State of Washington
Department of Transportation
Notice to Consultants
Toll Division Educational Marketing and Advertising Services   Q&A

1. Q. - Are we precluded from pursuing this RFP if we are working and providing marketing services on the 405 and Gateway program teams?
A – Vendors currently performing any marketing and/or advertising services for WSDOT are not precluded from pursuing this RFP if they are not assisting with the development or evaluation of the RFP.

2. Q. - What is the timeline of next steps following the February 1 submission deadline?
A – Submittal scoring February 3, selection made February 10.

3. Q. - Is there an existing agency of record providing educational marketing and advertising services? If so, who is that firm?
A - Toll Division does not have an existing firm providing these services.

4. Q. - Does WSDOT/Tolling Division maintain a calendar of initiatives for their marketing agency to execute against?
A – No. The timelines for projects can often shift based on various factors, so the marketing agency's ability to prioritize work will be crucial. Current timelines for project openings are included in the RFQ, however, those are subject to change.

5. Q. - On average, how many educational marketing campaigns are executed annually?
A - One

6. Q. - Does the Tolling Division currently use project management software to manage marketing initiatives?
A – No.

7. Q. - In the RFQ doc, following the list of current and planned toll facilities, it states: "Each of the toll facilities are unique as are the people and markets they serve." Does this imply that audience research (both pre- and post-campaign implementation) will have to be conducted at a local level, defined by the unique market for each toll facility?
A – Yes, for any project where audience research is required, we would like it to be conducted at a local level.

8. Q. - In the RFQ doc it states: "Research should include focus on underserved/overlooked communities, such as those where English is spoken as a second language." Does the WSDOT have an established/published list of these communities (aka target audiences)? Or will this project include analysis to define these target groups?

A – WSDOT has guidance on the top languages spoken in the state aside from English, which we have used as a guide in the past. However, the ability of the awarded consultant to provide additional information regarding these target groups would be beneficial.

9. Q. - In the RFQ doc, Scoring Criteria 2, Qualifications of Proposed Project Manager, contains items A, B, and D but appears to be missing item C. Is there an item C that should be added to the document?

A – This is an oversight. There is no item C.

10. Q. - Does this RFQ align for a staffing agency to submit a proposal (24 Seven) to fill the various roles as the needs come about through the three year engagement?

A – It's up to the proposer to propose how they would fill the project manager and key team member roles. They will be evaluated based on the criteria in the scoring card.

11. Q. - Are you expecting that the team is already in place during the awarding of the RFQ or can the team be put together to align with the various needs during the project duration?

A – The proposed Project Manager and key team members must be identified in the proposal. The team can be put together to meet various needs, however consistency with a project manager and key team members will be important.

12. Q. - Do you have a set number of people associated to each category or is that at the discretion of the proposer on the RFQ?

A - Discretion of the proposer.