

WRITTEN QUESTIONS AND ANSWERS**SP-19-0041 Advertising and Marketing Services****ANSWERS ARE IN BLUE**

QUESTION NUMBER	SECTION REFERENCE	WRITTEN QUESTION & ANSWER
1	Not provided by questioner.	Whether companies from Outside USA can apply for this? (like, from India or Canada) See RFP Items 2.3.B and 2.3.B.1.
2	Not provided by questioner.	Whether we need to come over there for meetings? See RFP Sections 2.6.K. and 2.6.O.
3	Not provided by questioner.	Can we perform the tasks (related to RFP) outside USA? (like, from India or Canada) See RFP Items 2.3.G, 2.3.H., 2.6.H, and 2.7.A.
4	Not provided by questioner.	Can we submit the proposals via email? See RFP Section 1.7, specifically Item 1.7.B.1.a.ii.
5	2.2.C	Statewide Telephone Survey: Can we have access to the full tabular data (not just the excerpts noted) prior to the Feb. 15 RFP response date? See Addendum 1, Attachment D: AR 2017 Seat Belt Use Survey Report, and Attachment E: AR 2018 Motorist Survey Report
6	2.2.C	Does that tabular data identify the number of respondents by county location? See Addendum 1, Attachment D: AR 2017 Seat Belt Use Survey Report, and Attachment E: AR 2018 Motorist Survey Report
7	2.7.A	2.7A Media Buyer: Does ASP define “dedicated” as only working on ASP’s account and no other accounts? No, “dedicated” is not defined as working only on ASP’s account and no other accounts.
8	2.3	What, if any, roles are precluded from being fulfilled by subcontractors, as several subsections in 2.3 appear to have conflicting notations and requirements? See Addendum 1.
9	Not provided by questioner.	Does the Arkansas State Police believe its campaign(s) over the contract period of 7 years have been successful? This question is not relevant to the Prospective Contractor’s response to the requirements of this RFP.
10	Not provided by questioner.	What areas of improvement would ASP like to see in future campaigns? This question is not relevant to the Prospective Contractor’s response to the requirements of this RFP.

11	2.2.A	<p>Does the state do the research and reporting at the end of the year or is the contractor responsible for that?</p> <p>Some research will be asked of the contractor and other research ASP-HSO provides. All contractors are required to submit an annual report at the end of the fiscal year. ASP-HSO uses these reports to compile its annual report.</p>
12	2.2.C	<p>Are we allowed to use NHTSA assets and content or just their specified campaign's taglines?</p> <p>Yes. NHTSA's materials do not have a copyright and are available for use.</p>
13	2.2.C	<p>Are we allowed to organize and include events in the grassroots outreach?</p> <p>Yes.</p>
14	2.11.D	<p>What is the approved format for the flowcharts?</p> <p>The format will be negotiated after award with ASP having final approval.</p>