



Date: September 6, 2019

To: Recipients

Re: Multilingual Outreach Services
Questions and Answers

Q1. Whether companies from Outside USA can apply for this? (like from India or Canada)

A1. SJTPO can and does accept proposals from firms outside our area and will accept proposals from international firms and give fair consideration thereto. However, as stated within the RFP, all firms must "Demonstrate successful experience of the firm or team (particularly recent) on similar projects." Firms are highly encouraged to indicate past experience with government agencies in the U.S., preferably involving federal funding sources in order to satisfy this stated requirement. It is critical that all firms can satisfy all the bidding requirements laid out in the RFP (including a NJ Business Registration Certificate), requirement in our [Standard Contract Agreement](#), and compliance with all applicable local, state, and federal laws, rules, and regulations. If the international firm satisfies all requirements, their status as a foreign company should not be prohibitive of their right to submit bids. International firms will need to obtain legal authority to operate in the State before a Registration Certificate would be issued.

Q2. Whether we need to come over there for meetings?

A2. SJTPO would encourage proposers to review the RFP thoroughly to determine what degree of physical presence is required to perform the work described and the needs communicated; keeping in mind that the proposal that best addresses SJTPO's needs will be selected. As described in Task A.5, the firm will be asked to provide a Spanish language interpreter at eight (8) meetings, as well as a Chinese Mandarin, Gujarati, and Vietnamese interpreter at the two (2) meetings that take place in Atlantic County.

Q3. Can we perform the tasks (related to RFP) outside USA? (like, from India or Canada)

A3. If the proposal can address issues identified in the answers to Questions 1 and 2, then the consultant can perform the tasks outside the USA.

Q4. Can we submit the proposals via email?

A4. No, all submissions must be delivered exactly as described within the RFP, including five (5) physical copies as well as a digital file and must be received by SJTPO no later than 5:00 P.M., prevailing time, on Thursday, September 19, 2019. The SJTPO shall not be held responsible for timeliness of mail or messenger delivery and under no circumstances will late proposals be evaluated.

Q5. Is use of a DBE required and is there a set minimum percentage of the budget that must be dedicated to a DBE?

A5. DBE is a goal. While not technically a requirement, SJTPO strongly encourages firms to meet or exceed the 13.23 percent DBE goal that is noted in Sections III and IV of the RFP. Firms that qualify as DBE (or ESBE, which also satisfies this goal) can be found via the links below. This information may also be useful in seeking firms to partner with in submitting a proposal.



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- New Jersey ESBE: <http://www.nj.gov/transportation/business/civilrights/pdf/ESBEDirectory.pdf>
- New Jersey DBE: <https://njucp.dbesystem.com/>

If a proposer is unable to secure a DBE firm to meet the DBE goal, the proposer would need to document that a good faith effort was made to meet the goal. This good faith effort would need to be documented in the proposal. More information on documenting a good faith effort can be found here: <https://www.transportation.gov/osdbu/disadvantaged-business-enterprise/final-rule-section-26-53>

It is of further note that as is described in Section III of the RFP, adherence to the DBE goal does represent 10 percent of the final score (see Section III of the RFP). SJTPO will, at its discretion, award points to firms that meet/exceed the DBE goal or satisfactorily document in their proposal that a good faith effort was made in meeting the DBE goal.

Q6. I understand that Part A and Part B need to be identified separately in the technical and cost proposals, but do both Part A and Part B need to be applied for? Does the RFP allow for an application for only one of the parts?

A6. It was SJTPO's intent in writing the RFP that Parts A and B would be conducted by one firm, and that dividing the parts into two contracts would make Part B too small to attract proposers. When crafting the RFP, SJTPO did not address dividing the effort based on the parts. As a result, if a proposer would submit for one part and not the other, it would inevitably put that proposer at a scoring disadvantage against another firm who submitted for both parts and did not want to divide them. To ensure proposers do not invest time in a proposal that may not have an equitable chance of selection, SJTPO would ask that proposers only submit for the entire effort, inclusive of Parts A and B.

Q7. Part A: What level of accuracy is acceptable when using automated translation services?

A7. SJTPO's objective is to maximize the accuracy to the greatest reasonable extent. SJTPO is seeking for firms to identify the level of accuracy of these tools, either through their own testing or through reliable third-party reviews of such tools. Automated translation tools would need to be selected based on the best accuracy available as well as consideration of cost and ease of use.

Q8. Part A: What is the liability if mistakes are made?

A8. All documents indicated in Part II. B. 2 need to be translated manually as opposed to by an automated tool. Firms are highly encouraged to employ a quality control process to ensure accuracy of these documents. Errors in these documents would simply need to be corrected by the firm. Regarding errors made by third party automated translation tools, SJTPO is asking firms to engage in a good faith effort to demonstrate the accuracy of these tools and a selection of a preferred tool would then be made by SJTPO. However, SJTPO does not anticipate 100 percent accuracy from automated translation tools and would not intend to hold the firm liable for errors in translations based on a third-part tool.



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Q9. Part B: Handout/Trifold: It states that there are 14 programs that you want on these handouts. Do you need to only have one handout for all these programs? I don't think you will have an effective brochure by trying to get all 14 programs into a small handout. Are you open to other suggestions even if it affects the budget?

A9. SJTPO is very open to your best suggestions and highly encourages firms to make recommendations on how to improve upon what we have asked for.

Q10. Part B: Palm Cards: Do you need multiple designs based on the programs?

A10. No, SJTPO is not asking for a different palm card for each program. SJTPO is only asking for one palm card design to be printed with drafts as needed to agree upon a final design.

Q11. Part B: Do these handouts/banners/sandwich boards need to be in each language?

A11. No. All work in Part B will be in English only.

Q12. Part B: Do you have a set of guidelines that we must follow for the design of these materials? (i.e. Brand Standards, Colors, Fonts)

A12. SJTPO does not have any branding, color, or font standards for any of these programs. The one exception is that Share the Keys is externally branded, so that brand would likely need to be used when referring to Share the Keys. Of note, in the SJTPO logo, SJTPO uses the color blue (RGB 0, 125, 195) which appears frequently throughout our documents. In addition, the SJTPO logo uses Trebuchet font. The firm is not expected to use these, but this is just being shared as information. While the selected firm is working on the materials described in Part B, SJTPO staff will be redeveloping PowerPoint presentations used in these programs. SJTPO would likely coordinate PowerPoints with the design standards that come from the firms designs.

Q13. Part B: Do you have a photo library that we can use in addition to shooting new photos?

A13. In 2016, SJTPO secured Stokes Creative Group to redevelop the SJTPO website. A part of that effort included taking photos throughout the region to use on the website. These photos are available on our Flickr account <https://www.flickr.com/photos/sjtpo/>. All of those photos can be made available in full resolution to the selected firm.

Q14. Part B: How many events do you expect us to photograph?

A14. Please assume a maximum of three events will be photographed. One in an auditorium setting, one in a classroom setting, and another event that represents other safety events that SJTPO conducts, possibly outside. For purposes of establishing a cost estimate, firms should assume all will be on different days.

Q15. Part B: Do you have a specific print vendor that we need to use?

A15. No, printing/purchasing is the responsibility of the firm, as such the firm is responsible to ensure that materials are purchased/printed from a quality vendor of their choosing.



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Q16. Part B: Will we need to develop imagery/buttons that have the same look and feel as the new designs to be used on the website?

A16. No. If any changes are needed to the website based on designs that come out of the materials described in this RFP, SJTPO can make those, in coordination with our website vendor, if necessary.