



**COLORADO HIGH PERFORMANCE TRANSPORTATION
ENTERPRISE**

**ADDENDUM #1 TO REQUEST FOR PROPOSAL – PUBLIC
INFORMATION SUPPORT FOR HPTE**

In accordance with Section 1.5 of the RFP, the HPTE has received the following questions from Respondents and hereby issue the following response to each question.

No.	Proposer Question	HPTE Response
1	As we read through section 1.34 of the RFP, the tactics seem to boil down to three buckets of work: a) developing a campaign to drive support for tolled express lanes, b) tending to and building the overall HPTE brand, and c) being available to support public information needs for other HPTE projects / initiatives that may arise during the course of the contract. Does this seem accurate, and if so are there specific goals/outcomes/metrics for these three sections?	Support for HPTE, transparency efforts, P3 projects and Express Lanes are priorities of the communications plan. Goals and outcomes must be measurable and prioritized.
2	Can HPTE share the construction project roadmap/schedule for upcoming efforts, including Central 70?	The Central 70 project is still under procurement at the time of this RFP. Express Lanes projects that HPTE is involved in, such as C-470 Express Lanes, North I-25 from 120th to Northwest Parkway/E470 and Johnstown to Fort Collins have project websites on www.codot.gov
3	Has HPTE or CDOT conducted toll-user surveys, and if so can any of the data showing usage trends, obstacles to use, or perception be shared?	See the Mountain Express Lane Survey attached as an appendix to this addendum.
4	What systems does HPTE have in place to collect and respond to community complaints/input, and how often is it checked?	Customer service is handled through our partners and back-office tolling services provider, E470/ExpressToll call center; as well as CDOT Customer Service with a dedicated Express Lanes customer service rep and through HPTE staff who serve as an extension of the CDOT Customer Service rep and helps with escalated inquiries.
5	As presented in the RFP, the prospective scope of work has tremendous variability depending on pending HPTE projects, advertising size and scope, as well as crisis support. Will agencies whose experience is strong but whose provided budget exceeds HPTE allocations have the opportunity to either refine their budgets or meet	HPTE has a communications budget allocated for each fiscal year. The FY2018 budget for communications and outreach is \$404,000.

	with HPTE representatives to better understand priorities and consultant responsibilities and refine the budget?	
6	A communications plan is the first tactic listed in 1.34(B), and the RFP notes that “campaign planning services,” is crucial. However, the rest of list of tactics could lead a consultant to believe a plan is final. Is there a plan, and if not would HPTE be open to an approach to budgeting that includes a Phase 1 to write the plan and a Phase 2 to budget and execute an approved communications plan? Note: other tactics, such as PIO support can run in parallel.	HPTE will review the current communications plan for best developing and implementing a strategic communications plan to best position HPTE and its projects and priorities. HPTE recognizes that due to unforeseen circumstances, it is necessary to always refine and update communication plans.
7	Can HPTE explain the business value to raising the profile of the HPTE brand, and who are the key audiences targeted as part of a brand campaign?	A consultant would support, advice, develop and implement a process to evaluate current branding and/or rebranding exercise to support HPTE vision and mission.
8	What does HPTE consider success after three years of work? For example, are there specific metrics, such as XX percent growth of tolls; XX increase in awareness of HPTE, etc.	Generally speaking, to raise awareness of the HPTE and to continue awareness and best usage of CDOT’s Express Lanes.
9	Community relations can take many forms, from door-to-door canvassing to telephone town halls. Depending on frequency, this variability can sway a budget. Can you please be more specific into what HPTE defines as “community relations?”	The consultant will be involved in community relations efforts that include, but is not limited to, P3 project related outreach for the HPTE Transparency Policy, toll rates, including setting or adjusting the toll price; information for new policies and/or opening new Express Lane corridors.
10	Section 1.34.B notes it will be important for selected contractors to develop and execute comprehensive communications programs that “show results.” What results are expected? How will they be measured, and at what intervals? Are contractors expected to build program evaluation into the proposed scope, or will results be tracked independently of this scope of work?	Consultant will work with HPTE to develop and secure measurable goals and establish desired outcomes and results that can be tracked within the HPTE Communications planning. Occasionally, projects are subject to outside review and analysis, which the consultant may be expected to participate in providing information for, or to assist with.
11	Section 1.34.B notes contractors will be expected to develop Express Lane advertising campaigns. Are contractors also expected to execute media buys, or does	HPTE would like the consultant’s recommendation on how to develop and execute the media buys and creative development.

	the intended scope of work include only planning and creative development?	
12	Has HPTE identified and finalized the primary stakeholders and points of contact for each construction project to be supported within this scope of work? For example: who is responsible, who is accountable, who must be consulted, and who must be informed?	Once the preferred proposer is selected, information like this will be shared. Note: HPTE is not the manager of construction communications, rather a strategic partner regarding the branding and messaging for Express Lanes.
13	How will coordination / collaboration with other HPTE / CDOT employees or contractors be managed? What cadence of review can contractors expect?	Once a preferred proposer is selected, information like this will be shared.
14	Can all team member resumes be included as an appendix?	Yes
15	Can you please expound about what HPTE considers a “fee proposal for labor to accomplish the work?” Is this the proposed hourly rates for identified staff, or a tactic by tactic breakdown of expected costs (i.e. cost of a press release). Further, what is HPTE’s position on providing “monthly retainer caps” without having identified a plan and year one deliverables, or a budget for advertising without identifying the paid media program?	A fee proposal is the hourly rates proposed for each staff member identified in the proposal. HPTE <u>will not</u> accept proposals with monthly retainer caps.



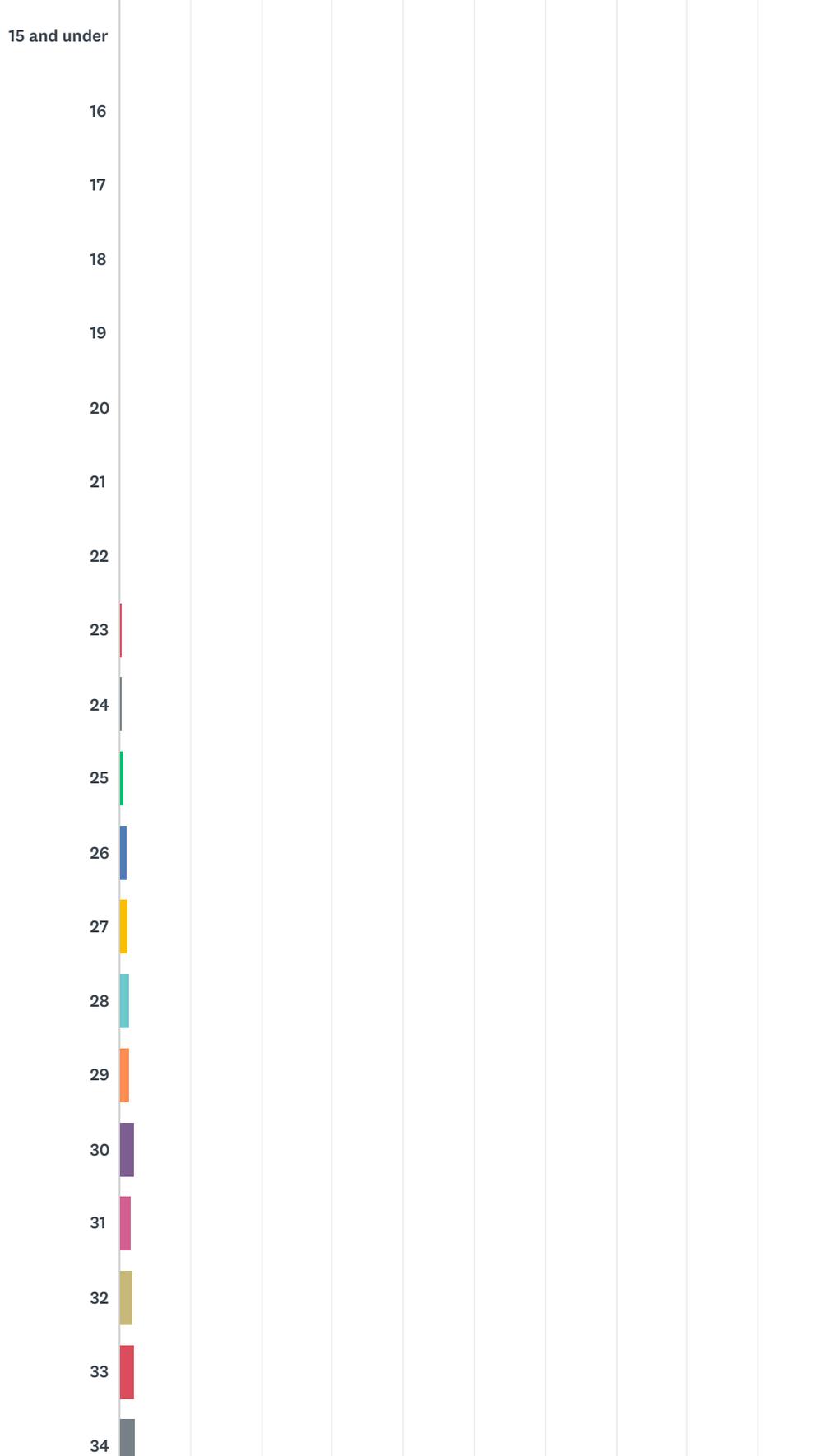
**US 36 Express Lanes Customer Survey -
In Partnership with the Boulder Chamber of Commerce
Draft List of Questions
April 28, 2017**

1. Have you used the US 36 Express Lanes since January 1, 2017?
2. If so, how would you answer the following questions using this scale:

strongly agree.....agree.....neutral.....disagree.....strongly disagree
3. Using the US 36 Express Lanes has provided me with options for how I travel in the corridor.
4. I understand who can use the US 36 Express Lanes.
5. Using the US 36 Express Lanes has made my commute easier.
6. I know how to how to obtain a pass if I need one.
7. Using the US 36 Express Lanes has made my commute more reliable.
8. I am aware of carpooling and transit options for commuting on US 36.
9. I know what a switchable HOV transponder is and when to use it.
10. I would be willing to provide a testimonial about my experience using the US 36 Express Lanes (if so, please include your email here_____)
11. Is there any other feedback you would like to give on the US 36 Express Lanes?

Q1 What is your age?

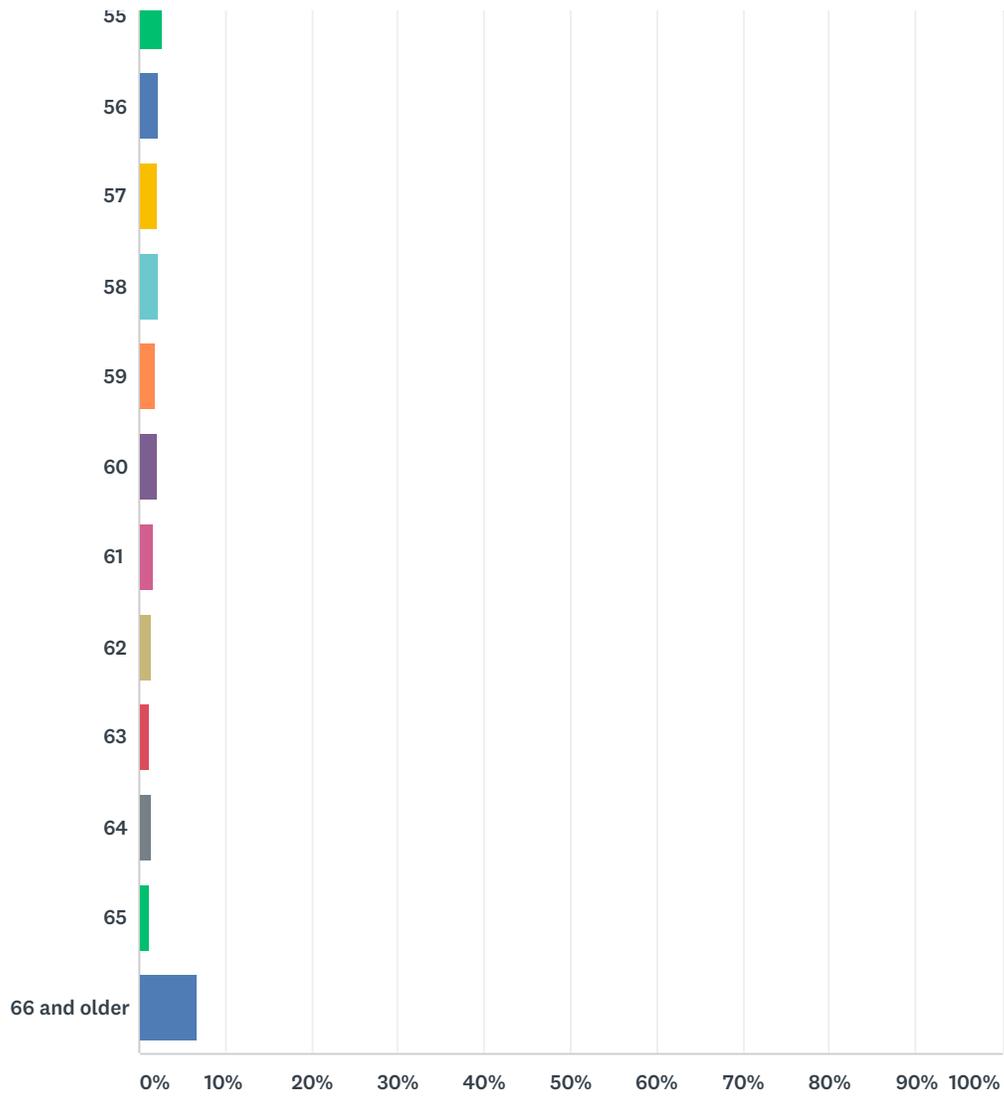
Answered: 8,473 Skipped: 101



Mountain Express Lane



Mountain Express Lane



Answer Choices	Responses	Count
15 and under	0.02%	2
16	0.00%	0
17	0.00%	0
18	0.01%	1
19	0.09%	8
20	0.18%	15
21	0.19%	16
22	0.27%	23
23	0.41%	35
24	0.50%	42
25	0.71%	60
26	0.97%	82

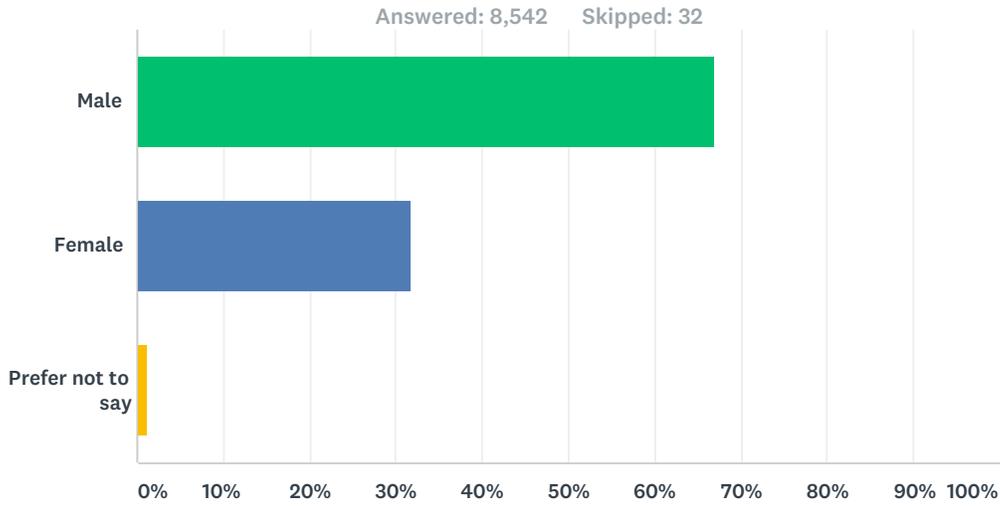
Mountain Express Lane

27	1.26%	107
28	1.42%	120
29	1.53%	130
30	2.08%	176
31	1.59%	135
32	1.95%	165
33	2.18%	185
34	2.29%	194
35	2.35%	199
36	2.25%	191
37	2.87%	243
38	2.48%	210
39	2.64%	224
40	3.27%	277
41	2.48%	210
42	2.95%	250
43	2.89%	245
44	2.81%	238
45	3.26%	276
46	3.48%	295
47	3.32%	281
48	2.92%	247
49	2.75%	233
50	2.96%	251
51	2.74%	232
52	2.22%	188
53	2.31%	196
54	2.34%	198
55	2.71%	230
56	2.38%	202
57	2.18%	185
58	2.23%	189
59	1.86%	158
60	2.02%	171

Mountain Express Lane

61	1.65%	140
62	1.43%	121
63	1.17%	99
64	1.48%	125
65	1.30%	110
66 and older	6.64%	563
Total		8,473

Q2 What is your gender?

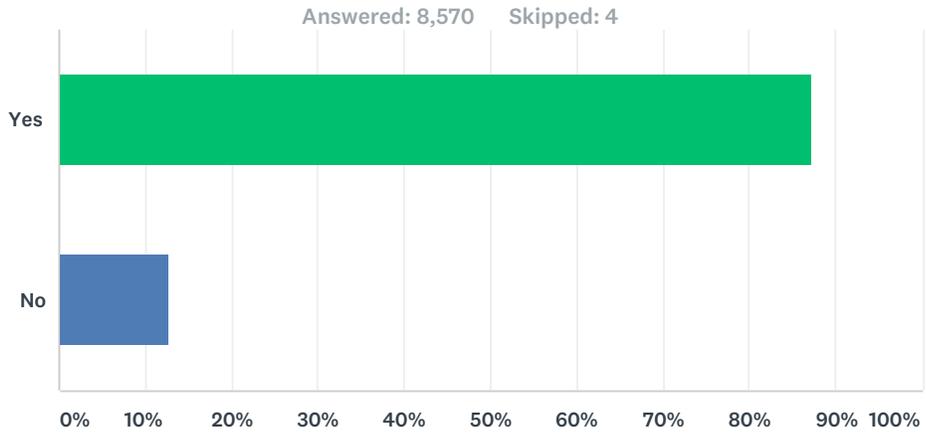


Answer Choices	Responses
Male	66.88% 5,713
Female	31.80% 2,716
Prefer not to say	1.32% 113
Total	8,542

Q3 What city are you from?

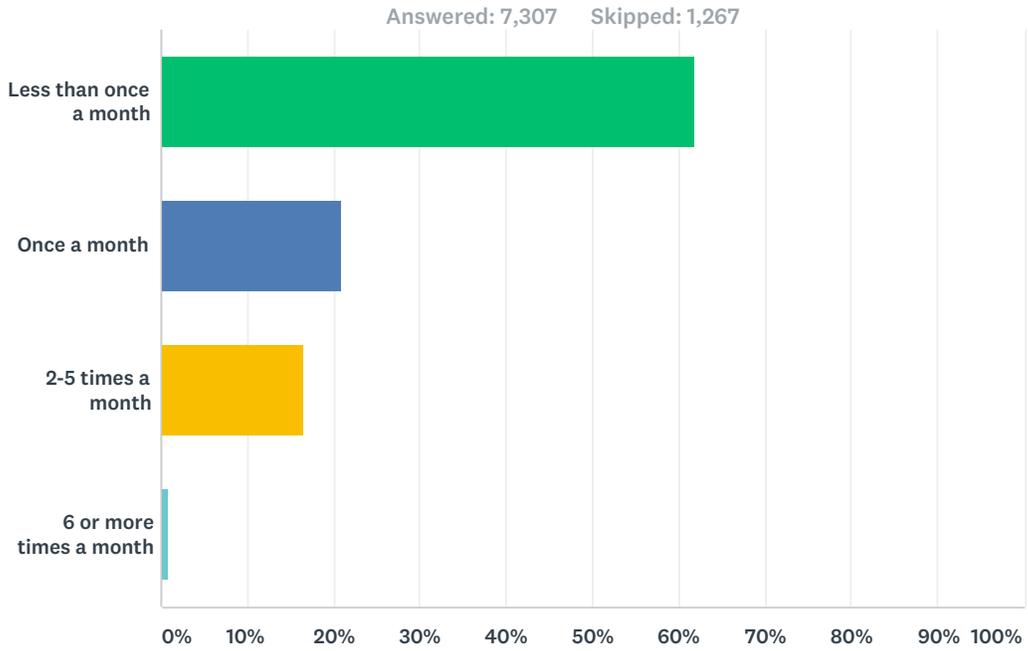
Answered: 8,510 Skipped: 64

Q4 Have you ever used the I-70 Mountain Express Lane



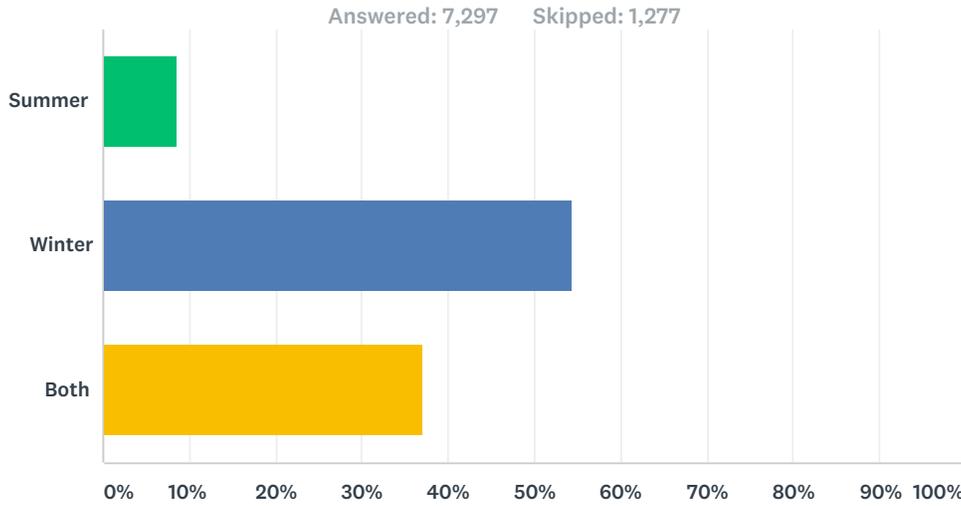
Answer Choices	Responses
Yes	87.32% 7,483
No	12.68% 1,087
Total	8,570

Q5 How frequently do you use the Mountain Express Lane?



Answer Choices	Responses	Count
Less than once a month	61.87%	4,521
Once a month	20.84%	1,523
2-5 times a month	16.42%	1,200
6 or more times a month	0.86%	63
Total		7,307

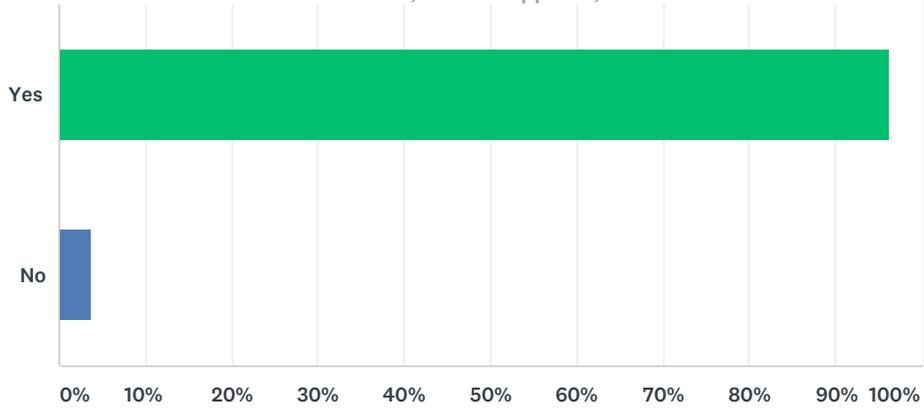
Q6 Which season do you use the Mountain Express Lane the most?



Answer Choices	Responses
Summer	8.58% 626
Winter	54.38% 3,968
Both	37.04% 2,703
Total	7,297

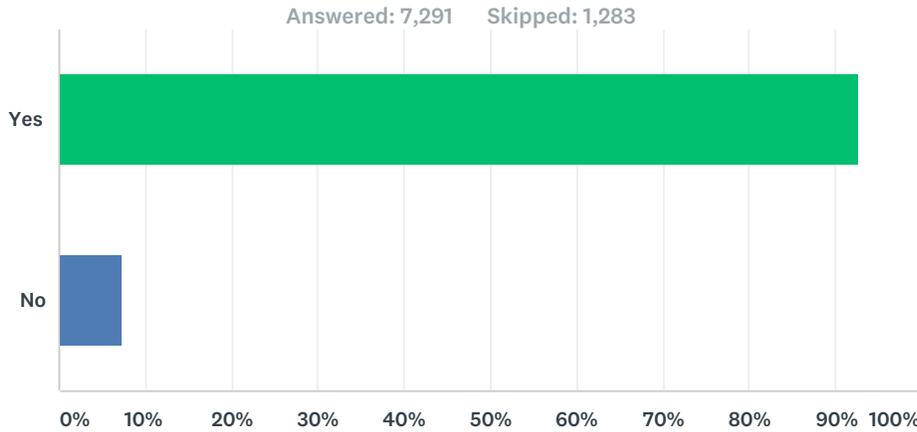
Q7 Do you have an ExpressToll pass?

Answered: 7,289 Skipped: 1,285



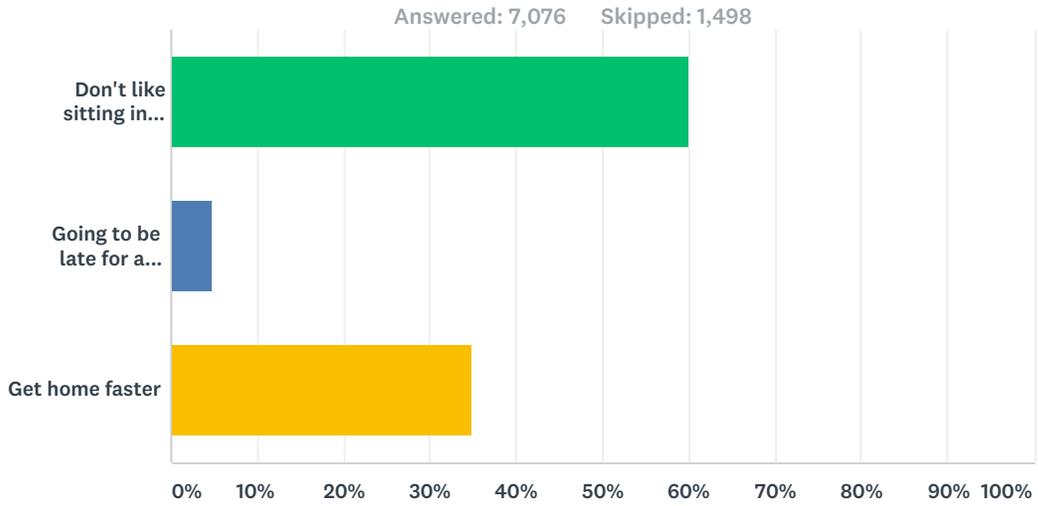
Answer Choices	Responses
Yes	96.28% 7,018
No	3.72% 271
Total	7,289

Q8 Are you aware that without the ExpressToll pass, you will receive a License Plate Toll, which is the toll plus extra charges?



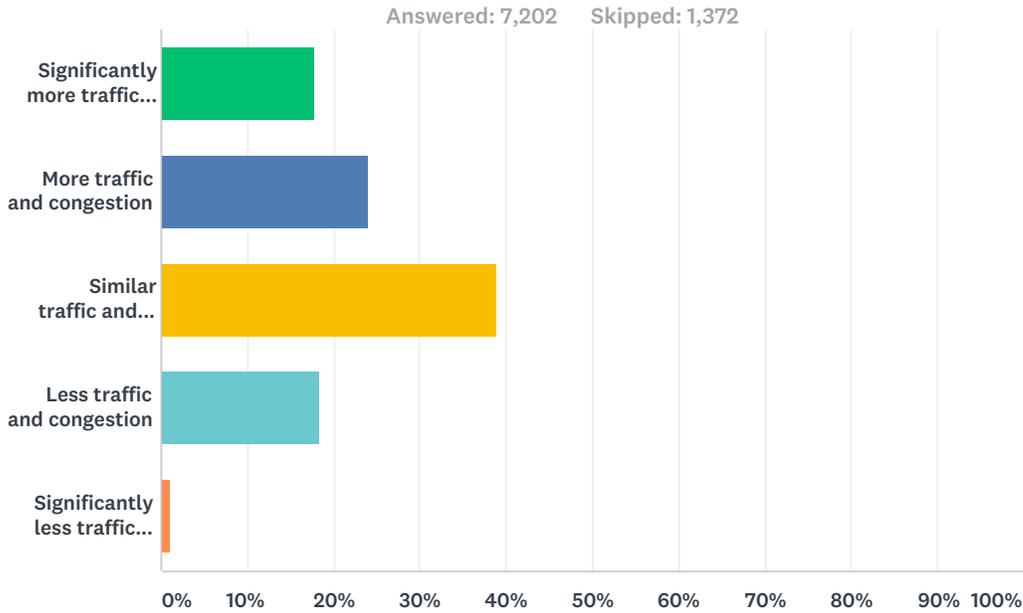
Answer Choices	Responses	
Yes	92.73%	6,761
No	7.27%	530
Total		7,291

Q9 What makes you decide to take the Mountain Express Lane?



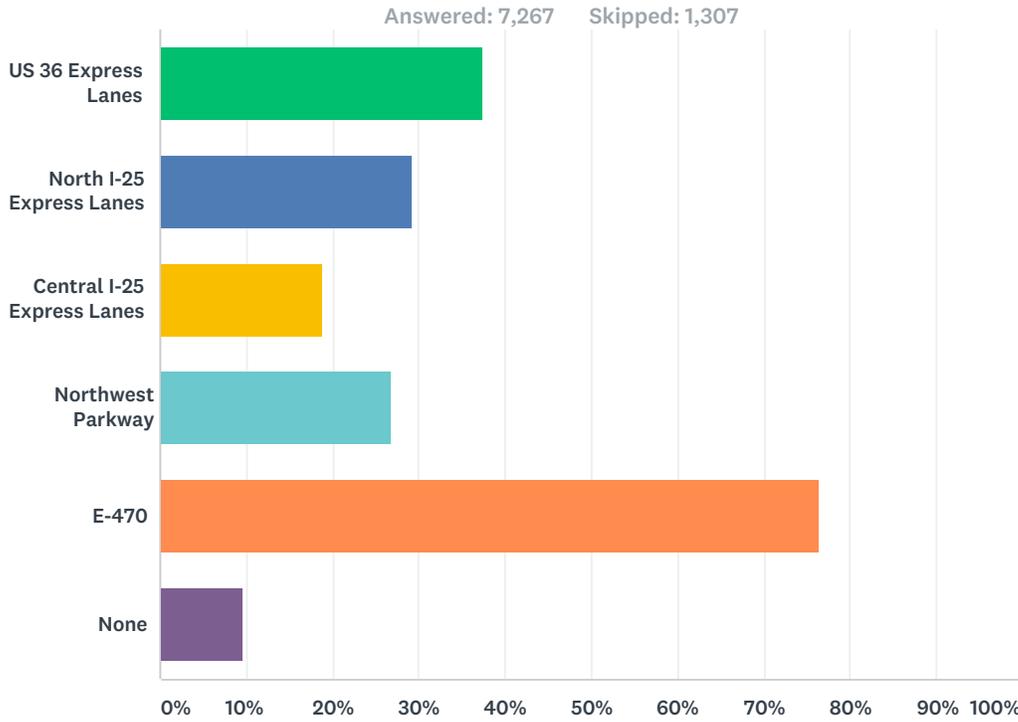
Answer Choices	Responses	
Don't like sitting in traffic	60.13%	4,255
Going to be late for a meeting/event	4.90%	347
Get home faster	34.96%	2,474
Total		7,076

Q10 How does current traffic and congestion in the Corridor compare to the previous year?



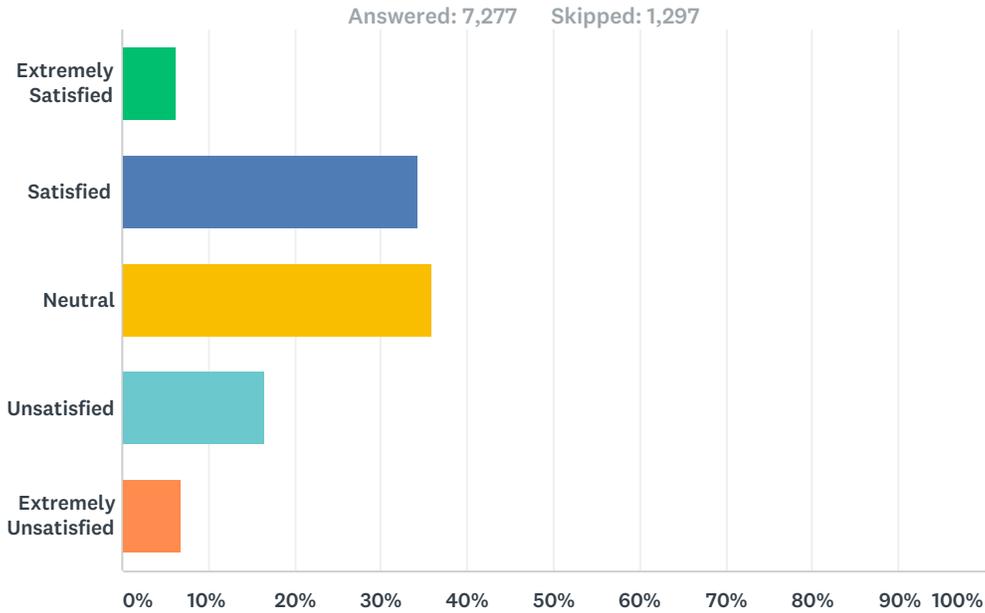
Answer Choices	Responses	
Significantly more traffic and congestion	17.69%	1,274
More traffic and congestion	24.01%	1,729
Similar traffic and congestion	38.93%	2,804
Less traffic and congestion	18.40%	1,325
Significantly less traffic and congestion	0.97%	70
Total		7,202

Q11 Which other Colorado tolling facilities do you use? (Click all that apply)



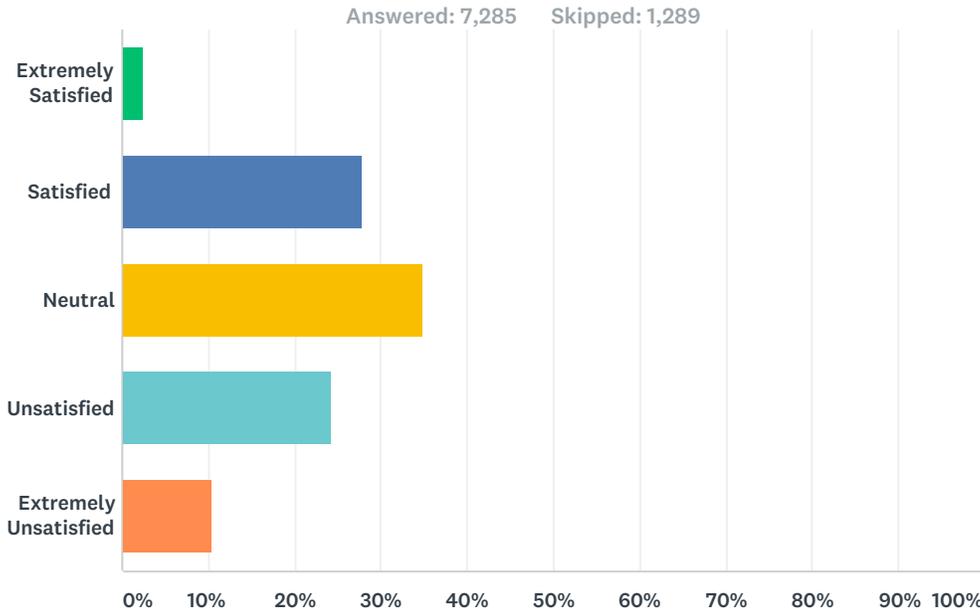
Answer Choices	Responses	
US 36 Express Lanes	37.43%	2,720
North I-25 Express Lanes	29.20%	2,122
Central I-25 Express Lanes	18.78%	1,365
Northwest Parkway	26.82%	1,949
E-470	76.39%	5,551
None	9.59%	697
Total Respondents: 7,267		

Q12 How satisfied are you with the price of the Mountain Express Lane?



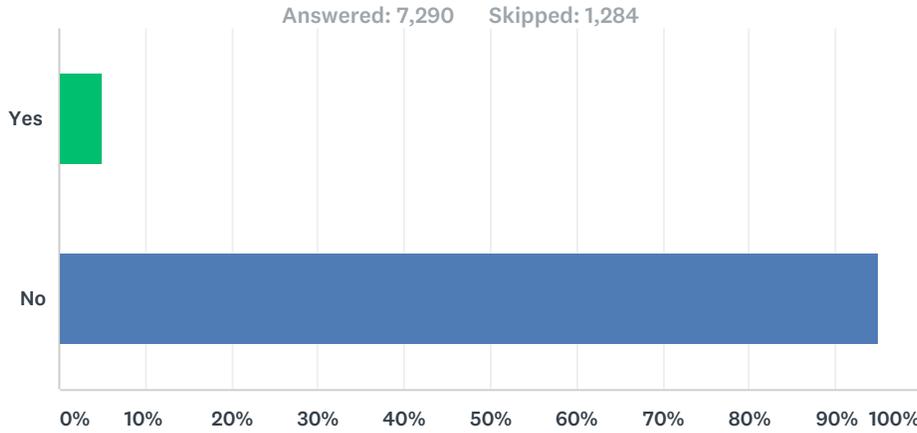
Answer Choices	Responses
Extremely Satisfied	6.28% 457
Satisfied	34.27% 2,494
Neutral	35.91% 2,613
Unsatisfied	16.59% 1,207
Extremely Unsatisfied	6.95% 506
Total	7,277

Q13 How satisfied are you with the hours of operation of the Mountain Express Lane?



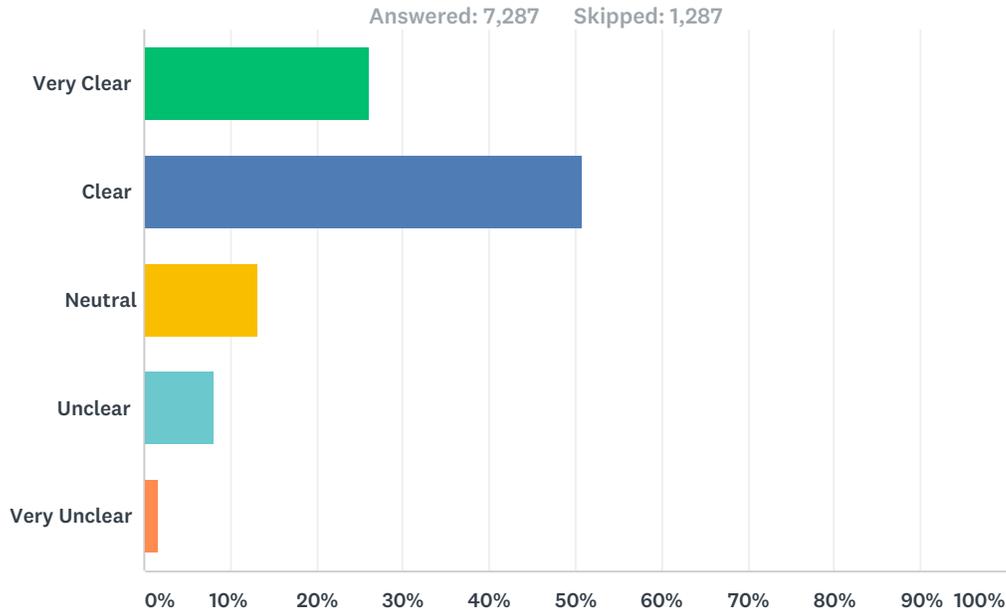
Answer Choices	Responses
Extremely Satisfied	2.50% 182
Satisfied	27.88% 2,031
Neutral	34.91% 2,543
Unsatisfied	24.27% 1,768
Extremely Unsatisfied	10.45% 761
Total	7,285

Q14 Are you aware of the four-hour grace period in which you can leave the highway and visit a restaurant, gas station or friend and then re-enter the Mountain Express Lane without being tolled a second time?



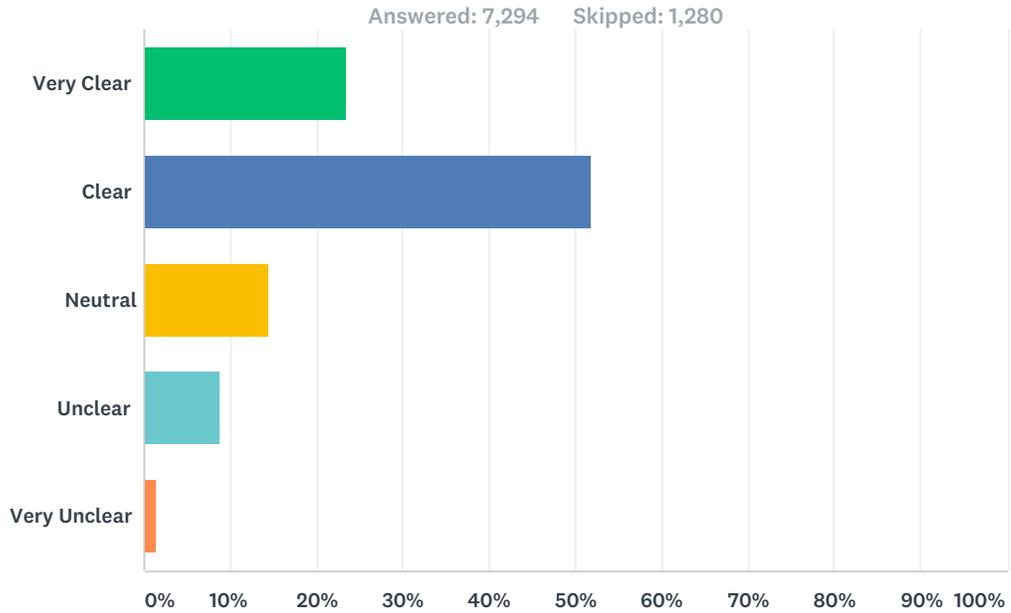
Answer Choices	Responses
Yes	4.97% 362
No	95.03% 6,928
Total	7,290

Q15 Leading up to the Express Lane, how clear are the messages and signs at providing direction on how to use the Express Lane?



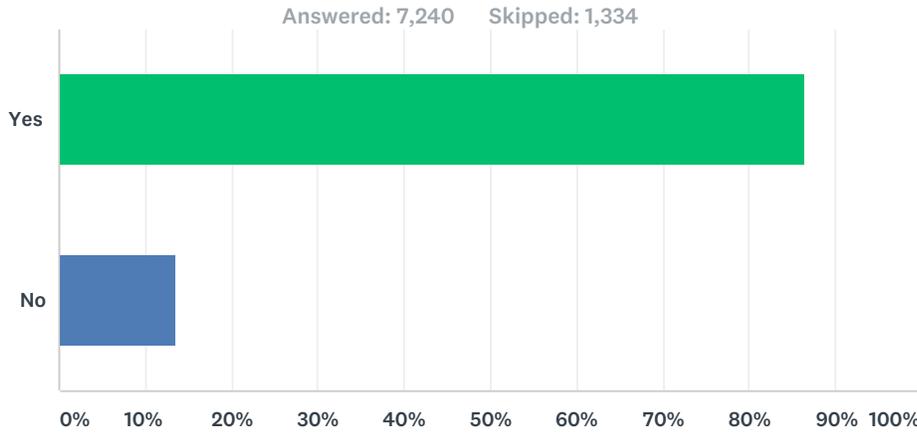
Answer Choices	Responses
Very Clear	26.18% 1,908
Clear	50.76% 3,699
Neutral	13.16% 959
Unclear	8.26% 602
Very Unclear	1.63% 119
Total	7,287

Q16 When you use the Express Lane, how clear are the messages and signs at providing direction on how to use the Express Lane?



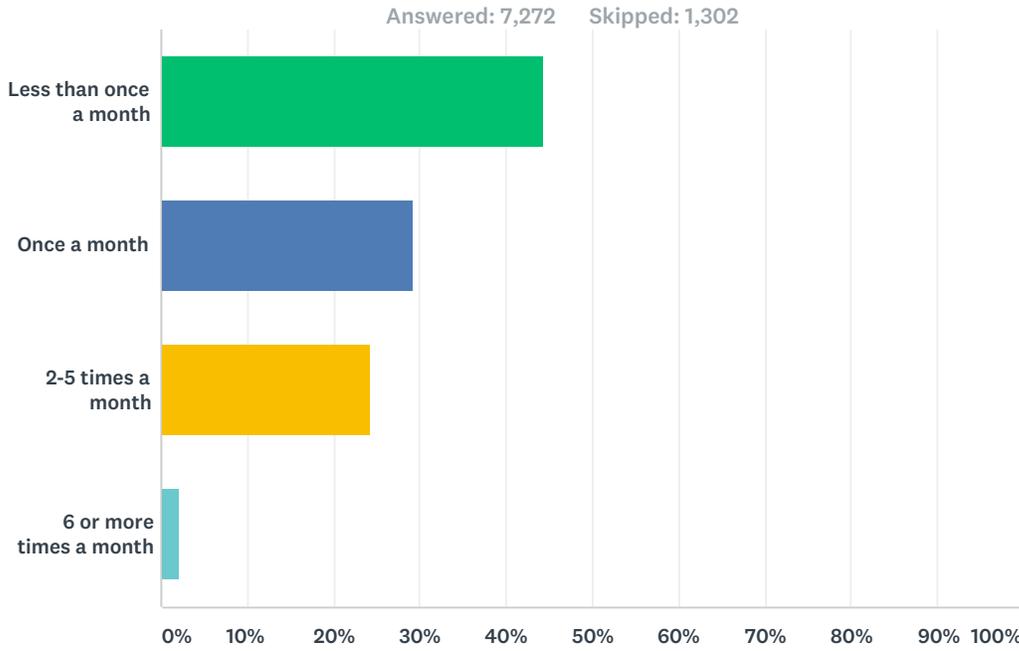
Answer Choices	Responses	
Very Clear	23.43%	1,709
Clear	51.96%	3,790
Neutral	14.46%	1,055
Unclear	8.73%	637
Very Unclear	1.41%	103
Total		7,294

Q17 Would you like to see a westbound Express Lane open in the same location?



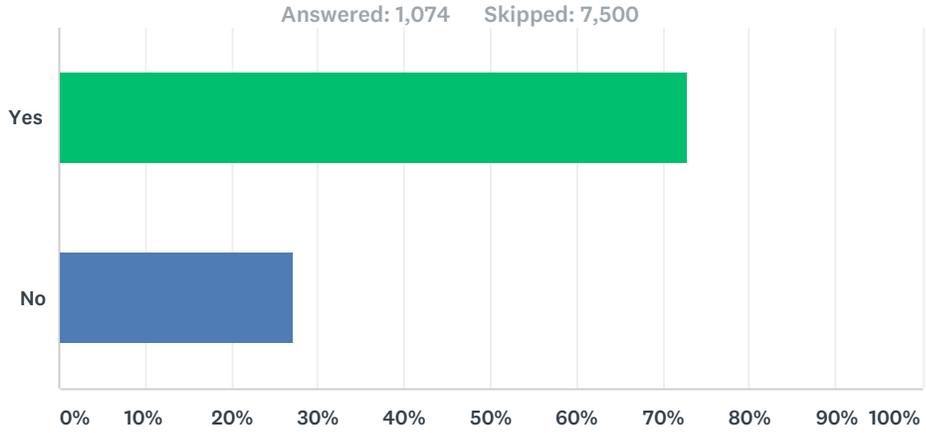
Answer Choices	Responses	
Yes	86.31%	6,249
No	13.69%	991
Total		7,240

Q18 Assuming similar prices, how often would you use a westbound Express Lane?



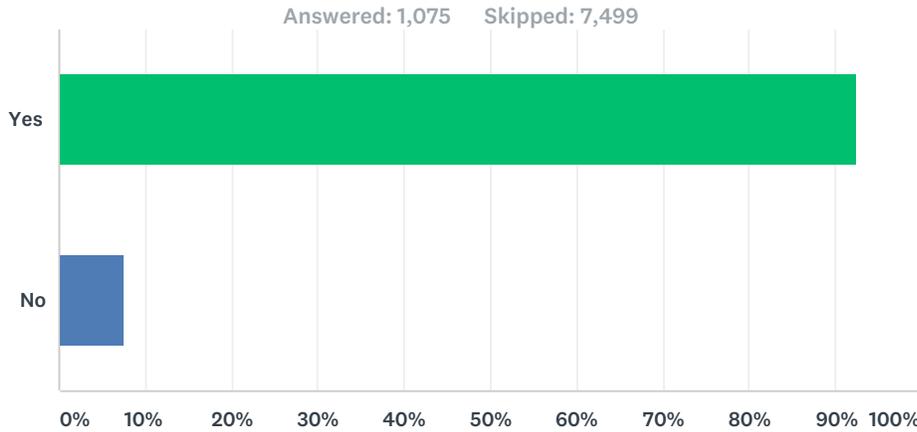
Answer Choices	Responses	
Less than once a month	44.35%	3,225
Once a month	29.37%	2,136
2-5 times a month	24.17%	1,758
6 or more times a month	2.10%	153
Total		7,272

Q19 Do you have an ExpressToll account and pass?



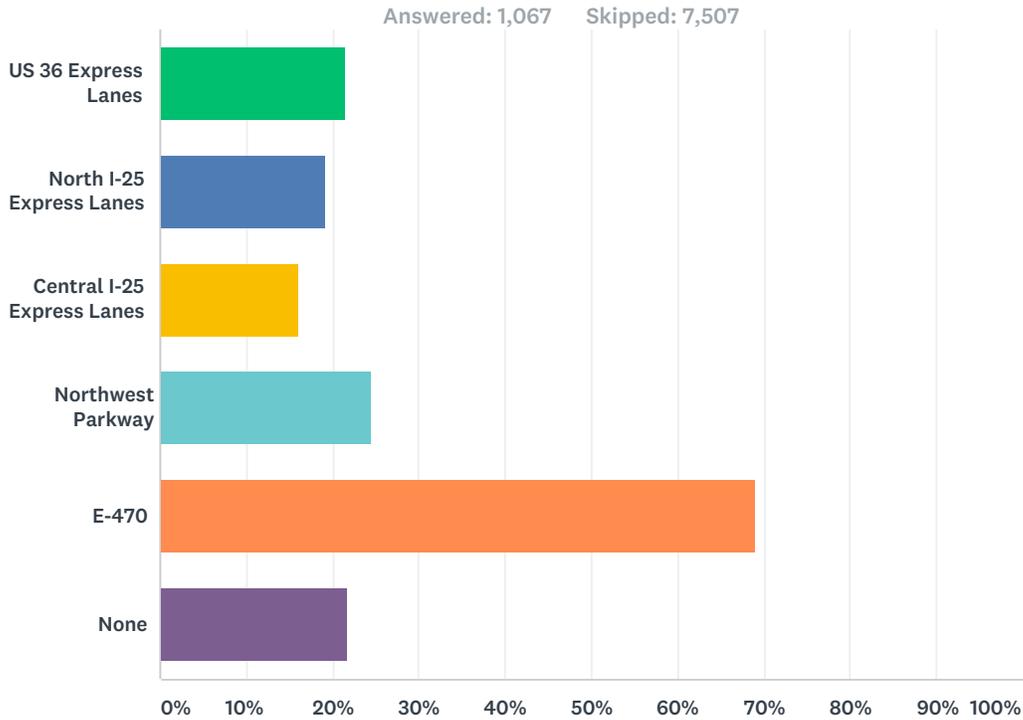
Answer Choices	Responses
Yes	72.81% 782
No	27.19% 292
Total	1,074

Q20 Are you aware that without the ExpressToll pass, you will receive a License Plate Toll, which is the toll and extra charges?



Answer Choices	Responses
Yes	92.37% 993
No	7.63% 82
Total	1,075

Q21 Which other Colorado tolling facilities do you use? (Click all that apply)



Answer Choices	Responses
US 36 Express Lanes	21.56% 230
North I-25 Express Lanes	19.21% 205
Central I-25 Express Lanes	16.03% 171
Northwest Parkway	24.46% 261
E-470	69.07% 737
None	21.74% 232
Total Respondents: 1,067	

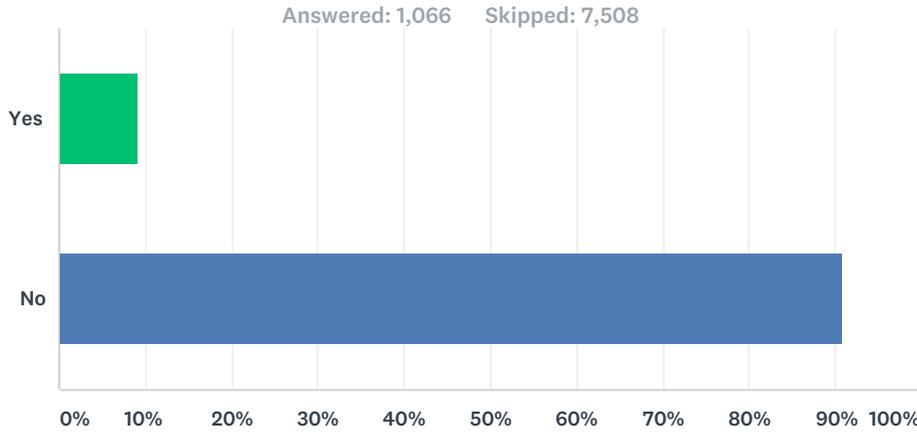
Q22 Why do you use any of the Express Lanes listed above?

Answered: 855 Skipped: 7,719

Q23 Why don't you use the Mountain Express Lane?

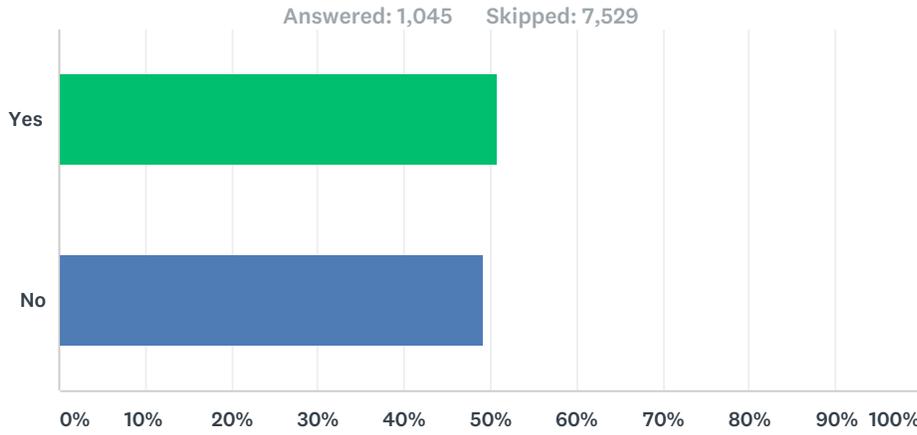
Answered: 1,017 Skipped: 7,557

Q24 Are you aware of the four-hour grace period in which you can leave the highway and visit a restaurant, gas station or friend and then re-enter the Mountain Express Lane without being tolled a second time?



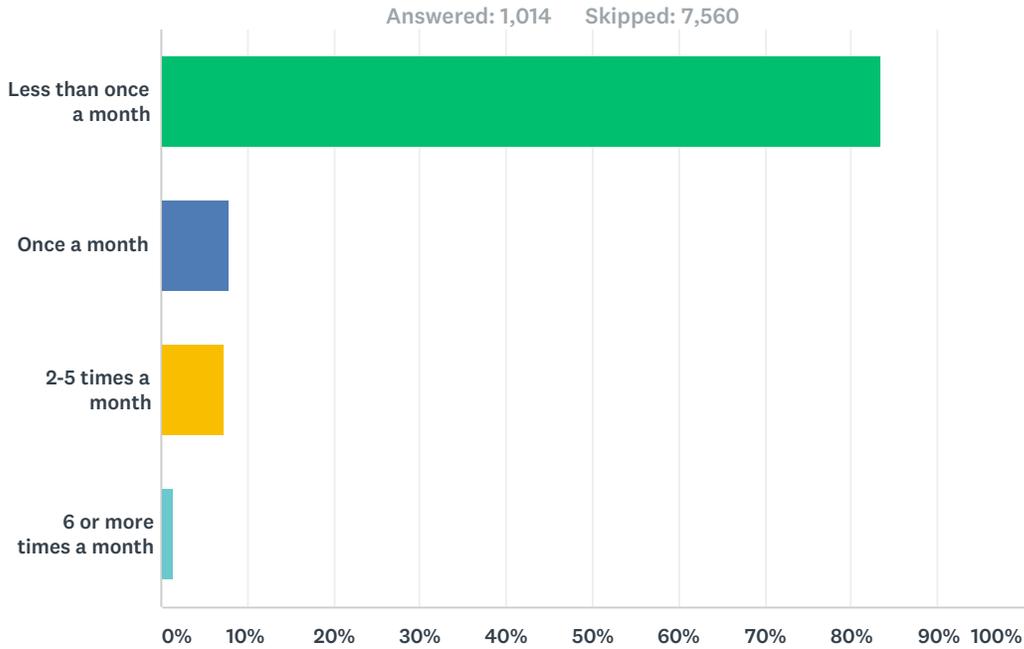
Answer Choices	Responses
Yes	9.29% 99
No	90.71% 967
Total	1,066

Q25 Would you like to see a Mountain Express Lane open up westbound in the same location?



Answer Choices	Responses
Yes	50.91% 532
No	49.09% 513
Total	1,045

Q26 Assuming similar prices, how often would you use a westbound Mountain Express Lane?



Answer Choices	Responses
Less than once a month	83.43% 846
Once a month	7.89% 80
2-5 times a month	7.30% 74
6 or more times a month	1.38% 14
Total	1,014