

**Questions and Answers  
for OKI's Request for Qualifications  
for the RideShare Campaign**

**January 27, 2012**

- 1. What is the budget for media advertising for the 2012 RideShare campaign?  
How is the budget allocated my medium?  
Will you have a proposed media budget for the 2012 campaign?  
Is there a separate digital budget?**
- 2. Are you able to disclose your overall radio budget for this campaign?**

**Answer to questions #1-#2**

The RFQ process does not allow for the discussion of financial items at this time. Costs will be discussed with each selected media outlet when the RFQ process is complete and contract negotiations begin.

- 3. Once pre-qualified as a preferred vendor, will there be an opportunity to make campaign presentations?**

Due to time constraints I might not be able to set up individual meetings. This will be decided upon later.

- 4. Can you provide me with more detail on what the Disadvantage Business Enterprise status means and what specifically is required?**

It is not a requirement to be a Disadvantage Business Enterprise (DBE) but you must state your DBE status in the statement of interest. OKI encourages the use of Disadvantaged Business Enterprises (DBE).

The overall goal of the DBE program is to ensure that firms owned and controlled by minorities, women, and other socially and economically disadvantaged persons have the opportunity to grow and become self-sufficient in order to create a level playing field on which they can compete fairly for contracts and subcontracts in the transportation industry. A Disadvantaged Business Enterprise (DBE) is a for-profit small business concern that is:

(1) at least 51% owned by one or more individuals who are both socially and economically disadvantaged; and

(2) whose management and daily business operations are controlled by one or more of the socially and economically disadvantaged individuals who own it.

It is not a requirement to be a Disadvantage Business Enterprise (DBE) but you must state your DBE status in the statement of interest. OKI encourages the use of DBE.

- 5. Do you have produced creative or will advertising partners be able to help with creating customized creative?**
- 6. Will the length of your spots be :30s or :60s?**

**Answer to questions #5-#6**

New creative would need to be established for the RideShare program. Length of spots has to be determined. Staff will work with the chosen vendor(s) to develop the spots. We have a graphic designer in house that can develop our print ads but TV and/or radio spots would need to be produced through the chosen vendor(s).

- 7. Is there a specific demo the Rideshare program is targeting? Is there qualitative information or lifestyle characteristics the Rideshare program is looking to reach?**

Commuters living or working in Butler, Clermont, Hamilton, Warren, Boone, Kenton, Campbell and Dearborn counties. Primary target: age 30 – 54 and Employers

- 8. Our company is applying to be considered as an advertising vendor for both the Rideshare and Clean Air campaigns and the information we would be supplying for both would be identical, can we simply send one set of requested submittal materials and documents and indicate that we wish to be considered for both campaigns?...or would you require that we submit two separate sets of submittal materials and documents?**

Your company would need to submit two separate sets of submittal materials and documents.

- 9. In both under the heading of "Submission Requirements", item 2, third bullet item, I am unclear as to whether the "One (1) original and one (1) copy" refers only to the statement of interest or also includes the subsequent items "media packet" and "attachment A". Could you clarify please?**

One original and one copy are needed for everything --the statement of interest, media packet and attachment A.

- 10. I want to make sure that I do this correctly and was hoping that you might have a sample statement of interest.**
- 11. Please provide detailed information regarding what you would like to see in the media packet.**
- 12. Are there specific dayparts you had in mind for the campaign, and do you plan on running weekend spots?**
- 13. Do you have a CPP goal or GRP levels you need to achieve?**
- 14. Which book will the buy be based on?**
- 15. Will Rideshare be looking to concentrate on a specific day of the week to highlight Ridesharing?**
- 16. Will radio be part of the 2012 campaign?**

**Answer to questions #10-#16**

In order to be considered responsive to the RFQ, you must submit a signed statement of interest and a media packet ONLY. A media packet is an informational packet which summarizes the demographics, reach and any other pertinent information relative to the submitting station, publication, etc. If you would like to submit information in your media packet relative to ratings, please use the most recent book. There is no form to fill out. A statement of interest is simply a letter stating your interest in partnering with the clean air program.

I will begin negotiations after reviewing the RFQ submissions. At that point, I will decide with which stations, publications, etc. I want to negotiate contracts. I will share with these stations and publications my CPP and GRP goals as well as my preferred dayparts. I will request a proposal or schedule from those stations, publications, etc. which should also include value added. Negotiations will

continue from that point until a good mix of media is included and I am satisfied with the stations, publications, etc. selected and receive a significant amount of value added.

- 17. According to the 2010 Annual Report there were approximately 1,800 commuters registered with Rideshare. Is that currently the approximate number?**

RideShare did not conduct a household survey for the 2010 or 2011 campaign.

- 18. Can you give the details of the results of the household survey that was conducted for the 2010 campaign (and 2011 if those results are in?)**

There are approximately 2,000 commuters registered with RideShare.

- 19. Will you be looking for digital idea and concepts?**  
**20. What criteria will be considered when evaluating the performance of the campaign?**  
**21. What is your goal for registered commuters for 2012?**

**Answer to questions #19-#21**

The following question is not related to the RFQ and will therefore be addressed in the Negotiation phase of the procurement process.