and television?

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5. On page 7 the RFQ details media outlets that the plan should include but if agency can make a compelling reason as to why another company, station or publication would be a more effective use of advertising funds would the NJMVC be open to seeing an alternate rationale?

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