



STATE OF TENNESSEE
DEPARTMENT OF TRANSPORTATION

**REQUEST FOR PROPOSALS # 40100-27120
AMENDMENT # 3
FOR BRAND DEVELOPMENT, MARKETING, PUBLIC
RELATIONS AND ADVERTISING FOR TENNESSEE'S
LITTER PREVENTION CAMPAIGN**

DATE: **11/6/2020**

RFP # 40100-27120 IS AMENDED AS FOLLOWS:

1. This RFP Schedule of Events updates and confirms scheduled RFP dates. Any event, time, or date containing revised or new text is highlighted.

EVENT	TIME (central time zone)	DATE
1. RFP Issued		October 1, 2020
2. Disability Accommodation Request Deadline	2:00 p.m.	October 7, 2020
3. Pre-response Conference	10:00 a.m.	October 8, 2020
4. Notice of Intent to Respond Deadline	2:00 p.m.	October 9, 2020
5. Written "Questions & Comments" Deadline	2:00 p.m.	October 14, 2020
6. State Response to Written "Questions & Comments"		November 6, 2020
7. Response Deadline	2:00 p.m.	November 17, 2020
8. State Completion of Technical Response Evaluations		November 25, 2020
9. State Schedules Respondent Oral Presentation		November 30, 2020
10. Respondent Oral Presentation		December 10, 2020
11. State Opening & Scoring of Cost Proposals	2:00 p.m.	December 17, 2020
12. State Notice of Intent to Award Released <u>and</u> RFP Files Opened for Public Inspection	2:00 p.m.	December 29, 2020
13. End of Open File Period		January 5, 2020
14. Negotiations (Optional)		

15. State sends contract to Contractor for signature		January 11, 2020
16. Contractor Signature Deadline	2:00 p.m.	January 13, 2020

2. State responses to questions and comments in the table below amend and clarify this RFP.

Any restatement of RFP text in the Question/Comment column shall NOT be construed as a change in the actual wording of the RFP document.

RFP SECTION	PAGE #	QUESTION / COMMENT	STATE RESPONSE
NA		1 Can you please share with me the list of intended vendors that will be submitting for this RFP 40100-27120	This information will be available during the open file period after the Notice of Intent to Award is issued at the conclusion of the event.
6.2. Section A.4.	21	2 For Technical Response Point A.4. will a dated screenshot of respondent's credit score suffice? Or how else are respondents able to satisfy this requirement without supplying a full, lengthy credit report?	No, a screenshot would not be acceptable. The Respondent has the option of selecting the credit reporting agency to provide the credit report. The credit report will need to be dated within the last three (3) months.
6.2. Section B .17.	25	3 For Technical Response Point B.17. to clarify, an individual can provide a reference for a completed project even if the respondent no longer/does not currently service the account? Or must all references be from currently serviced accounts?	References can be from a previous project.
NA		4 Is it possible for you to share the list of intended respondents to RFP #40100- 27120, with all of the respondents?	This information will be available during the open file period after the Notice of Intent to Award is issued at the conclusion of the event.
NA		5 Is this a mandatory RFP?	TDOT has issued this RFP with the intention of awarding a contract.
NA		6 Have agencies that possibly handled digital services, social marketing, media buying, market research, etc. most recently been invited to participate in the RFP? Have they acknowledged affirmatively?	The solicitation is a publicly posted event. See response to #1 and 4.
NA		7 Has an annual media budget been established based on the overall \$10 million budget provided in the RFP (\$2 million per year over 5 years) that you can share? If not, can you quantify last year's on and off-line media budget?	The State would like to spend no more than \$500,000.00 on media per year for this contract.
NA		8 Once a short list is established, will you be sharing the short-listed agencies numerical scores per criteria?	This information will be available during the open file period after the Notice of Intent to Award is issued at the conclusion of the event.
NA		9 Is specific experience providing Services to "municipalities" required?	No.
NA		10 Are you willing to share established/prioritized KPIs for 2021/2022?	Key Performance Indicators have not been set for 2021/2022.

RFP SECTION	PAGE #	QUESTION / COMMENT	STATE RESPONSE
NA		<p>11 Are you willing to share the following studies conducted in 2016?</p> <ul style="list-style-type: none"> • Visible Litter Study (nFront Consulting) • Litter Attitudes and Behaviors Survey (Baselice & Associates) • 3. Focus Groups (Prince Market Research) 	<p>Per RFP Amendment Item 4 below, two additional documents, "Combined Visible Litter Study" and "2016 TN Statewide Litter Study Results" are added as attachments to the RFP.</p>
NA		<p>12 Are you expecting to see estimates for research as part of the cost proposal?</p>	<p>Costs are to be incorporated in the respondent's cost proposal. Cost Proposal must be submitted exactly as required in Attachment 6.3. Cost Proposal. See also Section RFP Section 3.1.2.2. The proposed cost shall incorporate ALL costs for services under the contract for the total contract period, including any renewals or extensions.</p>
NA		<p>13 If you run into a tie situation, are you mandated to contract with a Tennessee-based agency?</p>	<p>Per Section 5.13.2. of the Procurement Procedures Manual of the Central Procurement Office:</p> <p>5.13.2. Tied Responses – Resolution.</p> <p>A tie exists when two or more respondents offer goods or services that meet all specifications, terms and conditions at identical prices including cash discount offered for prompt payment. A tie will be broken by considering the following factors, in descending order:</p> <ul style="list-style-type: none"> • First preference shall be given to a "Tennessee Respondent." Pursuant to Tenn. Code Ann. § 12-3-1113(c)(2), a "Tennessee Respondent" means a business that is: <ul style="list-style-type: none"> o Incorporated in this State; o Has its principal place of business in this State; or o Has an established physical presence in this State. • Second preference shall be given to certified DBE respondents. • Third preference shall be given to the respondent who was the low cost respondent on other items being bid for the same requisition. • Fourth preference shall be given to the respondent who offers the best delivery. • Fifth preference shall be given to further negotiations to break the tie. • If a tie remains, it shall be broken by lot or coin toss.
NA		<p>14 What criteria would be sufficient for the procuring agency to not award the contract to the agency with the highest evaluation?</p>	<p>The contract will be awarded per the evaluation criteria set forth in Section 5. Evaluation & Contract Award in the RFP.</p>

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Attachment 6.3. Cost Proposal		15 Based on the spreadsheet shared below (cost proposal Spreadsheet) as part of the RFP package, am I correct to assume that you're allocating \$500,000 GROSS per year and will be expecting to receive a proposed media plan once awarded at this budget level as opposed to requesting recommendations for a total media spend based on overall objectives? Also, am I correct to assume that the \$25,000 budget below for Banners, Signage and Booths is for production only and not an estimate for media buys associated with these vehicles specifically?	Yes to both questions.
NA		16 What is the catalyst for this RFP?	To reduce litter in Tennessee.
NA		17 What does success look like?	A reduction of litter in Tennessee.
NA		18 What was the 2018 and 2019 budget allocation?	This information is not available.
NA		19 Measurement & KPIs - What marketing metrics are being tracked internally and what are desired measurable business outcomes?	This information is not available.
NA		20 Data Infrastructure - What type of data infrastructure is in place for paid digital media targeting and optimization?	This information is not available.
NA		21 Are you happy with your current agency?	TDOT is not currently working with an agency.
NA		22 Are you looking to change your agency?	See response to question 21.
NA		23 What learnings can you share about your recent partnership with advertising agencies; for example, what has worked really well and what areas have been more challenging?	See response to question 21.
NA		24 Specifically, what are the qualities you are looking for in an agency partner?	The State would like an agency that understands the importance of litter prevention and is committed as a company to the importance of clean, green communities. The State is also looking for a company that is comfortable working in a team environment with multiple partners and interests.
NA		25 How would you define what is most important to you in the process—creative, strategy, cultural fit, category experience, overall experience?	Most important would be to find a firm that is creative with experience with public outreach/education campaigns.
6.2. Section B.15.	24	26 Is there a participation goal for Diversity Business Enterprises? Do all diverse business have to be certified by the Governor's Office of Diversity Business Enterprise	The state has an overall goal of 12.5%. All diverse businesses are required to be certified with the Governor's Office of Diversity Business Enterprise to count toward the goal. However, if the company has an existing certification with

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		to count toward the diversity goal of this project?	another certification agency or home state, Go-DBE can perform a "Reciprocal" certification.
NA		27 Is there an in-state prime agency preference?	No.
NA		28 How does the State currently measure the Nobody Trashes Tennessee litter prevention campaign awareness and effectiveness?	It is currently not measured, but the State would like the new Contractor to provide measurements going forward.
NA		29 What is the State's goal in trash reduction? How is this measured?	Visible Litter Studies. It is currently not measured, but the State would like the new Contractor to provide measurements going forward.
NA		30 What is the State's goal in cost reduction of litter pickup?	A goal is not currently set.
Pro forma A.3.	40	31 In the Scope, A.3 Brand Development, A.3.3 it is referenced that the Contractor may conduct targeted campaigns to reach "distressed and at-risk counties." How do you define distressed and at-risk counties?	The Governor's office establishes the criteria of what is considered at-risk and distressed counties. The 11 distressed counties in Tennessee include: Lake, Lauderdale, Hardeman, Perry, Wayne, Clay, Grundy, Bledsoe, Scott, Hancock, and Cocke. The 26 at risk counties in Tennessee include: Obion, Haywood, Carroll, Benton, Houston, Henderson, McNairy, Hardin, Lewis, Jackson, White, Van Buren, Warren, Fentress, Morgan, Megis, Rhea, Monroe, Campbell, Claiborne, Union, Grainger, Hawkins, Unicoi, Carter and Johnson.
NA		32 What are your top 10 target markets for litter prevention in terms of geographies?	The State services 95 counties in Tennessee.
NA		33 Who are your target audiences regarding demographics (age, gender, race, ethnicity, education, socio-economic)?	Tennesseans and tourists of Tennessee.
NA		34 What actions do you want individuals to take as a result of the campaign?	The State would like individuals to not litter AND engage with their family, friends and communities to spread our litter prevention message.
NA		35 How well known are Trashesquatch and the Tri-Star Rangers among kids?	Not well known.
NA		36 What strategies have had the biggest impact on reducing litter in the past two years since launching the campaign?	Brand awareness.
NA		37 What new challenges does COVID-19 bring in terms of volunteer engagement?	It has been challenging. The State resumed Adopt-A-Highway cleanups on October 11, 2020.
NA		38 Do you want to keep the current website hosting at BlueHost?	The State is open to suggestions.
Pro forma A.4.4.	40	39 Can you explain what is meant by visible study?	Research that looks at the type and amount of litter along various categories of roadways. See

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			also State's response to #11 above and attached studies to this amendment.
Pro forma A.4.4	40	40 Will virtual or online focus groups be acceptable or anticipated during COVID?	Yes.
Pro forma A.4.4	40	41 Is there a preference of location or areas in the urban, suburban, and rural area when conducting the focus groups?	One of each in each grand division. See attached map of grand divisions.
Pro forma A.4.4	40	42 Do you have an expectation of the total number of focus groups to be conducted?	6-9.
NA		43 Is there any paid media that is required to run? Or existing contracts to be fulfilled.	No, that is not a part of this RFP.
NA		44 Are the active traffic information boards on the highways available for this initiative?	Possibly, if it has a safety message.
Pro forma A.4.4.b.	40	45 Can you provide further clarification of psychographic consumer targets?	The State would like to understand littering behaviors and how it can help change those behaviors.
Pro forma A.4.4.	40	46 The RFP calls for "completing a review of the impact and efficacy of the Nobody Trashes Tennessee litter prevention campaign". Could you tell us what the criteria is for impact and efficacy? Would these be measured based on the Visible Litter Study or do you based on a pre-post advertising tracking study among TN residents to measure campaign awareness, attitude and/or behavior change, message recall, etc.?	The State would like to work with the vendor to establish the criteria. In addition to a visible litter study pre-post advertising tracking study among residents would be helpful.
NA		47 Nobody Trashes Tennessee: Please confirm that the Tennessee anti-litter campaign will continue to use this positioning/tagline and that the agency awarded this contract would execute against this positioning/tagline.	TDOT is committed to the continued use of the Nobody Trashes Tennessee campaign.
NA		48 Are you happy with the current campaign content? Are there areas that you like that you don't want to change? Are there areas of the campaign you don't currently like? If so, what are they? And why are you not happy with those areas currently?	TDOT has been very pleased with all aspects of the campaign. Of course, the State is open to new ideas, graphics, partnerships and media that would build on what we have accomplished.
Attachment 6.2. Section C, C.4.-C.8.	28	49 Section C.4-8: What is the expectation from the Tennessee Department of Transportation on the level of detail on our approach to the campaign? Is there an expectation that we should provide concepts with our narrative?	The State does NOT expect concepts with the narrative. Concepts may be helpful after the State narrows it down to a handful of companies that will be allowed to present an oral presentation.
NA		50 Who is the incumbent agency and is it that agency's intent to participate/submit a proposal? Is the \$10,000,000 budget for the 3-year (36-month) contract, or is it for the full potential of a 5-year (60-month) contract with the extensions available?	The State does not currently have an incumbent agency and are not currently working with a public relations/media firm on this campaign. The State has worked in a small way with other consultants for help with social media and celebrity support. Refer to RFP Amendment Item 3 below.

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NA		51 Based on the \$10,000,000 total budget, what portion of that budget is the potential agency fee for this contract?	The Respondent should propose that as part of the Cost Proposal. See also State's response to #12 above.
3.2.	8	52 3.2. Response Delivery: Do you require both an email submission (separate emails for Technical and Cost Proposals) and separate packages that include both digital submissions on USB drives? Assume that if you require both, and that the USB drives with the Technical Proposals should be separate from the USB drives with the Cost Proposals (10 total USB drives.) Please confirm.	Responses are either via email or via mailed USB drive. In each case, the Technical and Cost proposals must arrive separately. Email is the preferred delivery method.
3.1.1.1.	7	53 3.1.1.1. A Respondent must use the RFP Attachment 6.2., Technical Response & Evaluation Guide to organize, reference, and draft the Technical Response by duplicating the attachment, adding appropriate page numbers as required, and using the guide as a table of contents covering the Technical Response. We assume that we should complete the Technical Proposal narrative (45 pages), but then include Attachments 6. A, B, C which lists all areas to be evaluated, and says that the Responder must indicate the page number where each area is in that Technical Proposal narrative before the 45-page narrative, as a table of contents. Do these pages with the Attachments count towards the 45-page limit? We understand that Attachment 6.4 is a questionnaire that our client references will complete and send separately, and that Attachment 6.3 Cost Proposal will be completed and sent by Responder under separate cover/sealed envelope. Please confirm this understanding.	A Respondent must use the RFP Attachment 6.2., Technical Response & Evaluation Guide to organize, reference, and draft the Technical Response by duplicating the attachment, adding appropriate page numbers as required, and using the guide as a table of contents covering the Technical Response. These pages with attachments do not count toward the 45-page limit. This is correct.
3.1.1.2.	7	54 3.1.1.2 Response Form/Technical Proposal: The page limit for the Technical Proposal is 45, however charts, maps, graphs, as noted, and included as an appendix will not be counted against page limit. What are the specific charts, maps and graphs that constitute the appendix? Please confirm and detail what specific documents can go into the appendix, such as: • A.1. Statement of Certifications and Assurances • RFP Attachments (6 documents)	The items listed as bullet points may be included as appendix items.

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		<ul style="list-style-type: none"> • A.3. Current bank references • A.4. Letter from accredited credit bureau 	
		<p>55 Technical Proposal: Technical Proposal Attachments 6. A., B., C.: There are areas on these attachments that will not necessarily correspond to a "page" in our narrative Technical Proposal, such as the following. Do we just leave that page # area blank or indicate N/A in those cases?</p> <ul style="list-style-type: none"> • The Response must be delivered to the State no later than the Response Deadline specified in the RFP Section 2, Schedule of Events. • The Technical Response and the Cost Proposal documentation must be packaged separately as required (refer to RFP Section 3.2., et. seq.). • The Technical Response must NOT contain cost or pricing information of any type. • The Technical Response must NOT contain any restrictions of the rights of the State or other qualification of the response. • A Respondent must NOT submit alternate responses (refer to RFP Section 3.3.). • A Respondent must NOT submit multiple responses in different forms (as a prime and a subcontractor) (refer to RFP Section 3.3.). 	<p>Yes, please leave that page # area blank.</p>
Attachment 6.6.	38	<p>56 Attachment 6.6 Pro-Forma Contract: Is there anything that we need to respond to regarding the Pro-Forma Contract in our Technical Proposal submission, other than any comments or questions we have regarding the document?</p>	<p>The contract will be drawn by the State not the successful Respondent.</p> <p>Please see RFP Section 5.3 and RFP ATTACHMENT 6.1. —. Statement of Certifications and Assurances.</p> <p>Questions or comments about pro forma should have been presented during written question and comment period.</p>
Attachment 6.2. Section B. B.17.	25	<p>57 Section B. References: This section states: References from at least three (3) different individuals are required to satisfy the requirements above, e.g., an individual may provide a reference about a completed project</p>	<p>Confirmed.</p>

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		and another reference about a currently serviced account. Please confirm that one reference can evaluate both a completed project and one that is currently in progress, totaling 3 individuals vs. having a total of 5 individuals complete evaluations/references, e.g., (two (2) accounts Respondent currently services that are similar in size to the State; and three (3) completed projects.	
5.3.	17	58 Can we still request revisions to the contract after the 10/14 deadline for official questions to have been submitted by?	Please see RFP Section 5.3 and RFP ATTACHMENT 6.1. —. Statement of Certifications and Assurances.
Attachment 6.2. Section C	28	59 C.1, 2 and 3: What is the difference between these 3 questions? Can they be combined with one answer?	These questions will be evaluated separately.
NA		60 We noted on the NTT web site that there was a litter/trash study (volume, makeup of roadside litter, sources, etc.). Is there additional data on what Tennesseans perceive/believe (attitudes, awareness, etc.) on the litter issue?	Two additional documents, "Combined Visible Litter Study" and "2016 TN Statewide Litter Study Results" will be provided as attachments to the RFP and will be provided with this amendment.
NA		61 Since it appears TN wants to keep Nobody Trashes Tennessee as the campaign theme/platform, how has it performed regarding influencing attitudes? With the number of roadside litter items cut in half since 2006 it appears progress has been made. To what do you attribute this success, and from where will the next big gains come?	Performance of the campaign measured by media interest, grassroots interest, social media growth and citizen participation has been excellent. TDOT has been pleased with the outcome. The State attributes this success to our Keep America Beautiful affiliates, Keep Tn Beautiful, Adopt-A-Highway program promotion along with public education provided by our Litter Grant recipients. Tennessee has an excellent network of litter prevention partners that support pickup and prevention efforts statewide. TDOT is unsure where the next big gains will happen; possibly from increased litter law enforcement, increased student education efforts or an increase in campaign awareness.
NA		62 NTT appears to have a focus on partnering with Adopt a Highway programs/volunteers to clean up the roadways. Also, the celebs who appear in the ads. What other grassroots/community groups/organizations are aligned/affiliated for this effort?	TDOT has organically partnered with organizations from across the state to promote Nobody Trashes Tennessee. For example, our bag day event with The Tennessee Grocers Association.
NA		63 How does Trashquatch play with target stakeholders (assuming there's research/data)?	TDOT does not have research statistics, but our experience shows that Trashesquatch is very popular with student groups, teachers and surprisingly adults. During several media interviews with Trashesquatch he is generally mobbed by adults.
NA		64 Is there a kid, tween, teen or student initiative as part of this larger program? How does NTT play with schools and their students?	Our youth initiative is Trashesquatch who works with 4th through 6th grade students; he also has success at family and adult events.
NA		65 We understand from news stories that the incumbent contractor previously tasked with completing the Nobody Trashes	Work has continued mainly through efforts of TDOT staff with some support from social media and celebrity engagement contractors. The State does not know if those contractors will be bidding.

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		<p>Tennessee campaign has closed its doors.</p> <ul style="list-style-type: none"> ○ How has this work continued in the interim? ○ If another contractor/consultant has been involved in the campaign, do you anticipate that contractor/consultant's bidding on this RFP? 	
NA		66 Will there be a preference given to Tennessee-based companies that bid on this work? It seems that, with COVID-19's putting many Tennessee companies at risk of closure, a Tennessee firm should do this work.	No, except for Tie situation addressed in response to #13.
NA		67 In the event of a tie between a Tennessee-based company and an out-of-state company, would the Tennessee company get the work?	Please see question 13.
Attachment 6.2. Section B B.15.	25	68 If the primary respondent to the RFP is a state-certified DBE contractor, and that company's subcontractors are also state-certified DBE contractors, are points awarded for both?	Proposal Evaluation Team members will independently evaluate and assign one score for all responses to Section B— General Qualifications & Experience Items.
NA		69 Is the budget for this work funded from the TDOT budget as approved by the Tennessee General Assembly, or is this project funded through a federal grant?	This effort is funded through State tax dollars from a dedicated, self-imposed specialty tax on the malt beverage and soft drink industries. They have been funding litter prevention efforts at TDOT since 1983. No Federal funds will be used as a part of this campaign.
NA		70 Will additional funds be available beyond the initial budget?	No.
1.1.	2	71 The RFP states that the campaign budget is \$10 million per annum. Does this amount cover the initial three-year contract or the five-year term?	The base contract maximum liability is \$6M for three (3) years. The State reserves the right to execute up to two (2) renewal options under the same terms and conditions for a period not to exceed twelve (12) months each by the State, at the State's sole option. In no event, however, shall the maximum Term, including all renewals or extensions, exceed a total of sixty (60) months. It is anticipated that, each renewal would increase the maximum liability by \$2M.
1.1. and Pro Forma B.2.	2 48	72 If only for the initial three-year term, will the state allocate additional funding for years four and five if needed?	See response to #71 above.
NA		73 What was the campaign budget for the previous contract?	\$900,000.
NA		74 Are you able to share how the media spend was divided among various platforms (e.g., social, outdoor, TV, etc.)?	Approximately, \$500,000 was spent of media buys.

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NA		75 Were you happy with the results that the contractor was able to produce using that budget?	Yes.
NA		76 How much of the budget do you prefer that the chosen contractor spend on paid media during each year of the campaign?	Up to \$500,000.00.
NA		77 How successful was the PSA portion of the last campaign? Were TV and radio included? Will the chosen contractor receive a list of participating outlets?	TDOT believes that the PSA was very compelling, and TDOT received extensive showing/use of the PSA for which we did not pay in addition to the paid media. It is actually still being shown on some of the "lesser" stations. While TDOT does not have a completely updated comprehensive list, the chosen contractor could receive a "best effort" list of participating outlets.
NA		78 Are there existing relationships with media contractors that we need to be aware of and that would remain in effect during the campaign?	While TDOT has a regulatory relationship with the outdoor advertising industry we are not necessarily interested in taking advantage of that relationship.
NA		79 We've seen on your website the videos featuring Trashesquatch and the Tri-Star Rangers. Were those produced by the previous contractor or by TDOT staff?	Some of both.
NA		80 Are you happy with those videos, or do you see their being replaced as part of this campaign?	The State would like to have up to date videos.
NA		81 When Trashesquatch and the Tri-Star Rangers make public appearances, do members of the contractor's team fill those roles (including wearing the mascot costumes), or are those tasks handled by TDOT staff members?	Contractor is responsible for the staffing of those roles. Our previous contractor hired and trained Tennessee actors to fill those roles at schools and public appearances.
A.4.4.	40	82 The Visible Litter Study (A.4.4) includes focus groups in each of the three Grand Divisions and includes urban, suburban and rural areas. Is TDOT also willing to consider a statewide telephone/online public opinion survey?	Yes, TDOT is willing to consider it.
A.4.4.	40	83 What other elements are included in a "visible litter study" that may not be listed in the RFP?	None to our knowledge.
A.8.2.	43	84 Please specify the successful contractor's role in cooperative marketing campaigns as described in the RFP. o Are these co-op campaigns part of the overall budget?	To complete the task in the RFP and task assigned by the State. Yes the budget will need to cover these co-op campaigns, as there is no separate budget.
NA		85 Can TDOT commit to quickly approving a plan and budget for the research portion of the campaign, to take place within the first month of the contract? The information learned in the research portion may be	Yes, TDOT can make that commitment.

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		needed to shape the strategic plan – which you've noted is due within 60 days of signing the contract.	
A.4.4.	40	86 Is TDOT open to virtual focus groups, in the event that the COVID-19 pandemic does not allow for in-person meetings?	Yes.
NA		87 Has TDOT prepared consumer profiles for its target audience segmentation strategy? If so, is that something you can share with the chosen contractor?	Yes and yes.
NA		88 Will the previous strategic plan be made available for review by the chosen contractor?	Yes.
A.7.3.	43	89 The RFP calls for the chosen contractor to "appropriately handle and respond to crisis situations related to the State's litter prevention campaign ..." Can you share an example of when the previous contractor had to step in and respond to a crisis?	There has not been a crisis where TDOT staff hasn't been involved. There have been times where the contractor would prepare materials with fast turnaround times.
NA		90 Can you please confirm that a TDOT representative will serve as the spokesperson for all media inquiries, or do you expect the contractor to fill that role?	Yes, TDOT staff will handle media inquiries.
A.7.5.	43	91 In thinking about grassroots events, does TDOT maintain a list of middle schools and other organizations that have historically participated in events?	Yes.
A.7.5.	43	92 Do you anticipate COVID-19's changing outreach to schools, or will the vendor be expected to maintain the previous level of outreach and go to schools in-person?	If the State continues to be responding to COVID 19 problems, we expect program changes.
NA		93 How much travel did the previous contractor complete during the contract?	Travel occurred 4-5 times a year.
A.7.5.	43	94 How many "Clean Out Your Car" events should we plan on conducting annually? Can these now be virtual due to COVID-19?	TDOT does not expect to conduct Clean Out Your Car event virtually. If we are not involved with Covid problems, TDOT would expect one, multi-location event bi-annually.
A.8.4.	43	95 Will you please clarify what you mean by a "CONUS" rate (C.4)? Is this to mean that the vendor will be reimbursed for travel?	The CONUS (continental United States) travel rates are the US General Services approved travel rates. Vendor will be reimbursed for travel using instate Tennessee or CONUS rates.
A.8.4.	43	96 How often did the previous vendor "participate in oral and/or written presentations regarding the services it provides at meetings, conferences or other events"? How many such events should be planned for?	3-4 a year if possible.
A.9.	43	97 In what platform was the current website designed?	Wordpress.

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A.9.	43	98 Where is the website hosted?	Bluehost.com.
A.9.	43	99 Are you expecting the new vendor to host the website?	It is operated by the State of Tennessee. The vendor will not host the website, however, they will be expected to update the website.
A.11.2.	46	100 Please clarify item A.11.2: Will the state approach the approved contractor with individual projects related to Nobody Trashes Tennessee that must then be bid on? Or will the chosen contractor be given the go-ahead to propose a strategic plan under the approved contract budget? We're certain you understand that approving elements of the campaign on a piecemeal basis will lead to across-the-board delays.	The State will work the Contractor as specified in the pro forma and the RFP.
Pro forma C.3.	48	101 In Item C.3., the graph included here does not include categories for all of the individuals who would work on this project. Can we develop our own chart?	No. These categories correspond to the bidding methodology so they cannot be changed. See State's response to #12 above.
NA		102 Do you have any metrics by which to measure some of your desired goals, such as a general reduction in litter? If so, are there baseline measurements available?	Not at this time.
NA		103 Will materials need to be translated into additional languages? If so, what languages should be included?	No, translations into additional languages will not be needed.
NA		104 Who is the incumbent contractor, and what was the period of performance and contract value? If the incumbent contractor did not launch the "Nobody Trashes Tennessee" campaign, can you please provide the name, period of performance and contract value for the contractor that launched the campaign?	Enviromedia. The budget was \$900K per year, TDOT stopped working with Enviromedia in 2017.
NA		105 What impact has the "Nobody Trashes Tennessee" campaign and subsequent outreach efforts have on litter across Tennessee since its launch in 2017?	The impact has been positive.
NA		106 Previous data suggests that it costs the state \$15 million a year to clean up litter from TN roads, and that there are approximately 100 pieces of litter on TN roads. Are those data points still accurate?	No.
NA		107 As stated on the current "Nobody Trashes Tennessee" website, the goals of the campaign were to 1.) raise awareness about Tennessee's litter problem; 2.) get Tennesseans to stop littering, and 3.) rebuild state pride. To what extent did the previous campaign achieve those goals? How was that measured? Do	It has not been measured.

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		those goals remain for 2020 and beyond? How will they be measured?	
NA		108 What remains the greatest barrier to getting Tennesseans to stop littering?	Litter prevention is all about changing behaviors and that is extremely difficult.
3.1.2.1.	7	109 Per section 3.1.1, the technical response must not include any pricing or cost information, and per section 3.1.2.1, a Respondent must only record the proposed cost exactly as required by the RFP Attachment 6.3., Cost Proposal & Scoring Guide and must NOT record any other rates, amounts, or information. Where should respondents record cost assumptions?	Cost assumptions must be included in the costs recorded in the response. See 3.1.2.2. The proposed cost shall incorporate ALL costs for services under the contract for the total contract period, including any renewals or extensions.
3.1.1.	7	110 Is the Technical Response & Evaluation Guide to be included within the 45-page limit?	The Guides do not have to be included in the page count.
3.2.2.1.	8	111 Will the state allow responses to be submitted via both digital media and e-mail, assuming the responses are identical?	Responses should only be submitted by one delivery method. Email submissions are preferred.
Attachment 6.2 – Section A.3 & A.4	22	112 Are the bank reference letter and credit bureau letters to be included within the 45-page limit?	Bank References do not have to be included in the page count. Bank references and credit bureau letters can be included in an appendix and will not be included in the 45-page limit.
Attachment 6.2 – Section B.13.	24	113 Are the personnel resumes to be included within the 45-page limit?	Resumes do not have to be included in the page count. Resumes can be included in an appendix and will not be included in the 45-page limit.
Attachment 6.2 – Section B.15. Business Relationships	24	114 Are Respondents to include current contracts in which the Respondent is performing work for business enterprises owned by minorities, women, service-disabled veterans, persons with disabilities, and small business enterprises? Or is the requirement to provide only contracts in which the Respondent has contracted for services?	The respondent is to provide any samples (1-4) of types of contracts where they utilized diversity businesses.
Attachment 6.2 – Section B.17. Customer References	25	115 Why are the customer references required from individuals who are not current or former State employees? Will the State consider amending the requirement to allow a reference from a current or former State employee for at least one (1) or the completed projects?	This requirement is a standard state requirement. The State will not amend the current requirement.
Attachment 6.2 – Section B.17. Customer References	25	116 Can “accounts...similar in size to the State,” be clarified? Does “size” refer to number of employees, budget for this contract, required services or a combination of some or all?	Similar size refers to required services and budget.
Attachment 6.2 – Section B.17.	25	117 Will customer references be accepted from subcontractors and if yes, how many are required from the prime Respondent?	The references should be for the respondent.

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Customer References			
Attachment 6.2 – Section C	28	118 There are multiple references to “project schedule” in this section. Does “project schedule” refer to ongoing services provided within the Term, or is there a more specific project schedule of deliverables the State is requiring? If the latter, can the deliverables and schedule be provided?	A schedule will be determined with the vendor chosen.
Attachment 6.3 – Cost Proposal & Scoring Guide		119 What is the estimated annual percentage of Media Buys in relation to total spend in previous contract years supporting the “Nobody Trashes Tennessee” campaign?	Approximately \$500,000.00 per year.
Attachment 6.6 – Pro Forma Contract, Section A.3.2 Brand Development	40	120 What are the existing Nobody Trashes Tennessee brand campaign tactics?	This year, TDOT has concentrated on social media.
Attachment 6.6 – Pro Forma Contract, Section A.4.4 Litter Study	40	121 Has additional research been done since the 2016 Visible Litter Study to measure the amount of trash on TN roadways?	No.
Attachment 6.6 – Pro Forma Contract, Section A.5. Marketing Services	40	122 TN is a geographically diverse state. Its population is increasingly diversifying every month. Which regions suffer from the worse litter rates? Will there be a need to translate campaign communications in the short- or long-term? At what reading level should campaign communications be written at in order to ensure accessibility and impact?	West TN, in particular Shelby County has the worst litter problem. Translating campaign materials is a good idea that TDOT would probably like to pursue. The preference is to tailor our materials more to the generation we are hoping to reach rather than “dumbing down” anything.
Attachment 6.6 – Pro Forma Contract, Section A.6. Media Placement	42	123 Is the “strategic marketing plan,” referenced in Section A.6.2. Media Placement to be used interchangeably with the “Strategic Plan,” referenced in Section A.4 Strategic Planning, or is it considered to be a separate deliverable?	The strategic plan should be inclusive of a marketing plan.
Attachment 6.6 – Pro Forma Contract, Section A.7.5. Grassroots Campaign Efforts	43	124 Based on the campaign that launched in 2017, what grassroots efforts were the most impactful for driving awareness and getting people to stop littering?	Partnerships with Litter Grant recipients were very impactful. Please see question 62.
Attachment 6.6 – Pro Forma	43	125 Has the state entered into any local radio or television station partnerships to help promote the	Yes, TDOT would be interested in a partnerships.

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Contract, Section A.8.3. Sponsorship s/ Partnerships		"Nobody Trashes Tennessee" campaign in the past? Is there an appetite for these types of partnerships in the future?	
Attachment 6.6 – Pro Forma Contract, Sections A.6. Media Placement and A.9.2 Website Elements	42	126 These sections reference the State's "marketing programs." Are these terms to be used interchangeably with the aforementioned "Strategic Plan" in Section A.4., and/or the "strategic marketing plan" referenced in Section A.6.2?	Please see question 123.
Attachment 6.6 – Pro Forma Contract, Section A.9.5 Website Statistical Analysis Program	44	127 Is the Google Marketing platform an acceptable basis for this program?	It could be a component of the program.
RFP, Attachment 6.2 B.13.	23	128 "Provide a personnel roster listing the names of key people who the Respondent will assign..." Can the State confirm that the Respondent is to identify the key personnel positions?	Yes.
Attachment 6.3.		129 In Cell M/N, the label is "Total Media Buy Cost" but it appears that this should be a total for all line items on this spreadsheet (Media Buys; Banners, Signage, Booth, etc.; Talent, Production Staff, and Media Production). Can the government clarify the usage of this label?	This is a total of all three lines: Media Buys; Banners, Signage, Booth, etc.; Talent, Production Staff, and Media Production.
Attachment 6.3.		130 Please clarify if mark-ups are allowed for line items on this spreadsheet or if 0% mark-up should be provided.	The purpose of the sheet is to provide the Respondent's proposed markup rates.
Attachment 6.3.		131 Please clarify if the Annual Estimated Investment and/or Budget is inclusive of mark-up.	Yes, it is.
Attachment 6.4.	32-36	132 [Reference Questionnaire] Is there a digital copy that references can fill in/out?	Respondents typically extract it from the document and send it to their references to complete.
Attachment 6.6. A.2.f.	2	133 "Keep Tennessee Beautiful (KTnB)..." Can the State share how KTnB is currently integrated into or collaborates with the Nobody Trashes Tennessee campaign?	Keep Tn Beautiful sells and distributes materials with NTT logo and they participate in most all of our campaign activities whether it is featuring Trashesquatch in their conferences or having TDOT on the agenda to talk about the campaign. They also promote the campaign by encouraging all of their affiliates to feature the logo in their litter prevention activities. They operate as a full partner in the campaign.
Attachment 6.6. A.3.1.	3	134 "Branded development by the Contractor shall support these goals and include, but not	Please read the entire A.3 brand development section.

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		<p>be limited to, the deliverables included in A.3 of this contract"</p> <p>Can the State provide a list of the deliverables and due dates?</p>	
Attachment 6.6. A.3.2.	3	<p>135 "...the contractor shall utilize the existing Nobody Trashes Tennessee brand campaign tactics..."</p> <p>Is the State open to potential new ideas or creative?</p>	Yes, TDOT is open to new ideas and creatives but while still using Nobody Trashes Tennessee as the central message.
Attachment 6.6. A.6.5.	5	<p>136 "...use of non-traditional influencer messaging and use of celebrity ambassadors"</p> <p>Is the Contractor responsible for costs associated with celebrity endorsements?</p>	Yes.
Attachment 6.6. A.9.1.	6	<p>137 "The Contractor shall be responsible for the ongoing development and maintenance of an integrated website and Content Management System (CMS) and for providing all hardware, software, and telecommunications required...."</p> <p>Can the State confirm whether the website is to be hosted on a network owned and operated by the Contractor, at their cost?</p>	It is operated by the State of Tennessee. The vendor will not host the website, however, they will be expected to update the website
Attachment 6.6. A.3.2.	3	<p>138 "...the Contractor shall utilize the existing Nobody Trashes Tennessee brand campaign tactics..."</p> <p>Can the State provide brand campaign tactics used in the past?</p>	Yes, a list can be provided by the vendor selected.
Attachment 6.6. A.4.4.	3	<p>139 "...conduct a Visible Litter Study in each grand division in Tennessee..."</p> <p>Has a visible litter study been conducted in the past? If so, can this be shared?</p>	Yes, please see attached study to this amendment.
Attachment 6.6. A.2.g.	2	<p>140 "...characters that are used to educate audiences on litter prevention in the state of Tennessee."</p> <p>How has the sub-brand, Trashesquatch, been utilized in past marketing efforts?</p>	Yes.
NA		<p>141 Are there best in class litter campaigns from other states that the State admires?</p>	Yes, of course "Don't Mess with Texas" is the gold standard. Mississippi has had the "I'm not your Mama" which featured the First Lady of Mississippi.
NA?		<p>142 Are the pre-populated dollar amounts meant to represent the fixed budget for these line items?</p>	Those are estimated amounts that are used as evaluation factors and should not be altered. The Evaluation Factor associated with each cost item is for evaluation purposes only. The evaluation factors do NOT and should NOT be construed as any type of volume guarantee or minimum purchase quantity.

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3.1.1.2.	7	143 Understanding the technical response is not to exceed 45 pages, does that mean the state will allow a front and back of content on each of the 45 pages?	Pages should be one sided or numbered on each side.
3.1.1.2.	7	144 Does each page need to have a blank back, so that the content is only on the front of each page of 1 through 45?	Electronic copies really do not have a "blank back". Paper page submissions should be one sided or numbered on each side.
3.1.1.2.	7	145 Does the page count include the cover page as page 1?	No.
3.1.1.2.	7	146 Does the measured page of 8.5" x 11" need to be vertical, or can the proposal be written and designed such that the content is viewed horizontally?	Horizontal is acceptable.
3.1.1.2.	7	147 Noting all pages need to be numbered, does the cover page need to be numbered?	Please see question 145.
3.1.1.2.	7	148 Understanding fonts need to be 12-point, can fonts exceed 12-points, such as for headers? Is there a particular font style suggested, such as serif or sans-serif?	Headers can be larger than 12 font. There is no required font.
3.1.1.2.	7	149 Does the RFP number need to be on every page, including the cover page?	No, it does not.
3.2.	8	150 Please confirm that we can either submit on a USB drive or alternatively submit only via email.	Confirmed. Email is the preferred delivery method.
3.2.	9	151 Please confirm no printed technical proposal or printed cost proposal is required.	Printed copies are not required for this solicitation. Email is the preferred delivery method.
3.2.	9	152 Will the state print black and white or color copies of the technical response for the scorers to review?	There is no requirement for color or black and white.
5.2.1.	15	153 Will scorers review the technical proposals from their individual laptops?	Yes, the Evaluation Team members score the Responses individually.
5.2.1.	15	154 Will scorers all be together in one room while scoring or each remote via a video conference?	No, the Evaluation Team members score the Responses individually.
3.2.2.3.	8	155 If we submit the technical proposal via email, do we need to have one file attached named 'original' and 5 additional PDF attachments named 'copy'?	3.2.2.3.1. Technical Response The Technical Response document should be in the form of one (1) digital document in "PDF" format or other easily accessible digital format attached to an e-mail to the Solicitation Coordinator. Both the subject and file name should both be clearly identified as follows: "RFP # 40100-27120 TECHNICAL RESPONSE"
3.1.1.1.	7	156 In our submission do we need to recreate the tables for each section, A and B?	3.1.1.1. A Respondent must use the RFP Attachment 6.2., Technical Response & Evaluation Guide to organize, reference, and

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			draft the Technical Response by duplicating the attachment, adding appropriate page numbers as required, and using the guide as a table of contents covering the Technical Response.
Attachment 6.2. Section B	23	157 Section A, in the RFP has a column for Pass/Fail, but Section B does not have a column for scores for each line item. Does a column for scoring need to be created for Section B?	Proposal Evaluation Team members will independently evaluate and assign one score for all responses to Section B— General Qualifications & Experience Items.
Attachment 6.2. Section D	30	158 Does the table for Section D on page 29 of the RFP need to be included in our proposal response?	Per Section 5.2.1.5. The Solicitation Coordinator will invite the top three (3) ranked Respondents to make an oral presentation. The ranking will be determined after the Technical Response score is totaled and ranked (e.g., 1 – the best evaluated ranking, etc.).
5.2.1.5.	16		
Attachment 6.2. Section D		159 If the Table for Section D needs to be included, can it be in the appendix and not part of the total of 45 pages in the main part of the RFP?	It is not included as the top three ranked respondents have not yet been identified as described in Section 5.2.1.5.
Attachment 6.5.		160 Does the score summary matrix on page 36 of the RFP needs to be included in our proposal response?	No.
Attachment 6.5.		161 If the score summary matrix on page 36 of the RFP needs to be included, can it be in the appendix and not part of the total of 45 pages in the main part of our proposal response?	See question 160.
Attachment 6.3		162 Please clarify what page in the RFP the cost proposal table can be found.	It is attached as an Excel file to the RFP pdf file. https://www.tn.gov/generalservices/procurement/central-procurement-office--cpo-/supplier-information/request-for-proposals--rfp--opportunities1.html It can be found on the website with the other RFP documents.
Pro forma C.3. RFP Attachment 6.6.	48 38	163 On what is noted as page 11 at the back of the RFP, in section C. Payment Terms and Conditions, at the bottom of what is noted as page 11 there is a two column table with the title of one column reading Goods or Services Description and the other as Amount. Does this table need to be filled out and submitted in the proposal response?	No. The Pro Forma Contract detailed in following pages of this exhibit contains some "blanks" (signified by descriptions in capital letters) that will be completed with appropriate information in the final contract resulting from the RFP.
NA		164 Is there any current research (no more than 3 years old) on awareness, understanding and attitudes of the residents of Tennessee (including identification of various segments) toward the importance of reducing litter and personal/social responsibility?	No.
NA		165 Additionally, has there been any research showing the communication effectiveness of Nobody Trashes Tennessee campaign among	Not at this time.

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		the most notorious audiences identified in the early 2016 study?	
Attachment 6.3		166 You say "A Respondent must only record the proposed cost exactly as required by the RFP Attachment 6.3., Cost Proposal & Scoring Guide and must NOT record any other rates, amounts, or information." However, Attachment 6.3 is blank?	The blank fields are for you to input your costs.
NA		167 What tactics have you used in the past that they've seen to be successful?	Actually, TDOT believes that all the previous tactics were successful from the earned media coverage we received for our ads, to Trashesquatch, Clean out your Car, logo and message use by our community partners and our social media efforts.
NA		168 Can you provide any website metrics from prior campaigns?	No.
NA		169 What key performance metrics have been associated with the campaign to-date and can you share what has worked well and not worked well to achieve success?	None at this time.
NA		170 Can you provide who the incumbent is?	Enviromedia. TDOT stopped working with Enviromedia in 2017.
NA		171 Is the incumbent participating in this RFP?	No, they are no longer in business.
NA		172 Are you interested or open to including influencer campaign strategies?	Yes.
NA		173 What research has been conducted to date specific to this initiative?	The visible litter grant study in 2016. See RFP Amendment Item 4 below.
NA		174 Can you share any research reports or key findings?	RFP Amendment Item 4 below.
A.4.4.	40	175 For the focus groups outlined in the scope, would you consider online focus groups as opposed to in-person, or other alternative research methods?	Yes.
NA		176 Can you provide the most recent media plan and what media outlets were used?	As of March 2020, we have only been using social media.
NA		177 Can the awarded vendor have a media commission and is there a cap to the commission?	The costs are included in the solicitation. No additional commissions will be included. See State's response #12.
NA		178 Will you consider reissuing the RFP with adjusted dates to ensure remittance of accessibility violations? Page numbers in the RFP are inconsistent. This falls within accessibility error violations for accessible and accurate review of state documents via screen readers. For example, after page 36 of 61, the page	The page numbers start over again at the pro forma contract, which is a separate document. After clarifying with the respondent, a reissuing of the RFP to adjust dates is not needed.

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		then is listed as 2. This creates challenges and confusion for blind, neurodiverse and other respondents. Additionally can the state reissue an accessible PDF? The current PDF fails several accessibility checks. Neither of these accessibility issues should have been flagged prior to the Disability Accommodations Request, but needed to be accurate in the initial release of the RFP.	
NA		179 What issues does the state have with the current creative campaign?	Actually none, TDOT needs assistance with getting the message out there through purchase of media, grassroots efforts, campaign events and social media
Attachment 6.2. Section B.15.	24	180 Do you have a % of how many minorities and females must be contracted/subcontracted?	The state has an overall average goal of 12.5% diversity spend.
NA		181 We are a media company with a comprehensive suite of solutions and a very diverse staff of employees, which includes ethnic and female representation. We will likely not be outsourcing any media or production services as we have internal assets available. What exemptions are available for entities such as ours?	Currently, there are no exemptions regarding diverse staffing. The state of Tennessee's diversity program is targeted toward "supplier" diversity in products and services for procurement and contracting opportunities.
NA		182 Are there certain areas of the state that are more impacted by litter?	West Tennessee.
NA		183 Can you provide a list of distressed and at-risk counties? Would you like to see a heavier concentration in those areas?	The 11 distressed counties in Tennessee include: Lake, Lauderdale, Hardeman, Perry, Wayne, Clay, Grundy, Bledsoe, Scott, Hancock, and Cocke. The 26 at risk counties in Tennessee include: Obion, Haywood, Carroll, Benton, Houston, Henderson, McNairy, Hardin, Lewis, Jackson, White, Van Buren, Warren, Fentress, Morgan, Megis, Rhea, Monroe, Campbell, Claiborne, Union, Grainger, Hawkins, Unicoi, Carter and Johnson.
NA		184 Do we need to submit graphics, scripts, story boards, etc. as a part of the technical proposal?	It is up to the Respondent to present whatever materials represents their response to the RFP.
1.1.	2	185 Is the 10 million dollar estimated cost of these services for the initial 36 month/3 year contract or is that amount for the entire 60 month/5 year maximum contract length?	See State's response to #72.
NA		186 Over the next five years do you have specific goals in reference to litter reduction?	Not at this time.
NA		187 KPI's: How are we being measured for performance?	KPIs haven't been established.
NA		188 In the technical response, are we able to provide market impression levels for specific products?	Yes, it is up to the Respondent to present relevant information. The budget will not change and alternative costs should not be proposed.
		189 Item reference B5 (Page 22)- do we need to list our employee size, client base and locations of offices	Please provide employees who will be involved in providing services to the State.

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		locally (or nationally our parent company)	
Attachment 6.2 B.13.	24	190 Item reference B13 (Page 23)- can we just provide the requested resumes for the key team members that will be handling this contract, or do you need supporting roles as well? Example: just the account executives and management that will be primarily executing the contract, or also supporting roles like: assistants, traffic, and support?	Key members are acceptable.
Attachment 6.2 B.15	24	191 Item reference B15 Section D (Page 24) - Do you need ethnicity breakout locally or nationally (our parent company-)?	Either way will be accepted by the State.
Attachment 6.1.	18	192 Is RFP # 40100-27120 STATEMENT OF CERTIFICATIONS AND ASSURANCES (Page 18) due with signature with the technical and cost proposals on 11/2?	Yes.
Pro forma A.3.1.	40	193 Can you elaborate on Brand Development A.3.1. (page 3/39)- public safety, economic, and environmental impacts of littering?	Littering has public safety, economic, and environmental impacts.
Pro forma A.3.2.	40	194 Brand Development A. 3.2 (page 3/39)- utilizing the existing Nobody Trashes Tennessee brand campaign tactics that can be used and incorporated into the marketing of TDOT's litter prevention efforts. Will we be provided these materials to use in preparation of our technical response?	Respondents are able to download the press kit on the website. https://nobodytrashestennessee.com/newsroom/
Pro forma A.4.4.	40	195 Strategic planning A.4.4. (page 3/39)- can we subcontract out the Visible Litter Study?	Yes, subcontractors can be used.
A.9.	43	For A.9. (Page 6/42)- Website Development and Maintenance, are we able to subcontract this process out?	
Attachment 6.6	38	196 Is the contract (Page 2/38) for information purposes until the vendor has been awarded the contract or does this need filled out and returned with the technical and cost proposals on 11/2?	See State's response to #163.
A.3.3.	40	197 "...for variety of audiences, including but not limited to, targeted campaigns in distressed and at-risk counties as well as urban and suburban areas..." - Do you have separate messaging for each of these audiences? Did you do message testing?	Testing of the message has not been completed.
NA		198 Are you willing to share historical performance and/or media plans with KPIs and goals they were tracking from the previous Nobody Trashes Tennessee campaign?	This information is not available.
Pro forma A.5.2.1.	41	199 Can they expand on what "generates contacts to the State's telemarketing site" means? What is the action here they are looking to achieve? What are the contacts used for?	Visitors to the website can input their information for more details about the campaign.

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A.10.	45	200 Would you be open to reporting after each flight vs monthly?	Yes.
NA		201 Are you willing to share or grant access to your website analytics if necessary to better track performance?	Yes.
A.9.2.	44	202 Are you looking for your vendor to completely take over managing the Nobody Trashes TN social handles (Facebook, Instagram, and Twitter)? As in, actively post and engage with users?	Yes.
A.6.5.	42	203 Can you expand on what "content auditing" entails?	The review on the content posted and insights on social media.
A.6.5.	42	204 Are non-traditional influencer messaging and the use of celebrity ambassadors a must-have?	TDOT thinks it helps bring attention to the message.
A.9.2.	44	205 Can you elaborate on what you deem "an enhanced video initiative"?	PSA and other videos that could be used on social media.
A.10.1.c.	46	206 What do you consider "the start of a new campaign segment"?	When the contract becomes effective.

3. Delete RFP section 1.1 in its entirety and insert the following in its place (any sentence or paragraph containing revised or new text is highlighted):

1.1. Statement of Procurement Purpose

The State desires to procure marketing, public relations and advertising services that will include design, production, reports, and administrative reconciliation services to assist the Department of Transportation in its efforts to increase litter prevention awareness in Tennessee, including the "Nobody Trashes Tennessee" campaign. Specific categories that are to be included with these services are clearly defined in the Scope of Services.

The estimated cost of these services is six million dollars (\$6,000,000) for a base term of 3 years, if all renewals are exercised the estimated cost of services is ten million dollars (\$10,000,000).

4. Add the following as RFP section Attachment One, 2016 TN Statewide Litter Study and Attachment Two, Combined Visible Litter Study and renumber any subsequent sections as necessary:

5. RFP Amendment Effective Date. The revisions set forth herein shall be effective upon release. All other terms and conditions of this RFP not expressly amended herein shall remain in full force and effect.