



**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?