



## Florida Department of Transportation

RON DESANTIS  
GOVERNOR

719 S. Woodland Boulevard  
DeLand, Florida 32720-6834

KEVIN J. THIBAUT, P.E.  
SECRETARY

### Questions and Answers #2

**ADVERTISEMENT NUMBER:** DOT-RFP-20-5007-CAP

**DESCRIPTION:** Regional Commuter Assistance Program (reThink Your Commute)

**DATE:** May 13, 2020

---

1. Scope Section 12.0 Staffing, page A-5, as it relates to Exhibit C Price Proposal: **“The Vendor will provide a clerical/administrative staff person, known as the ‘Program Coordinator’ ...”**
  - On Exhibit C Price Proposal, page C-1, two separate Employee Classifications are listed: Program Coordinator and Clerical/Administrative Support with different weights for scoring.
  - The Program Coordinator classification has a 100% weight and the Clerical/Administrative Support classification has only a 10% weight.
  - However, the description of “minimum staff” on page A-5 infers that these are the same employee (see bold-faced quoted text above).
    - A. Can the Department clarify if these are two separate employee classifications or not?

**Answer:** These are two separate positions. The project will require a Program Coordinator and there may be a need for clerical/administrative support.

- B. If they are meant to be equivalent positions, will the Clerical/Administrative Support classification only receive a 10% weight on the price proposal?

**Answer:** Program Coordinator will be 100%, Clerical/Administrative Support will be 10%.

2. Are there any DBE or MBE goal requirements as part of this project?

**Answer:** There are no specific MBE or BDE goals for this project. However, the Department encourages the use of Minority owned businesses.

3. Should we state our DBE goal on the “MBE Planned Utilization” form?

**Answer:** The MBE Planned Utilization form is to be filled out with the planned Minority Business Enterprise utilization, if any.

4. Who will be the Project Manager?

Answer: Diane Poitras

5. Who is on the Technical Review Committee?

Answer: Brian Stanger, Brenda Young, and Jeremy Dilmore

6. Can you provide the last two years of paid media spend by category (radio, tv, social media, print, outdoor)?

Answer: See below.

**Commuter Assistance Program Paid Media Expenses over the last 2 years May 15, 2018- to Current:**

Paid Radio Advertising	\$150
Paid Television Advertising	\$0
Paid Social Media Advertising	\$583.26
Paid Print Advertising	\$0
Paid Outdoor Advertising	\$0*
Paid Digital Media Advertising:	\$2,500

\*For transparency, the Commuter Assistance Program spent \$0 on Outdoor media buys but did pay for print and installation of artwork on an FDOT-owned billboard in April 2020 in the amount of \$1802.96.