

**RFP 21-014
STREET SMART AWARENESS CAMPAIGN**

**Addendum 2
Posted May 13, 2021**

Questions/**Answers:**

1. Will a company that has received DBE certification by the DC Department of Small and Local Business Development qualify as a DBE participant for this opportunity?

Yes. But the certification must be Disadvantaged Business Enterprise (DBE) to receive extra points on the scoring. No other certifications are accepted for extra points – no exceptions.

The company must be a current DBE Certified business. Pending applications are not accepted.

2. What is the name of the contract incumbent?

Sherry Matthews Marketing

3. What challenges are not being addressed by the current Street Smart Awareness Campaign?

Street Smart focuses on changing behavior by adult drivers, pedestrians, and bicyclists, using mass media, both paid and earned, and supported by concurrent law enforcement activities by our member agencies. The program is meant to raise awareness in the target audiences of the consequences of crashes, and recommend specific actions known to reduce risks.

The program doesn't deal with school-age children specifically, or engineering safer streets, or impairment, or vehicle design, or any number of other relevant issues or challenges. It fills a specific niche that COG/TPB is institutionally well-suited to fill: managing a single media campaign, aimed at adults age 18+, for a single media market.

4. Under VII. B. Section 2 (Proposed method to accomplish the work), #4 requests an example work plan “for one of the optional tasks” selected “from one of the travel monitoring surveys” – but the Scope of Work - Section III, D, 1 does not reference this and does not describe travel monitoring studies. Under VII. B. Section 2, #1, we assume that we are responding for all tasks in the Scope of Work, so #4 is not necessary. Please clarify.

Correct. Please respond to all tasks in the Scope of Work.