

S. P. No. 737-99-0927  
Specific Service (LOGO) Signing Program  
Inquires and Responses

Question 1

Paragraph 6.0 of the RFP, titled "Selection and Award," sets forth in great detail the point system that will be used to evaluate the proposals. However, Paragraph 17 of the RFP states that the award of the contract will be based on the highest guaranteed monetary return. Which paragraph represents the methodology that will be used to award the contract?

Response: The award will be made as indicated in Section 6.0. The monetary return is considered in the factors for award therefore the highest monetary offer will not be the basis for award.

Question 2

Paragraph 6.2.1 of the RFP states that Respondents shall not contact members of the evaluation team. Is this prohibition effective now, or only after the proposals have been submitted?

Response: The prohibition would not start until the proposals have been submitted which will be September 22, 2008.

Question 3

Page 3, 1.0 General information, 1.1 Purpose

**The purpose of this Request for Proposal (RFP) is to obtain competitive proposals from qualified proposers who are interested in providing all aspects of the Specific Services (LOGO) Signing Program. This shall also include the DOTD RV Friendly, Major Shopping Center Signing, and TODS (Tourist Oriented Directional Signs) Programs.**

Comment:

Based on the pre-bid meeting it is our understanding that Major Shopping Center Signing and TODS will not be part of the evaluation criteria.

Question:

Are we correct in assuming that the LADOTD does not want to have proposed pricing included in the response for either of these two (2) areas?

Response: Shall not be based on areas other than the LOGO Program and shall not include Major Shopping Centers, RV Friendly and TODS.

Question 4

Page 3, 1.0 General Information, 1.1 Purpose, 4<sup>th</sup> Paragraph

**The intent of this RFP is to award a contract to that responsible and responsive proposer whose bid conforms to this RFP, and offers the highest dollar guarantee to the Louisiana Department of Transportation and Development.**

Page 18, 6.3

**Evaluation shall be conducted in the following Phases:**

<b>Category</b>	<b>Highest Possible Score</b>
1. Oral presentation and Respondent marketing, management and program development	50
2. Program objectives and the Administration plan	20
3. The percentages of the revenue to be remitted to the state above the minimum \$150,000.00 requirement.	20
4. Company as well as key personnel experience	10

Page 19, 6.3.2

**The award may be made to the respondent with the highest overall score based on information submitted with this proposal.**

Page 24, 17.0 Basis of Award

**The award of this contract will be made to the responsive and responsible proposer, complying with all conditions of the Invitation to Bid and offering the highest guaranteed monetary return to the Department.**

Comment:

The statements made on pages 3 and 24 only take into account the revenue guaranteed to the State and not the selection criteria.

Question:

It was our understanding from statements made at the pre-bid meeting that the selection criteria listed on page 18 would be the criteria used for evaluation. Are we correct in our interpretation of what was stated?

Response: The selection will be based solely on the four criteria listed on Page 18 rather than highest revenue.

Question 5

Page 8, 3.0 Proposal Information, 3.3

**Describe your record keeping, billing and reporting systems. Describe your proposed sign inventory management system. Include mock-ups of typical status and inventory reports.**

Comment:

Since mock-ups of typical status and inventory reports can take up a substantial number of pages, we would like to request that these pages not be included in the 35 page count.

Response: This request will be acceptable.

Question 6

Page 8, Section 3.0, Proposal Information. 3.7

**The submission should be limited to a maximum of 35 pages (excluding tabs) using one-sided white bond paper.**

Question:

Is it permissible to use graphics/text on the tabs? Response: Yes

If permitted, may we then assume once again that the tabs will not be counted as part of the 35 page count? Response: The tabs will not be included in the 35 page limit.

Would the Department consider allowing a limited number of 11x17 pages for graphic and table representation? Many states have allowed three (3) or four (4) 11x17 pages as part of the total number of pages allocated for the response.

Response: The Department will accept (4) pages 11" x17" of the 35 page limit.

Question 7

Page 14, Construction Priority

**Priority for construction of sign panels within interchanges and intersections shall be determined by the economic feasibility of placing sign panels at a given interchange or intersection, and by the traveler's needs.**

Comment:

It has always been our Company philosophy to erect signs for every eligible business who wishes to participate regardless of the economic feasibility.

Question:

Is it the DOTD's intent to approach the Program in this manner, or is the decision left up to the vendor/consultant to determine as to whether construction takes place based on the profitability of the structure and/or interchange?

Response: All requests for expansion will have to go through the DOTD and a decision will be made by the Program Manager and the vendor.

Question 8

Could you give us an estimate of how much the current logo project generates annually?

Response: \$500,000 based on the current fees of \$200.00 per mainline, \$100.00 per ramp and \$50.00 per trailblazers.

Question 9

1.6 What are the current marketing efforts under LDOTD?

Response: We take applications as requested and currently have no specific marketing process or plan.

Question 10

2.4 The current schedule does not allow us to take a current inventory of the state system as you have suggested in section 4.2 and 4.6

Response: The Department will work with the vendors to verify this information before the contract is negotiated.

Question 11

4.7 Does the state intend for the consultant to inspect ALL sign panels monthly.

Response: All signs will be inspected monthly by the vendor to assure that signs are not down or missing and have not been reported.

Question 12

4.8 Can we get a copy of the current agreement between the state and the vendors.

Response: Attached is an application, which is our agreement.