

*State of Washington  
Department of Transportation  
Notice to Consultants  
Statewide Toll Educational Marketing Services*

Washington State Department of Transportation (WSDOT) is seeking marketing and advertising firms interested in submitting a “Request for Qualifications” (RFQ) to provide statewide toll educational marketing services. WSDOT will select a firm to provide marketing expertise in support of a public outreach campaign that includes \$2.3 million in educational marketing for I-405 express toll lanes. There is also a possibility of significantly more work as additional toll facilities come online in 2015 and 2016. The agreement will be for a three (3) year duration with the option to extend it for up to four (4) years in two (2) year intervals.

WSDOT reserves the right to amend terms of this RFQ to circulate various addenda or to withdraw the RFQ at any time, regardless of how much time and effort consultants have spent on their responses.

**Project Overview**

Currently, WSDOT owns and operates three toll facilities: SR 16 at the Tacoma Narrows Bridge (TNB) in Gig Harbor, SR 167 HOT lanes between Renton and Auburn and the SR 520 Bridge between Seattle and Bellevue. New toll facilities expected to come online during the agreement period include:

- The I-405 express toll lanes, which will allow drivers an option to pay for a reliable trip will open as early as summer 2015;
- SR 99 tolled tunnel is expected to open in early 2016. It will operate as an all-electronic toll facility to provide \$200 million in funding for the estimated \$3.1 billion Alaskan Way Viaduct Replacement Program; and
- The new SR 520 Bridge is expected to open in spring 2015 with potential new toll rates and possibly different exemptions.

Depending on legislative action, WSDOT could also receive direction to bring additional toll facilities online.

WSDOT is currently preparing a comprehensive public education campaign to support the I-405 express toll lanes. The educational marketing services portion of this effort is estimated to total \$2.3 million. Additional work to support educational marketing efforts for other projects, such as the SR 99 tunnel, may be added to the contract as funding becomes available.

Each of the toll facilities are unique as are the people and markets they serve. In addition, these toll facilities may be introduced during a condensed timeline. The educational outreach must:

- Explain several complex topics such as how the I-405 dual express toll lanes work, the benefits of tolling, and how this toll facility will work within a system to improve regional mobility;
- Explain each facility’s relationship within a statewide toll network;
- Introduce new concepts and tools, such as possible new carpool requirements and online carpool registration; and

- Further develop and complement our “*Good To Go!*” brand and the state’s all-electronic toll system.

WSDOT currently serves more than 400,000 active “*Good To Go!*” accounts with about 700,000 passes distributed. However, in some areas of the state all-electronic tolling is still a new concept and drivers are not familiar with “*Good To Go!*”. As new toll facilities come on line, messages must be tailored to each facility’s market. Educational marketing will consider the geographic location, population, and project goals to raise public awareness, acceptance and use of the toll facility and educate users how the new toll system will operate.

Success will be measured by:

- Public awareness and understanding of the toll facilities coming online;
- Public understanding of how the toll facilities work;
- Public understanding of the purpose of tolling these facilities;
- Public support of the toll facilities;
- Media coverage;
- Number of new “*Good To Go!*” accounts and passes sold; and
- Traffic and revenue on track after toll commencement.

The consultant will work with an integrated team of state staff and consultants charged with launching public relations, marketing and advertising campaigns for I-405 express toll lanes and other facilities coming online in 2015 and 2016. Market research and public relations will be supported by the existing WSDOT and consultant staff. This statewide toll educational marketing consultant will become part of the team to provide expertise in mass media, marketing and advertising. They will develop and implement brand and marketing campaign strategies; campaign creative concept, design and production; and media placement and purchase.

### **Project Description**

The selected consultant will develop and implement a marketing campaign to educate drivers about new toll facilities launching in Washington State over the next three years. All work under agreement will require WSDOT acceptance and approval. Consultants must demonstrate their ability to provide:

- **Brand and Marketing Campaign Strategy:** Develop multifaceted, multi-phase marketing campaign strategies that deliver results, complement WSDOT’s existing “*Good To Go!*” brand and integrate with WSDOT’s market research, public engagement, public relations and retail marketing programs. Lead brand development for possible new products and offerings. Report results and make mid-course adjustments as needed;
- **Marketing Implementation:** Develop and produce marketing campaigns for WSDOT’s toll projects and payment options. Provide services in the Seattle media market and capability to provide services throughout Western Washington and markets in other states, if necessary. Develop, create and produce compelling communications products for a variety of mediums, including print, video, direct mail, internet, transit, outdoor, display, television and radio. Purchase media airtime and place ads. Leverage resources to maximize value;
- **Project Management:** Provide day-to-day project management to assure delivery of all aspects of educational marketing services and compliance with state needs and requirements. Develop plans that outline a clear timeline with risks and mitigation, strategies, goals, objectives and supporting

SOQ

tactics. Track against plans make mid-course adjustments as needed. Provide the ability to expand and contract the team according to need, for example, as the legislature approves new toll facilities. Demonstrate the ability to work effectively in multiple markets, including the greater-Seattle and Western Washington; and

- **Measurement and Progress Reporting:** Track and summarize media value and impressions and verify and document the appearance of purchased ads.

Consultants are encouraged to visit [www.wsdot.wa.gov/goodtogo](http://www.wsdot.wa.gov/goodtogo) to obtain additional information.

WSDOT, at its option, may elect to expand, reduce, or delete the extent of each work element described in this RFQ. The Consultant shall provide sufficient staff/resources to meet the time deadlines set by WSDOT for particular assignments and to carry out its responsibilities under the scope of services and this Agreement.

The products produced by the Consultant will be subjected to substantial scrutiny by WSDOT, legislators, state and local officials, media, and members of the general public. The selected Consultant will be expected to provide regular reports showing expenditures, impressions, media value and schedule details by medium. As part of the wrap-up of the campaign, the Consultant is expected to provide a summary.

Note: Most of the above types of services must be directly related to an engineering project, if not, they must be procured following the personal services procurement requirements Revised Code of Washington (RCW) 39.29.

### **Evaluation Criteria**

Pursuant to state and federal regulations, a qualifications-based selection process will be used to select a consultant for each of these services. The following information and criteria will be used to evaluate and rank responses:

1. Qualifications/Expertise of Firms on Team;
2. Qualifications of Proposed Project Manager;
3. Key Team Members Qualifications (Prime Consultant and Sub-Consultants);
4. Firm's Project Management (Prime Consultant Only);
5. Project Delivery Approach;
6. References/Past Performances (Prime Consultant Only); and
7. Cost Factors (Prime Consultant Only.)

The link to the definitions and point value for each of the scored criteria may be found on the first page of this web site solicitation.

NOTE: It is imperative that the consultant reviews the definitions of the scoring criteria. We have included requirements and/or limitations for the information that is being requested. All scoring criteria will be rated on a scale of 0 (Low) to 30 (High.)

### **Submittals**

Consultants are invited to submit their Statement of Qualifications (SOQ) at their own cost. WSDOT assumes no obligation of any kind for expenses incurred by any respondent to this solicitation. The SOQ should be submitted as separate Adobe Reader compatible (PDF) files and formatted as follows: submitted only on single sided typed 8.5" x 11" paper and with font size no smaller than 12 point. If charts and/or graphs are utilized text must be no smaller than 8 point.

Your SOQ submission must be broken into two (2) separate packets. Your SOQ "Packet A" must consist of:

- Your responses to scoring criteria 1 through 5; and
- Packet "A" is limited to 30 sheets, not including the front and back cover.

Your SOQ "Packet B" must consist of the following information only:

- Your letter of transmittal;
- Your response to scoring criteria 6 and 7;
- Your "Consultant Information" forms for you as the prime and all of your proposed sub-consultants; and
- Packet "B" has no page limitations.

The SOQ shall meet the following requirements or may be deemed non-responsive and may not be eligible for consideration of this work:

- Title of the "Request for Qualifications," and your firm clearly identified on the cover of the SOQ Packets "A" and "B", and the letter of transmittal;
- SOQ broken into "Packet A" and "Packet B" as indicated above;
- Responsive to all evaluation criteria;
- Meeting page limitations and font size requirements; and
- Meeting submission deadline submission date.

Faxed submissions will not be accepted. Submissions must arrive at the following email address no later than 4:00 pm (PST) on Wednesday, August 21, 2013.

[CSOSubmittals@wsdot.wa.gov](mailto:CSOSubmittals@wsdot.wa.gov)

NOTE: Submitters may want to consider setting your email to automatically receive a "Delivery/Read Receipt" for confirmation purposes. WSDOT will not accept or respond to inquiries of receipt by phone or email.

***Multiple emails are acceptable due to file size limitations of 10MB per email.***

If necessary, WSDOT may produce a "Question & Answer" document that will be posted under a separate link on the main page of this advertisement. Questions regarding this RFQ must be submitted in writing to [CSOSubmittals@wsdot.wa.gov](mailto:CSOSubmittals@wsdot.wa.gov) email no later than Friday, August 9, 2013.

Any questions regarding this solicitation process should be directed to the Consultant Services Office, at 360-705-7104.

### **Public Records**

Any information contained in the response that is proprietary or confidential must be clearly designated. Marking of the entire submission as proprietary or confidential may be rejected as non-responsive.

To the extent consistent with chapter 42.56 RCW, the Public Disclosure Act, WSDOT shall maintain the confidentiality of Consultant's information marked confidential or proprietary. If a request is made to view Consultant's proprietary information, WSDOT will notify Consultant of the request and of the date that the records will be released to the requester unless Consultant obtains a court order enjoining that disclosure. If Consultant fails to obtain the court order enjoining disclosure, WSDOT will release the requested information on the date specified.

WSDOT's sole responsibility shall be limited to maintaining the above data in a secure area and to notify Consultant of any request(s) for disclosure for so long as WSDOT retains Consultant's information in WSDOT records per state law. Failure to so label such materials or failure to timely respond after notice of request for public disclosure has been given shall be deemed a waiver by Consultant of any claim that such materials are exempt from disclosure.

The department has an overall Disadvantaged Business Enterprise (DBE) Goal. The DBE goal for participation will be obtained through a combination race-neutral/race-conscience means as outlined in WSDOT's "Disadvantaged Business Enterprise Program Plan." The department encourages Office of Minority and Women's Business Enterprises certified disadvantaged, minority, women-owned and small consultant firms to respond.

Persons with disabilities may request this information be prepared and supplied in alternate formats by calling collect 206-389-2839. Persons with hearing impairments may call 1-800- 833-6388 (Washington State Telecommunications Relay Service) and ask for 206-515-3683.

Dates of publication in the Seattle Daily Journal of Commerce: Wednesday, July 24, 2013 and Wednesday, July 31, 2013.

Submittal Due Date: Sent by email stamp - 4:00 pm PST on Wednesday, August 21, 2013.