June 2, 2014

MODIFICATION NUMBER 1
to the
REQUEST FOR PROPOSALS
for the
511NY SPONSORSHIP PROGRAM
Contract #X031127

Dear Interested Party:

Reference is made to the subject solicitation wherein the following changes are hereby incorporated:

1. RFP Page 22, Section IV.C., last paragraph: “Part II of the proposal consists of two sections: **Strike:** ‘(1) a Cost Section, which sets forth the proposed fully loaded labor rates for performing the work.’”

2. After Attachment 10, **ADD** new Attachment 11: Questions and Answers.

3. After new Attachment 11, **ADD** new Attachment 12: 511NY Website Traffic and Incoming 511NY Phone Calls by Caller Origin.

4. NYSDOT will prepare and publish a modification to the existing Sign Specifications document in order to address Question 6 of Attachment 11.

5. To assist firms preparing proposals, **the proposal deadline has been extended to July 1, 2014 at 2:00 PM (EST).**

**No other provision of the solicitation is otherwise changed or modified.**

**A one-page mandatory ACKNOWLEDGEMENT reply is attached.** To ensure that your proposal is deemed to be responsive to the RFP, acknowledgement receipt of RFP Modification #1 is required by all firms submitting proposals. Acknowledgement instructions are to be found in this RFP Modification #1 Page Two. Thank you.
ACKNOWLEDGEMENT OF RECEIPT: MODIFICATION NO. 1
Request For Proposals Contract #X031127
511NY Sponsorship Program

An authorized representative of your firm or organization must acknowledge receipt and acceptance of this Modification No. 1 by signing and returning one copy of this Modification to the undersigned via inclusion in the Contract Section of your firm’s Part II Cost and Contract Proposal to NYSDOT.

ACKNOWLEDGED AND ACCEPTED:
BY: ____________________________

NAME: __________________________
TITLE: __________________________
FIRM: __________________________

NYS DEPARTMENT OF TRANSPORTATION
BY: original signed by: Barbara Sonenberg, for
WILLIAM A. HOWE
Director, Contract Management Bureau
Question One: Does NYSDOT have a specific format from which the “asset management plan” should be presented?

Answer One: No, NYSDOT does not have a preferred format for the asset management plan as long as all pertinent information—including but not limited to inventory, attributes, operation and maintenance tasks, etc.—are incorporated and clearly presented.

Question Two: In order to secure the highest possible revenue for the State, would NYSDOT consider modifying the language on RFP page 15 Section 3.B.3.a— to allow for traditional digital marketing sizes such as 300 x 250 rectangle and 728 x 90 leaderboard?

Answer Two: No. Any website sponsorship opportunity must follow the New York State Information Technology Policy No. NYS-P10-001 and any leader leaderboard, banner or acknowledgement panel must comply with the specifications outlined in New York State Information Technology Policy No. NYS-S05-001.

Question Three: Is NYSDOT willing to consider other ad units on the 511NY Website?

Answer Three: No.

Question Four: Reference digital assets, can NYSDOT provide further details revealing complete traffic numbers?

Answer Four: See Attachment 12 included in this Modification #1.

Question Five: Can NYSDOT provide the number of unique calls to the IVR system in the past 6 months broken down by month?

Answer Five: See Attachment 12 included in this Modification #1.

Question Six: Industry standard is a logo panel with a ratio of about 1/3 of the total sign area, based on the Adopt-a-Highway model and associated standard (MUTCD Section 2H.08, Acknowledgement Signs: "...the area reserved for the sponsor acknowledgment logo shall not exceed 1/3 of the total area of the sign..."). The 511 signs are blue with white reflective letters and measure 72" x 66" or 54" x 54" in size, either 33 or 20.25 square feet. One third of that would be 11 or 6.75 square feet. The allowable logo size is 29.33" x 18" or 24" x 13.5" creating a field that is either 3.7 or 2.25 square feet, a considerably smaller ratio, reducing the overall impact of the sponsor's logo and the marketability of the program. The MUTCD does not have a ratio of any kind, and only suggests that the "...logo of a commercial entity shall not be incorporated within the TRAVEL INFO CALL 511 sign." NYSDOT has accommodated this language in the MUTCD by creating a second panel for the logo, however, the lettering "Sponsored by" takes up a significant amount of space.

Can NYSDOT make allowances for re-design of the sign and logo panel to increase the ratio of logo panel to sign area?

SUGGESTIONS:
- Drop the wording "Sponsored by" on the lower panel;
- use standard sizes for the 511 signs found in the MUTCD (Table 2I-1: General Service Sign and Plaque Sizes calls out two choices for a sign, the D12-5 at 42" x 60" for Conventional
Roadways and 66" x 78" for Freeways or Expressways and the D12-5a at 48" x 36" for Conventional Roadways and 66" x 48" for Freeways or Expressways;

- NYSDOT prefers using the D12-5, as indicated by the Attachment, therefore use the 42" wide x 60" high and 66" wide x 78" high measurements for sign surface, creating a sign of 35.75 square feet on the freeways, and a sign of 17.5 square feet on the conventional roadways.
- A 1/3 ratio of these two signs would be approximately 12 and 6 square feet, respectively.
- Using the width dimension (to match the logo panel width to the 511 sign width) the size of the two options would be a 28" high x 66" wide logo panel for freeways and a 20" high x 42" wide logo panel for conventional roads. This allows for more visibility for the sponsors, and provides a better marketing surface to work with than the suggested logo sizes of 29.33" wide x 18" high or 24" wide x 13.5" high logo panel sizes suggested by NYSDOT.

**Answer Six:** NYSDOT will prepare and publish a modification to the existing Sign Specifications document in order to provide for some of the above concerns while still remaining MUTCD compliant.