Services to provide Safe Routes to School Program Support and Operations Requisition
#887
QA5
4/9/2012

Question:

1. On the 5100B form the proposal lists a maximum length of 14 pages with 2 page resumes, while Page 16 of 20 indicates a maximum length of the proposal of 19 pages with 3 page resumes. Can you please clarify.

Answer:

1. Maximum length for a proposal is 14 pages, with a 2 page limit on resumes.

Question:

2. What are your current website metrics per month or per year (visits, visitors, bounce rates, etc.)?

Answer:

2. **Michigan Safe Routes to School program website visitor stats**

Month	Unique visitors	Number of visits	Pages	Hits	Bandwidth
Jan 2011	1,398	2,101	15,073	78,844	7.65 GB
Feb 2011	956	1,558	14,099	65,768	5.07 GB
Mar 2011	891	1,431	11,520	49,348	5.27 GB
Apr 2011	995	1,723	16,556	65,045	7.28 GB
May 2011	1,016	1,588	11,153	58,954	3.50 GB
Jun 2011	748	1,300	8,000	31,277	3.97 GB
Jul 2011	591	1,065	6,643	27,418	5.64 GB
Aug 2011	747	1,413	10,184	39,994	8.56 GB
Sep 2011	1,354	2,426	17,908	72,971	6.79 GB
Oct 2011	1,064	1,917	11,780	57,854	4.60 GB
Nov 2011	750	1,388	10,570	45,916	3.26 GB
Dec 2011	623	1,139	7,079	27,853	5.04 GB
Jan 2012	774	1,359	9,234	35,821	6.08 GB
Feb 2012	932	1,594	10,970	46,322	10.73 GB
Mar 2012	853	1,376	12,344	50,460	7.18 GB
Total	**13,692**	**23,378**	**173,113**	**753,845**	**90.62 GB**

Bounce rates: 70% spend < 30 seconds on site, 90% spend < 15 minutes on site.

Question:

3. Please describe marketing efforts (e.g., website, email and social activities) to promote last year's walk to school and bicycle to school day events.

Answer:

3. Walk to School Day: Postcards to 3,365 elementary/middle schools on Department of Education website. Telephone calls to schools registered with Michigan SRTS program, about 400. Ped Safety Dance production and promotion, website postings and email blasts to SRTS Coalition list – about 1,100. Mailed promotional material packets to registered schools. .

For Bicycle to School Day: The first of these (proposed) annual events has not yet occurred. Given short time frame, email blasts, web site postings, and telephone calls are planned, but not at same level as WTSD. For future years, similar level of effort expected.

Question:

4. Do you anticipate the promotional/marketing kits being online kits that users download and print or do you expect them to be printed materials that are mailed to people?

Answer:

4. Marketing kits need to be available in both formats. As customer demand allows, we encourage electronic dissemination of materials, but definitely do not preclude participation by schools with lower levels of technical capability.

Question:

5. How big is your email database? How much has it grown in the past year?

Answer:

5. Approximately 1,100. In January 2008, it was approximately 900. Since the list was begun in 2006, over 700 names have been deleted. Changes occur when schools register and are closed or request removal.

Question:

6. What does your email database consist of: school district and municipal employees, citizens, or both and how much of each?

Answer:

6. Approximately 60% of the 1,100 names are school personnel or affiliates. The other 40% includes municipal staff, citizens and other community members.

Question:

7. Please define reorganization of the website: this could be interpreted as a rebuild with new technology and new creative which is a substantial investment?

Answer:

7. Website updates will be Consultant responsibility to determine, in consultation with MDOT, how best to utilize and improve. Intention in the 2012 work program, the suggested deliverables in this RFP, was for streamlining of page content and structure, to improve user experience.

Question:

8. The website requirement is to use the existing platform, please provide details on the current technology platform that the site is on.

Answer:

8. Current platform is custom vendor creation, using PHP.

Question:

9. In terms of website maintenance – what are the regular weekly or monthly types of updates that must be made on an ongoing basis?

Answer:

9. Website maintenance includes news, legislative updates, events, highlights, training, and new or revised program materials. It is updated as needed on an ongoing basis.

Question:

10. What has worked well in terms of previous years' marketing efforts and please define those success metrics?

Answer:

11. Marketing efforts have included a combination of multiple media: email, mail, phone. This is heavily centered on building capacity rather than marketing per se.

Question:

11. What would you like to work better – please quantify if possible?

Answer:

11. Ultimate success will be the elimination of formal program, when SRTS principles and practices are ingrained in planning and development processes, as well as behaviors. Getting participants to value and wholeheartedly participate in the SR2S Action Planning process is the primary effort. For schools that have completed Action Plans and are applying for federal SRTS grants, effective participation of their Act 51 agency partners is critical for effective project development and implementation.

Question:

12. How many emails were sent in the past 12 months?

Answer:

12. Approximately 12,000.

Question:

13. Can you provide 2-3 sample case studies of implementations over the past few years? Where are case studies housed?

Answer:

13. We do not have case studies of project implementation per se. The National Center for Safe Routes to School, does have some Michigan Success Stories, available at http://www.saferoutesinfo.org/program-tools/find-state-contacts/michigan

Question:

14. Was a broad strategy developed for previous years' programs – if so, please provide a sample?

Answer:

14. Strategy has evolved as the program as evolved. It began with a pilot program, which is available on the website. Since that time we have continued to grow the program with an eye toward building capacity, education and outreach (particularly to underserved or marginalized communities), a balance between infrastructure and non-infrastructure treatments, and compliance within federal guidelines.

We have involved partners in education, engineering, health, bicycle, trail, disabilities advocacy, and transportation, in order to spread SRTS principles and practices across disciplines. Our intention is to involve any/all interested stakeholders and provide support for collaboration, regardless of participant motivation.

Useful analogies include the stop smoking and use seatbelts campaigns in the US. Similar to SRTS, those efforts took many years to accomplish, involving education and encouragement for students and citizens of all ages. Behaviors have changed and healthy benefits derived, from consistent, sustained efforts to educate, raise awareness and begin with those most interested and supportive.

The overarching program intention is to engage stakeholders with similar interests, involve stakeholders in planning efforts, and ultimately leave the accomplishment of SRTS to those stakeholders within their areas of interest and expertise.

Question:

15. What is the overall budget range for marketing activities and website activities, ideally broken out by category?

Answer:

15. The program budget is proposed annually by the Consultant, with discussion and input from MDOT. Note that marketing is generally integral to other objectives. It is not a primary objective for the program. Marketing is not uniform from year to year. In a year with significant development, the Make Trax curriculum for example, the expense can be significantly greater.