

**Advertising and Public Relations Services
Motor Vehicle Commission
– 06-X-37607
July 11, 2005
Addendum #01**

Question #1 **Section 1.3.3 Mandatory Pre-Bid Conference, Pg 9–Given that there is no Mandatory Pre-Bid Conference, can the due date for bid submission be postponed at least one week?**

Answer: No.

Question #2 **Section 1.3.6 Document Review, Pg 10 –Are the following campaign materials developed over the past two (2) years available for review?**

- **Print advertisements**
- **Television and radio spots**
- **Public Relations plans**
- **Brochures, other collateral materials, budgets and media schedules**
- **Research studies conducted**
- **Other campaign materials**

Answer: Any materials MVC currently has available can be viewed by appointment. Please telephone Ms. Phyllis Persicketti at (609) 341-2780. The materials will be located at 225 East State Street, Trenton NJ. Potential bidders may also review materials such as the 6-point brochure at the MVC website <http://www.nj.gov/mvc/>.

Question #3 **Section 3.7.1 Web Site Plan, Pg 19 –What is the role of the State’s Office of Information Technology (OIT) in the set-up, coordination and maintenance of the web site?**

Answer: OIT hosts the website on their servers. MVC personnel perform day to day updates with collaboration of OIT. All programming is done at OIT.

Question #4a **Section 3.7.1 Web Site Plan, Pg 19 –What are the most frequent types of transactions performed by visitors to the MVC web site such as payment of parking tickets?**

Answer: On-line vehicle registration renewals.

Question #4b **Section 3.7.1 Web Site Plan, Pg 19 –How many users have utilized the “Contact MVC” e-mail feature during the first six months of 2005?**

Answer: 189,038 visits or “hits” have been generated by the main “Contact MVC” feature as of the end of June, 2005.

Question #4c **Section 3.7.1 Web Site Plan, Pg 19 –What are the statistics for MVC web site visitations (hits), on a monthly basis, for 2004 and 2005?**

Answer: The following table presents the number of visitations or “hits” to the MVC Request website:

Month	2004	2005 YTD
Jan	414,328	207,735
Feb	389,256	202,946
Mar	432,131	241,132
Apr	394,034	218,151
May	351,819	233,161
Jun	308,024	234,917
Jul	367,217	N/A
Aug	417,847	
Sep	313,204	
Oct	232,195	
Nov	206,814	
Dec	206,366	

Question #5 **Section 1.2.2 Objectives, first bullet, Pg 8 – What data, information, metrics do you have that show progress to date in establishing recognition of MVC as the acronym?**

Answer: While narrative information is available on our website, no statistical data or metrics are currently available.

Question #6 **Section 1.2.2 Objectives, 2nd bullet point "a", Pg 8 – What plans/goals are in place that support, "delivering exceptional customer service"?**

Answer: Bidders should refer to the MVC website and visit any MVC agencies to view the current status. One plan for 2005-2006 is to provide credit card services in MVC agencies. Bidders are directed to the MVC statute for guidance as to present and future MVC statutory duties to improve the service to the public. NJSA 39:2A-1 et seq.

Question #7 **Section 1.2.2 Objectives, 2nd bullet point "c", Pg 8– What were the problems that lead to this becoming an objective. i.e. "improving the security of documents and facilities?"**

Answer: Bidders should review the comments and the text of our statute at NJSA 39:2A-1 et seq. for a description of how the Motor Vehicle Commission was formed.

Question #8 **Section 1.2.2 Objectives, 2nd bullet point "d", Pg 8– What are the "continuing efforts" in place "to modernize technology infrastructure"-and what is on the drawing board for near-future?**

Answer: Please review the comments and text of our statute as described above at NJSA 39:2A-1 et seq. for all the statutory requirements that the MVC has to fulfill. Also note that we provide the ability to use credit cards online and in 2005-2006 will offer that service in the agencies.

Question #9 **Section 1.2.2 Objectives, 2nd bullet point "d", Pg 8– Who are the MVC strategic business partners?**

Answer: MVC strategic business partners are the motoring public and include, but are not limited to, the following groups, organizations and state and federal agencies: new and used car dealers, driving schools, organ donor organizations, inspection station operators, bus companies, trucking companies, school bus companies and drivers, the State of New Jersey Office of Information Technology,

Department of Transportation, Department of Education, Department of Personnel, Department of Banking and Insurance, State Police, local law enforcement, the New Jersey Courts System and the Federal Highway Administration are some of the partners with whom MVC cooperates and assists.

Question #10 **Section 4.4.2.1 Management Overview, #2 Creative Concepts Plan, Pg 24– Does the creative concept that is to be presented refer to presenting executions of the concept in the various media disciplines (radio, print, etc), as well as collateral materials?**

Answer: Yes

Question #11 **Section 4.4.2.1 Management Overview, subsection c, Case Study Pg 25 – While the Case Study narrative concerns a customer-friendly website, the bulleted item calls for a radio spot and billboard. Are the radio spot and billboard intended to specifically promote the website?**

Answer: Yes.

Question #12 **Section 4.4.2.1 Management Overview, subsection c, Case Study Pg 25 – Does the "public relations 60-second radio spot" refer to a public service announcement (PSA) or to a creative execution (in script form) of the concept/theme for this case study?**

Answer: MVC does not want a PSA but it does want a creative execution in script form (at a minimum) of the concept/ theme for this case study.

Question #13 **Section 6.1 Proposal Evaluation Committee, Pg 39 –Who, specifically, are the individuals on the Evaluation Committee for this RFP?**

Answer: At this time, the composition of the Evaluation Committee is not public information. Committee members are appointed by the Director of the Division of Purchase and Property.