



State of Rhode Island  
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**ADDENDUM #1**

**RFP# 7599896**

**TITLE: CONSULTANT SERVICES TO PROVIDE AN  
INTERACTIVE PROGRAM TO REDUCE DISTRACTED  
DRIVING**

**SUBMISSION DEADLINE:**

**JANUARY 23, 2020 (NOTE CHANGE)**

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- Submission deadline has been changed as follows:
    - From: January 17, 2020 at 11:30 a.m.
    - To: January 23, 2020 at 1:00 p.m.
  - Questions/Answers from RIDOT Portal are attached.

*Lisa Hill*

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Lisa Hill  
Assistant Administrator



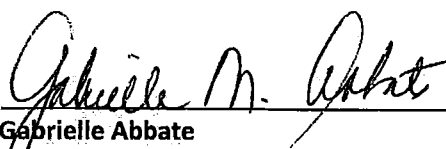
STATE OF RHODE ISLAND AND PROVIDENCE PLANTATIONS  
RIDOT Addendum Notification

**RFP# 7599896 – Consultant Services to Provide an Interactive Program to Reduce Distracted Driving  
ADDENDUM #1  
NOTE REVISED SUBMISSION DUE DATE: JANUARY 23, 2020 at 1:00 pm**

Per issuance of **ADDENDUM # 7599896A1** the following additions and changes are noted:

1. The Proposal due date has been changed to **Thursday 1/23/20 at 1:00 pm**
2. Questions/Answers posted at the RIDOT Q/A Portal

APPROVED:

  
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Gabrielle Abbate  
Chief of Highway Safety

  
\_\_\_\_\_  
DATE

Date Asked: 01/07/2020

Poster: Rae Mancini Company: Duffy & Shanley

**Question:** What are the dates of the contract award decision and intended go-live of the program (launching it to the first groups)?

**Answer:**

**Dates of contract award: February 14, 2020**

**Go-Live Date: April 15, 2020**

Date Asked: 01/07/2020

Poster: Rae Mancini Company: Duffy & Shanley

**Question:** Your solicitation notes the two target groups for engagement are employers and colleges/universities. Can you provide the reasoning behind the focus on employers?

**Answer:**

**Much of the data we retrieve for distracted drivers are late 20s- 60's. The common ground for that audience is their work environment where they remain a captive audience. Also many employers have requested our help to facilitate specific traffic safety trainings to their staff. In many cases their staff drive company vehicles of which the employer insures.**

Date Asked: 01/07/2020

Poster: Gertrude Mandeville Company: TechComm Partners, Inc. DBA TCP Learning

**Question:** The game show approach provides excitement and engagement. It would seem the perfect approach for creating awareness yet your RFP is indicating wanting a change in behavior. Change in behavior may need to be measured quite differently from engagement in single event. It takes a longitudinal approach to measurement. Has this been factored into the request for data?

**Answer:**

**It has not but could easily be tracked electronically throughout the life of this contract.**

Date Asked: 01/07/2020

Poster: Gertrude Mandeville Company: TechComm Partners, Inc. DBA TCP Learning

**Question:** The 2020 Highway Safety document although references college, it does not seem to include employers as a target market. Has funding been allocated for development of an entirely new program since the approach with adults could be quite different from a K-12 or even higher ed audience?

**Answer: In the past we've used the same formatted educational program across different age sectors. The educational information was altered to reflect the different educational level of the groups we targeted. We believe that a program targeting college age (19-22) could easily be enhanced/alterd to fit an employee model. Funding has been set to create one program which is flexible and will accommodate the majority of 20-60 year old's driving behavior.**

Date Asked: 01/07/2020

Poster: Gertrude Mandeville Company: TechComm Partners, Inc. DBA TCP Learning

**Question:** The RI DOT Highway Safety Plan 2020 references an identical program, as requested by this RFP but focused on middle and secondary students. This vendor's website also indicates that they have a comparable college program. Is this model expected for employed adults as well?

**Answer:**

**The model you refer to has worked well with middle and high school age students. It has also been presented to a mixed audience of teens and parents successfully. Our goal is to increase the viability of this educational format (which is working and offering us great data) to an older audience which is represented in our distracted driving incidences and associated crashes.**