

Addendum No. 1

Inquiries and Responses

RFP Solicitation No. 30000545

Motorist Assistance Patrol Sponsorship Program

1. Please provide a list of vehicle make and models used as MAP vehicles and the total number of each type of vehicle – for example, 3 Ford F350s, 5 Box Trucks, etc.  
[14 – Ford F250 and 2-Ford F650, subject to change.](#)
2. Is Louisiana DOTD interested in offering title sponsorship treatment similar to Pennsylvania’s, Florida’s and other state’s MAP sponsorship programs whereby the sponsor’s name is incorporated in the patrol name, thereby maximizing revenue? (e.g. LADOTD [Sponsor Name] Motorist Assistance Patrol]  
[Not at this time.](#)
3. How many of the currently distributed comment cards are returned annually?  
[<1% returned](#)
4. Highway acknowledgement/information signage as defined by MUTCD is a standard sponsorship program element in each direction along each covered segment.
  - a. Does LADOTD currently have highway signage associated with the MAP program? [No](#) If so, how many? [N/A](#)
  - b. If not, will LADOTD entertain acknowledgement/information signs to be incorporated in the sponsorship program? [No](#) If so, how many?
5. To maximize sponsor appeal and value, MAP sponsorship programs also included the sponsor’s logo other branding on the following program elements: 1) uniforms 2) hats 3) vests 4) comment card/brochures with online component and lead generation question 5) DOT website presence with a link to sponsor site 6) option for assisted motorist to receive additional information regarding sponsor services and; [Response to parts 1 through 6 of this question is No.](#)
  - 7) LADOTD media event upon the sponsorship launch. [Response to part 7 of this question is: Media event is anticipated upon sponsorship launch.](#) Are all of these elements possible with a LADOTD MAP sponsorship? Any additional elements (i.e. mailings, newsletters, etc.) available as part of a MAP sponsorship? [Response to remaining questions is No.](#)
6. On an annual basis how much gas is distributed to motorists? How much is given to each assisted motorist?  
[Approximately 6,600 gallons distributed annually, each motorist receives 1 gallon.](#)

7. What is the annual diesel usage for the fleet? [N/A](#) What is the annual gas usage for the fleet?  
[Private Contactor Information.](#)
8. Where are these vehicles currently refueling?  
[Stations along the route.](#)
9. Is there a current supply contract with a gasoline brand and if so, how long until that contract expires?  
[See answer for #7, N/A](#)
10. Will LADOTD entertain a sponsorship whereby the fee is a combination of cash and fuel?  
[No](#)
11. Some potential sponsors refine and sell both un-branded and branded gasoline. The un-branded is sold in bulk at a discount. The branded fuel is found at retail locations. Does LADOTD have a preference for the MAP fleet?  
[No, fuel is the responsibility of Map Contractor](#)
12. Fuel partners could provide a fleet charge card for gasoline purchases. Would that type of system work, and could it provide additional accounting benefits?  
[Refer to number 11.](#)
13. Does the LADOTD currently contract with a private operator(s) for the patrol vehicles and services?  
[Yes](#)
- a. If so, is the operator responsible for signing the vehicles according to LADOTD specifications?  
[Yes](#)
- b. If so, will the awarded Contractor be required to contract with the private operator(s) to apply sponsor logos and decals on the vehicles?  
[No.](#)