

Addendum No. 1

Inquiries and Responses

RFP Solicitation No. 30000550

Motorist Assistance Patrol Sponsorship

1. Our firm is a recognized DBE in multiple states across the country and participates in the UCAP program. Should we begin the process of DBE certification in Louisiana during the RFP process will this be considered compliance with the Hudson Initiative requirements as stated in the RFP?

Response: Being certified as a DBE with a UCP is a totally different certification than Hudson Initiative. Even if the firm made application and gained DBE certification that would not satisfy the Hudson Initiative requirement.

The firm should go to the LA Economic Development website and submit the information to be certified through the Hudson Initiative program. DOTD does not know how long it takes to gain that certification but it is an on-line process.

3.7 of the RFP addresses Subcontracting Information.

2. Would Louisiana consider alternate pricing models that would result in more potential revenue for the DOTD?

Response: Yes

3. Does the DOTD have a timeframe in mind for when a sponsor would be brought on board?

Response: No.

Is the DOTD looking for this sponsorship opportunity to be brought to market to ensure maximize potential revenue is achieved or for a sponsor to be brought to the table, likely at a lesser value, at contract award?

Response: Any contract awarded is based on proposal(s) submitted in response to the RFP.

4. Beyond the logos on the sleeve and other added value marketing items outlined in the RFP would DOTD consider other marketing elements to increase potential sponsor revenues?

Response: No, please submit your proposal based on what is specified in the RFP. DOTD may consider added marketing items at a later date.