

Q & A for RFP #25097 Highway Safety Underage Alcohol Public Education

The Scope of Work states that designs may take into consideration the Act Civilized designated driver campaign. However, the Scope of Work also refers to "alcohol prevention messaging targeting post-high school students who have not reached the legal drinking age of 21...." Is the goal of this campaign to reduce the number of underage drinkers, or to encourage planning of designated drivers? [As we are targeting persons under the legal drinking age, the use of the designated driver is not the first option. The goal is certainly to reduce the number of underage drinkers.](#)

How is the campaign success to be measured? [A component of awareness would be beneficial, both for the state and the vendor. While I don't think it's listed as a requirement in the scope of work, you may choose to add this to your proposal.](#)

Are you looking for creative ideas in the proposal, or will creative be determined after awarding of the contract and the opportunity to meet and discuss ideas with the Dept. of Public Safety? [Certainly the availability to see some creative with the proposal is always an advantage. Full creative will not be expected until after the award. Examples of previous creative work may be submitted as evidence of the vendor's capability.](#)

What is the budget of the campaign? [Section 1.1 lists the one year budget not to exceed \\$100,000.00.](#)

Since the scope of work does not include line item or project requirements, do you want the Vendor to list the hourly rates for audio, visual, and print creation? [Section 5.2.4, Cost Proposal, gives you options to submit multiple cost proposals. If your proposal suggests incurring costs for "hourly rates for audio, visual, and print creation" they must be included in the proposal offered.](#)

What are your video requirements? [We have no requirements specific to video. We have chosen not to limit vendor creativity, thereby keeping all options available for proposals.](#)

Is printing to be included in the estimate? [Costs of messaging placement are inclusive to the contract. If designs for promotional materials are developed, purchase of promotional items is not inclusive to the contract. Page 7, "The Scope of Work in the proposal should address the following:" It will be dependant upon the reason for the printing.](#)

Is media placement to be included in the budget? [Yes. Page 7, "The Scope of Work in the proposal should address the following:" The vendor will purchase advertising time or placement for messaging at time and in publications approved by the Office of Highway Safety and appropriate for the target audience.](#)

Is any Web design, programming, or social media tools to be required in the scope of work? Do you want Web creation included in the requirements? [Again, we have chosen not to limit vendor creativity in order to see what may be available. Page 7, The Scope of Work in the proposal should address the following: Messaging may include radio, TV, print, video, promotional materials, or other mediums appropriate to the target audience.](#)

To clarify — the target is post-high school students under 21? [Correct. There could an element of use within the high school setting. Primarily we're looking at post secondary school deployment, tech schools, colleges, etc.](#)

Is the messaging focusing on prevention of alcohol use or prevention of drinking & driving? [That's what you get to brainstorm about, what's the best message? We obviously can't say drinking is permissible as it's against the law until they're 21, but...](#)

Is the Office of Highway Safety aware of similar campaigns in other states? [The EUDL \(Enforcement of Underage Drinking Laws\) is a national program that is used across the country. So the answer is yes, but we're not personally aware of any.](#)

Is there any relationship between this campaign and the Parents Matter materials? [Slightly. While the message is similar, we're looking for something past the high school application aimed directly to youth and not targeted toward the parents.](#)

Is there a measurement for effectiveness of the campaign? [A component of awareness would be beneficial, both for the state and the vendor. While I don't think it's listed as a requirement in the scope of work, you may choose to add this to your proposal.](#)