

Bidder's Questions on Third Party Administration of NYS-Ride, a Qualified
Transportation Fringe Benefit RFP

Q1. What is the expected timeline to obtain prior approval when planning for print and distribution of marketing materials (ie. 3-5 day turnaround?, 7-14 day turnaround?)

A1. GOER will provide prior approval within 3-5 business days.

Q2. For purposes of this proposal, the bidder can estimate production of the following marketing materials produced twice during the term of the contract:

- 21,000 5x7 double-sided, color postcards to be distributed to each
- state employee via 240 agency payroll offices
- 4,100 11x17 color posters to distribute to 260 agency worksites, and small informational flyers for GOER to distribute at employee health fairs and union-sponsored functions
- 7,500 one (1) page, double-sided, 8½ x 11, color, small informational flyers

For clarification, the above says "...produced twice during the term of the contract"...Are the quantities above taking into account that number or are the final quantities doubled? (ie. 21,000 should be 42,000, etc.)

A2. The quantities referenced in Section 2.8.1 of the RFP are the maximum amount GOER may ask to be produced during the term of the contract. They may be split over two marketing campaigns but will not exceed a total of the quantities listed.

Q3. Does client need an itemized/breakdown of postage costs?

A3. No, GOER requires the cost of postage to be included in the Monthly Cost per participant and included as part of the Total Estimated Communications and Marketing Budget line. Please also see paragraph 4 of Section 4.4 Cost Proposal.

Q4. Will client be storing 2,500 promotional items or will selected contractor be responsible for storage?

A4. GOER will store and distribute all promotional items.

Q5. Will cost of storage and freight or shipment costs also be added to monthly per participant cost or will the contractor bill the client for any storage/fulfillment costs annually?

A5. There will not be any storage costs. Shipping cost to GOER's office or single requested location should be included in the Monthly Cost per participant and Total Estimated Communications and Marketing Budget line.

Q6. If materials are not required to be stored in advance of use, what is the expected timeline for production and shipment of promotional items?

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A6. Timelines can be determined between GOER and the selected contractor. GOER anticipates turnaround time not to exceed six weeks from the date of the initial marketing request.

Q7. Are promotional items being distributed/shipped to multiple locations?

A7. Promotional items are typically shipped to a single location.

Q8. This would require postage/mailing. Is this cost paid for by NYS-Ride?

A8. This cost should be included in the Monthly Cost per participant and included as part of the Total Estimated Communications and Marketing Budget line. Please also see paragraph 4 of Section 4.4 Cost Proposal and Section 2.8.1.

Q9. Would you require access to a physical walk-in center in NYC for convenience to employees so they may pick up a replacement Annual MetroCard?

A9. Access to a physical walk-in center in NYC is not a required deliverable of the contract; however, bidders are welcome to propose an array of solutions.

Q10. Would you like an option of offering a prepaid commuter card that would sweep and return unused monthly funds?

A10. GOER's policy is to allow employees to keep their commuter account balances as long as they are active NYS employees. We do not require unused funds to be returned to us until employees have left state service or funds have been forfeited.

Q11. Would you benefit from a parking management tool to coordinate any owned parking lot locations?

A11. In the event that GOER implements parking, a parking management tool may be requested. Bidders are encouraged to describe the parking benefits they currently offer in response to Section 2.14.

Q12. I do need to know some census information in order to provide an accurate quote. This would include the size, median age income and length of employment of the group you are seeking coverage for.

A12. GOER has provided all relevant census information for the NYS-Ride benefit in Section 1.1 of the RFP.