

PRE-PROPOSAL CONFERENCE GUIDE

1. Ladies and Gentlemen, my name is Amanda Weaver. I am the **Issuing Officer for RFP 3512R10 – Statewide Transportation Asset Marketing and Sponsorship Consultant Services**. I am responsible for **administrative and contractual questions, comments, and issues**. I must be the sole point of contact, except for Small Diverse Business-related information, on all project-related matters until a contract has been fully executed. Other Commonwealth personnel present are **Bryan Kendro – Policy Office Director and Project Manager for this RFP**.
2. Please be sure to sign the attendance register. May I ask you now to introduce yourselves giving your name, title and the firm you represent? ----Thank you.
3. To facilitate the questions and answers portion of the conference, we are now distributing question forms. Please take some time to write your questions on the forms. When we reach the questions and answers portion, we will collect the forms and read each question without identifying the firm involved. ----Thank you.
4. This Pre-proposal conference has **four** purposes:
 - a. To furnish you some of the background leading to the issuance of this request for proposals;
 - b. To emphasize those requirements of the RFP we consider especially important;
 - c. To point out some areas Offerors have had problems with in the past; and
 - d. To answer your questions concerning the RFP.
5. **Background.** Bryan Kendro will now provide the background which lead the Department to issue this RFP.

Thank you for attend the pre-proposal conference for the Statewide Transportation Assets Marketing and Sponsorship Consultant Contract.

The P3 Office is seeking to hire a consultant to help develop, manage and promote a statewide sponsorship and advertising program utilizing various PennDOT and Pennsylvania Turnpike Commission assets. Services that will be made available immediately for sponsorships or advertising include PennDOT’s 511 – Traffic and Traveler Information Service; the Turnpike’s Roadway Information Program (TRIP); PennDOT and Turnpike service patrol vehicles, PennDOT Welcome Centers and PennDOT and Turnpike Rest Areas, Turnpike call boxes and any other opportunities that may be recommended by the consultant and approved by the P3 Transportation Board.

This contract has two very specific tasks.

The first is to help the Department to develop, implement and manage a successful sponsorship and advertising program. This includes reviewing existing processes and procedures offering comments and recommendations, and developing if necessary new process and procedures. It also requires development of third party agreements and policies that ensure applicable state and federal laws and

regulations are followed which may involve assisting the Department in securing necessary FHWA approvals. The consultant will be compensated for these services through an hourly rate.

The second task will be to market the new sponsorship and advertising program and secure third party agreements for such. The consultant will be compensated for these services through a success fee paid as a percentage of the gross contract value. This success fee will be expected to cover any administrative costs related to securing and executing a third party agreement.

PennDOT operates 13 welcome centers and 35 rest areas. There are also 13 rest areas with limited services and features. That is a total of 61 facilities.

PennDOT currently has 160 511 signs on our roads.

PennDOT has 21 Service Patrol Vehicles under contract.

The Turnpike's current sponsorship agreement with State Farm for their Service Patrol Vehicles ends March 2, 2014.

6. **Small Business Information.** I will now provide information pertaining to the Small Business requirements defined in the RFP. Handouts were provided on the table where the sign in sheets are located. If you didn't take a copy, please feel free to take a copy before you leave.
7. **Critical Points in the RFP.** To minimize delays in proposal evaluation and to avoid rejection of your proposal, read the RFP carefully and submit a complete proposal. Our evaluation will be based almost entirely on what is submitted by you. Follow as completely as possible the proposal format given in Part II of the RFP; this will aid us in making our comparative evaluation.
8. **Problem Areas in the RFP.** Point out at least the following:
 - a. No answer is official until it is confirmed in writing.
 - b. Proposals must be timely received from and properly signed by the Offeror.
 - c. The proposal shall consist of **three** separately sealed submittals:
 - i. Technical Submittal;
 - ii. Cost Submittal;
 - iii. Small Diverse Business Participation Submittal; and
 - d. If you specify that the proposal is not firm for the time period specified in Section I-12 of the RFP (180 days), your proposal may be rejected.
 - e. If there are any assumptions included in the cost submittal, your proposal may be rejected.
 - f. If you state that the proposal is contingent on negotiation of offeror terms and conditions, your proposal may be rejected.
9. **Questions and Answers.** We will now collect the questions forms and I will read each question without identifying the firm involved and, if I can, answer it now. However, any answer given today must be considered unofficial until it is confirmed in writing.

Many of the questions submitted in writing seemingly overlook the intent of the RFP, which is to develop a workable and profitable program that in part draws upon the selected Offeror's prior experiences. The Department is still working through the questions and that we will formally respond on or before September 5, 2013. Official answers will be posted in writing to the DGS eMarketplace website as an addendum to, and shall become part of, the RFP.

I will not attempt to answer any question not reduced to writing on the question form. However, if the answer to one question generates another question orally, I ask that the additional oral questions be written on the questions form and provided to me to ensure that the oral questions may be confirmed in writing. All questions asked today will be officially answered in writing and will be posted to the DGS website as an addendum to, and shall become part of, the RFP. Each Offeror is responsible to monitor the DGS website for new or revised RFP information.

10. **Closing Statements.** We would like to thank you for your time and interest in this RFP for **Statewide Transportation Asset Marketing and Sponsorship Consultant Services**. Please continue to monitor the DGS eMarketplace website for additional information for this procurement. Thank you and have a nice day.

Bureau of Small Business Opportunities

Bureau of Small Business Opportunities (BSBO)

Amanda Weaver, PennDOT, Issuing Officer

Gayle Nuppnau, DGS, Procurement Liaison

Bureau of Small Business Opportunities

Program designed to encourage participation of Small Diverse Businesses (SDB) in state contracting

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- A Small Diverse Business is a DGS-verified minority-owned business, woman-owned business, veteran-owned business or service-disabled veteran-owned business.
- A small business is a business in the United States which is independently owned, not dominant in its field of operation, employs no more than 100 full-time or full-time equivalent employees, and earns less than 7\$ million in gross annual revenues for building design, \$20 million in gross annual revenues for sales and services and \$25 million in gross annual revenues for those businesses in the information technology sales or service business.

Bureau of Small Business Opportunities

To receive credit for being a Small Diverse Business or for subcontracting with a Small Diverse Business (including purchasing supplies and/or services through a purchase agreement), a Offeror must include proof of Small Diverse Business qualification in the Small Diverse Business participation submittal of the proposal, as indicated in section II of the RFP.

- Copy of verification letter
- Small Diverse Business (es) must be named including address and phone
- Letter of intent that specifies the type of goods or services the small diverse business will provide along with percentage of commitment
- All Offerors must include a numerical percentage which represents the total percentage of the work (as a percentage of the total cost in the Cost Submittal) to be performed by the Offeror and not by subcontractors and suppliers
- All Offerors must include a numerical percentage which represents the total percentage of the work (as a percentage of the total cost in the Cost Submittal) to be performed by the Small Diverse business as subcontractors

Bureau of Small Business Opportunities

Contact Information

Bureau of Small Business Opportunities (BSBO)

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