

NEVADA DEPARTMENT OF TRANSPORTATION  
SUPPLEMENTAL NOTICE NO. 2 to RFP NO.030-13-816

Reference is made to the Request for Proposal to Service Providers for RFP #030-13-816 (SHSP) Zero Fatalities Marketing Program, upon which proposals will be received until 3:00 p.m., local time, on **Friday, February 22, 2013**.

Following are questions received and the NDOT responses regarding the above referenced RFP:

**QUESTION:**

In regards to the DBE requirements stated in Section IV, will a woman majority owned business that does not qualify for a DBE status still be considered in the evaluation stage? Should a "good faith effort" be submitted in this case?

**ANSWER:**

Any person or firm, including a woman majority owned business that does not qualify for the DBE status as outlined in 49 CFR Part 26 may not be considered in the evaluation stage. Additionally, this Regulation states that if the contract goal is not met, the contract may not be awarded to the bidder unless the recipient determines the bidder documented adequate good faith efforts.

**QUESTION:**

Who previously help the marketing contract with NDOT for this campaign and how long have they held the contract?

**ANSWER:**

Penna Powers Brian Haynes (PPBH). They have held the contract since April 1, 2011.

**QUESTION:**

What is the allocated budget for this campaign?

**ANSWER:**

The tasks shall be on as-needed basis (by Task Order). Budget and scope of services for each Task Order shall be determined and negotiated with the successful consultant; generally, Task Order contract duration is one year.

**QUESTION:**

What is the contract length?

**ANSWER:**

The Master Agreement shall not exceed four (4) years from the date the Master Agreement is fully executed. However, this marketing contract shall be on as needed basis (by Task Order). Each Task Order shall be negotiated and implemented with Task Order agreement.

**QUESTION:**

Will the contractor be allowed to edit or modify the existing website for branding and landing page creation?

**ANSWER:**

The successful consultant will be allowed to edit the existing website to account for creation of new landing pages and accommodation of new campaign collateral, etc. The overall general design, look and feel and navigation of the site will remain the same, though, to reinforce all previous branding efforts.

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