

# Marketing & Communications

## Request For Proposals

### Addendum No. 1

Issued: June 6, 2025

This is an addendum to the Marketing & Communications Request for Proposals (RFP) offered by the North Carolina Turnpike Authority.

Prospective Respondents: You are hereby notified of the following information in regard to the referenced RFP:

- Section A - Official log of Vendors' questions and NCTA's responses
- Section B – Official revisions to the Marketing & Communications RFP

All other terms, conditions and requirements of the original RFP dated April 15, 2025, remain unchanged unless modified by this Addendum.

## Section A: Official Log of Vendors' questions and NCTA's responses

Below are the answers to questions submitted in response to the above referenced RFP.

#	RFP Reference	Proposer Question	NCTA Response
Incumbent			
1.	N/A	Is there an incumbent agency that has provided this work in the past?	ICF is NCTA's current marketing and communications contractor.
2.	N/A	Can you please disclose who the incumbent contractor is?	ICF is NCTA's current marketing and communications contractor.
3.	N/A	Is there a reason why your incumbents aren't providing the services in the RFP?	NCTA is making it a priority to expand the scope and requirements of the 2021 marketing and communications contract.
4.	N/A	Can you please give us a sense of how the work is split between ICF and Intelogix.	ICF is currently responsible for the functions of the 2021 marketing and communications contract. Intelogix is the customer service vendor responsible for management of the NC Quick Pass call center and staffing. The only expected crossover is training and coordination for marketing events.

#	RFP Reference	Proposer Question	NCTA Response
5.	N/A	Does the Turnpike Authority have an incumbent contract and contractor for this work? If so, would the Turnpike Authority please share the value of that incumbent contract?	<p>ICF is NCTA's current marketing and communications contractor. Their total contract value was originally awarded \$600,000 per year and then later increased to \$750,000 per year.</p> <p>Please keep in mind that the scope of work and requirements for this RFP is larger than the scope of work and requirements for the current marketing &amp; communications contract.</p>
Subcontractors			
6.	N/A	Will you accept joint submissions - Subcontractor with a prime?	Yes. Please refer to <i>RFP Part I, Section 2.20.4 Subcontracting</i> for further information on subcontractors.
Campaigns			
7.	N/A	For similar campaigns in the past, what success metrics or benchmarks were you looking for?	Transponder sales, website impressions, click rate, cost per click, open rate, cost per sale, roadway traffic, new accounts opened and converted.
Community Outreach & Events			

#	RFP Reference	Proposer Question	NCTA Response
8.	Part I, Section 1.1.1 - Contractor Responsibilities for this Project, Customer and Neighbor Outreach Strategy and Facilitation	At outreach events, will the Contractor be responsible for working with the public to set up transponder accounts and resolve account issues?	Yes, once the outreach team is trained to do so.
9.	N/A	Is stakeholder engagement confined to the PR task or will it also be considered an element of the community outreach?	In nearly every previous case it has been confined to PR tasks and projects.
10.	N/A	Are community events held year-long? What is the typical number of annual events NCTA attends?	30 to 40
11.	Part III, Section 2.5 Community Events Marketing Requirements	How many events does NC Quick Pass participate in each year?	30 to 40

#	RFP Reference	Proposer Question	NCTA Response
12.	Part III, Section 2.5 Community Events Marketing Requirements	What is the vision and desire of the NCTA with regard to community outreach: strategic outreach and engagement, or staffing and management of community events? The scope and deliverables within the RFP are unclear as to the intent of this task.	<p>NCTA expects the selected contractor to develop a proactive community outreach plan. The plan should seek to sell transponders, open accounts and expand NC Quick Pass visibility and knowledge across North Carolina or anywhere NC Quick Pass customers are. Other responsibilities include:</p> <ul style="list-style-type: none"> <li>• Expected to staff 2 to 3 people at the NC Quick Pass table at outreach events.</li> <li>• Keep track of and place orders for inventory.</li> <li>• Schedule and work with vendors to participate at events.</li> <li>• Proactive outreach for potential events and vendors.</li> <li>• Develop print materials.</li> </ul>
13.	Part III, Section 2.5 Community Events Marketing Requirements	For events responsibilities, do these include management and attendance?	Yes.
14.	Part III, Section 2.5 Community Events Marketing Requirements	The SOW states that the Contractor will take drone footage at community events. Does NCTA have a drone that the Contractor will use?	NCTA will purchase the drone to use.

#	RFP Reference	Proposer Question	NCTA Response
15.	N/A	Would we be responsible for working with folks like Joe Milazzo at RTA on community partnerships/engagement?	Yes.
Key Personnel			
16.	N/A	Why would the NCTA seek the dedicated support of four full-time agency team members rather than hire those roles and have them be supported by an agency partner?	NCTA prefers these roles to support the team as consultants.
17.	N/A	Is there a possibility that the PR manager will be on call for crisis management?	Yes.
18.	Part III, Section 2.9 Key Personnel – Requirement 51	For the minimum qualifications, can a relevant higher education degree be substituted for a portion of the required years of experience?	<p>The proposer should decide how to best fulfill the key personnel requirements using their available resources. Each proposer's proposed key personnel will be evaluated based on:</p> <p>1) The extent to which the proposed key personnel's experience and credentials meet the qualification requirements.</p> <p>2) How the proposed key personnel compare to those of other proposers.</p>

#	RFP Reference	Proposer Question	NCTA Response
19.	Part IV, Section 1.1.E	We understand in reviewing the RFP that you are looking for names/resumes of individuals that would serve in the key roles. We don't have staff with bandwidth for ALL on-site roles, but we can recruit and present blind resumes to provide a sense for staff that we would be put on our short list for hiring. Is that approach acceptable?	The submitted approach is up to the proposer. See response to Item #18 regarding how the proposer's proposed key personnel will be evaluated.
20.	Part IV, Section 1.1.E	Can blind resumes be used? We recruit and usually will not keep fully people on staff if we do not have the work for them to perform.	The submitted approach is up to the proposer. See response to Item #18 regarding how the proposer's proposed key personnel will be evaluated.
21.	N/A	For the key roles, will the selected firm have to provide representation for each role? And/or will there be an option where a firm/vendor could be selected to serve in one selected role? For example, serving solely as the contract project manager?	There is not an option for a vendor to be selected to serve in only one selected role. One vendor will be selected for this project and shall provide representation for all the key personnel roles.
22.	N/A	Can the overall contract manager be combined with one of the other 3 dedicated positions?	NCTA prefers that the four key personnel roles be filled by four separate individuals.
23.	Part III, Section 2.9 Key Personnel – Requirement 52	RFP states 100% dedicated to the NCTA account. Can you clarify?	According to Requirement 52, all key personnel must be fully dedicated to this project. This means that they shall exclusively work on this project and not engage in any tasks outside of NCTA work.

#	RFP Reference	Proposer Question	NCTA Response
24.	Part III, Section 2.9 Key Personnel	Can NCTA clarify what qualifies as acceptable "availability to work at the NCTA headquarters" for key personnel (Section 2.9, Key Personnel), particularly whether daily presence is expected, or if a hybrid model is acceptable provided the staff reside in the Raleigh-Durham area?	NCTA prefers all key personnel to work on site at the NCTA office at least 4 days a week, but this may be negotiated depending on the proposer's proposed approach.
25.	Part III, Section 2.9 Key Personnel – Requirement 52	To clarify - Do you want the 4 people you just referenced in-house at the NCTA offices at least 4 days a week?	See the response to Item #24 above.
26.	Part III, Section 2.9 Key Personnel – Requirement 52	Are all these roles on site? Or can a few be remote?	See the response to Item #24 above.
27.	Part III, Section 2.9 Key Personnel – Requirement 52	You want the proposed personnel to work in-house at NC Turnpike?	See the response to Item #24 above.
28.	Part III, Section 2.9 Key Personnel – Requirement 59	<p>The RFP states "NCTA shall have the right to reject, in its sole discretion, any key personnel proposed by the Contractor."</p> <p>The key personnel would not be employees of NCTA. They would be employees of the Contractor. Thus, on what basis does NCTA claim the right to reject, in its sole discretion, any key personnel who are employed by the Contractor?</p>	NCTA maintains the right to decide who will be working on this project for NCTA.



#	RFP Reference	Proposer Question	NCTA Response
29.	Part III, Section 2.9 Key Personnel – Requirement 6o	<p>The RFP states "The Contractor shall obtain written NCTA Approval for any salary changes proposed for key personnel."</p> <p>The key personnel would not be employees of NCTA. They would be employees of the Contractor. Thus, on what basis does NCTA claim the right to determine salary changes for key personnel who are employed by the Contractor? Why would you want to assert this right?</p>	NCTA reserves the right to approve the hourly rate charged for work performed for this project. The work done as part of this contract is critical to NCTA's business and as such the salaries of those completing this work should be approved by NCTA.
Project Budget			
30.	N/A	Could you please clarify the total contract value or historical annual spend for this work?	Historically, the marketing and communications annual spend has averaged \$750,000. Please keep in mind that the scope of work and requirements for this RFP is larger than the scope of work and requirements for the current marketing & communications contract.

#	RFP Reference	Proposer Question	NCTA Response
31.	N/A	Can NCTA provide additional clarity on the total annual budget or budget range allocated for marketing and communications efforts, including paid media and community events, to inform our staffing and resource planning assumptions?	See response to Item #30 above. Additionally, the upcoming marketing and communications budget for this fiscal year has not been finalized and is dependent upon the bids received for this RFP. The annual NCTA budget for marketing and communications does not include line items for advertising or events. The selected contractor will be responsible for allocating resources to ensure NCTA's marketing and communications priorities are accomplished in accordance with the awarded contract value.
32.	N/A	Do you have a paid media and/or events budget?	The annual NCTA budget for marketing and communications does not include line items for advertising or events. The selected contractor will be responsible for allocating resources to ensure NCTA's marketing and communications priorities are accomplished in accordance with the awarded contract value.
33.	N/A	Please confirm that no federal funding is being used.	The issuance of this contract, as currently constructed, is not dependent on federal funding.

#	RFP Reference	Proposer Question	NCTA Response
34.	Part III, Section 2.9 Key Personnel – Requirement 52	The RFP states “All key personnel shall be 100% allocated to this project (unless NCTA decides otherwise), work in the Raleigh-Durham area, and be available to work at the NCTA headquarters throughout the term of the Contract. What budget does NCTA have to support the wages and benefits of these four FTEs over the life of the contract?	The annual NCTA marketing and communications budget does not include line items for key personnel or other personnel. The selected contractor will be responsible for allocating resources to ensure NCTA’s marketing and communications priorities are accomplished in accordance with the awarded contract value.
35.	N/A	What budget does NCTA have to support other personnel (not based on-site or fully dedicated to NCTA) who will be needed to fulfill the scope of this contract? For example, market research, strategy, creative services, and media planning and buying.	See the response to Item #34 above.
36.	N/A	What is the total budget for the life of the contract, including labor fees and direct costs such as paid media, community engagement initiatives, etc.?	See the response to Item #30 above. Additionally, the upcoming marketing and communications budget for the life of the contract has not been finalized and is dependent upon the bids received for this RFP.
37.	N/A	If you cannot share budget information, can you please help us understand what you envision for the scope of work or the scale of work required to meet your needs beyond the 4 on-site employees dedicated to your account?	Please refer to RFP <i>Part III: Scope of Work &amp; Requirements</i> .

#	RFP Reference	Proposer Question	NCTA Response
Procurement Schedule			
38.	Part I, Section 3 - Schedule	Will NCTA consider providing more lead time between the release of responses to submitted questions and the final proposal deadline? Receiving responses late in the process can disadvantage new vendors who need adequate time to absorb the information and adjust their proposals accordingly.	Since NCTA has not received any other requests to extend the Proposal due date, NCTA is not willing to push out the procurement schedule.
Exhibit files			
39.	Part I, Section 2.18 - Proposer's Bid and Exhibit A-1: Proposal Cover Sheet	The RFP on page I-8 states "By submitting a Proposal to NCTA, the Proposer agrees that the Contractor's Proposal shall remain effective two hundred and forty (240) Calendar Days after the deadline for submitting the Proposal." The cover sheet however states the offer should be valid for one hundred and eighty (180) calendar days from Proposal Due Date. Can NCTA please clarify if proposals should be valid for 180 or 240 days?	Thank you for catching this discrepancy. The contractor's proposal shall remain effective <u>240</u> calendar days after the deadline for submitting the proposal. Per this Addendum 1, a correction has been made to <i>Exhibit A-1: Proposal Cover Sheet</i> to replace 180 with 240. Please download the latest version of the <i>Exhibits</i> file on the <a href="#">NCTA Connect Site</a> .
40.	Exhibit B: Pricing Sheets & Instructions	Does the price have to include the media placement / ad cost etc?	Yes.
41.	Exhibit B: Pricing Sheets & Instructions	Would NCTA consider a price narrative to accompany Exhibit B: Pricing Sheets & Instructions?	No.

#	RFP Reference	Proposer Question	NCTA Response
42.	Exhibit B: Pricing Sheets & Instructions, Tab C - Samples of Work	To ensure pricing is evaluated fairly, can NCTA clarify if the radio ad samples should be :30 or :60 in length?	NCTA would accept either. NCTA will be evaluating samples of work based on overall creativity and production value, not based on a specific length.
43.	Exhibit B: Pricing Sheets & Instructions, Tab C - Samples of Work	To ensure pricing is evaluated fairly, for the animated/video ad sample of work, would NCTA like to see an animated video or a video advertisement?	NCTA would accept either. NCTA will be evaluating samples of work based on overall creativity and production value, not based on a specific type of video.
44.	Exhibit B: Pricing Sheets & Instructions, Tab C - Samples of Work	For the customer facing website sample of work, how will NCTA ensure a fair evaluation of cost as the price to create a website can vary greatly depending on the size and functionality of the site? Can NCTA provide the number of pages, the functionality, and the website platform that the Contractor should use to choose a sample and provide the cost? Should the sample website include forms and collect PII?	NCTA is looking for a broad range of capabilities for website development and management. Proposers are encouraged to include the range of capabilities they could support.
45.	Exhibit B: Pricing Sheets & Instructions, Tab C - Samples of Work	For the customer facing app, how will NCTA ensure a fair evaluation of cost as the price to create an app can vary greatly based on the functionality? Can NCTA clarify if the sample app should collect PII, what the platform for the app should be, and if the app should be a web vs. native app?	Proposers are encouraged to include the range of capabilities they could support.

#	RFP Reference	Proposer Question	NCTA Response
46.	Exhibit B: Pricing Sheets & Instructions, Tab C - Samples of Work	Can NCTA clarify what type of advertisement is required for the outdoor ad sample of work – billboard, public transportation, or other type of ad?	NCTA is looking for a broad range of capabilities for paid advertising. Proposers are encouraged to include the range of capabilities they could support.
47.	Exhibit B: Pricing Sheets & Instructions, Tab C - Samples of Work	How does NCTA plan to ensure a fair evaluation of the cost for samples of work when the samples may not be an apples-to-apples comparison. For example, for the “two additional items (any medium)”, the cost will vary greatly based on what samples are included. If company A includes a two-minute video and company B includes a digital ad, company A will automatically receive a lower score on price because a video is typically more expensive than a digital ad to create.	The evaluation process will be conducted using Best Value recognizing that Best Value may result in an award other than the lowest price or highest technically qualified Proposal. Please reference RFP Part I, <i>Section 4 Procurement Evaluation Process</i> for further information on the Best Value process.
48.	Exhibit B: Pricing Sheets & Instructions, Tab C - Samples of Work	Can NCTA specify what it means by social media and email marketing component? Is NCTA looking for Proposers to price out emails developed, coded and distributed by the vendor?	NCTA is looking to evaluate a proposer’s ability to develop social media and email marketing plans and their ability to create the content for such plans and distribute.
Scope of Work & Requirements			

#	RFP Reference	Proposer Question	NCTA Response
49.	Part I, Section 1.1.1. - Contractor Responsibilities for this Project, Additional Support	Will the Contractor be responsible for web and app updates beyond content updates? For example, if required to develop new features or functions on the website, that would require web developer support.	Yes. The contractor could be asked to support these types of app or web updates.
50.	Part I, Section 1.1.1 – Contractor Responsibilities for this Project	Does the vendor need to provide inventory management, transponder sales and Account maintenance?	Yes.
51.	Part III: Scope of Work & Requirements	For outreach materials and transponder fulfillment referenced in the Scope of Work (e.g., inventory management, transponder sales, outreach boxes), will NCTA provide these materials for contractor use, or is the contractor expected to source, warehouse, and ship them?	NCTA will provide transponders and storage space. The contractor will help with placing orders for print materials and giveaway items used at events.
52.	Part III, Section 2.7 Website Development & Management – Requirement 39	Could you please clarify what specific metrics or goals define "increased customer adoption" of the NC Quick Pass website (e.g., number of new users, account sign-ups, frequency of use)?	Number of new users, number of logins, average monthly use, etc.

#	RFP Reference	Proposer Question	NCTA Response
53.	Part III, Section 2.7 Website Development & Management – Requirement 41	Could you please clarify what timeframe qualifies as "respond immediately" for emergency web updates or deployments? Additionally, are there specific protocols or platforms required for posting alerts on the NC Quick Pass website?	In certain emergency circumstances, a response would be required within an hour.
54.	Part III, Section 2.7 Website Development & Management	What kind of access will the Contractor be given to the website? Will they have access to the content management system only or will they be given developer access to the site?	The contractor will be given whatever access is necessary to accomplish the required task.
55.	Part III, Section 2.8 App Development & Management – Requirement 46	Could you please clarify what specific outcomes or KPIs are expected to measure the increase in customer adoption of the NC Quick Pass app (e.g., number of downloads, active users, frequency of use)?	This contract does not have KPIs. The specific outcomes to measure the increase in customer adoption of the NCQP app will be number of new users, number of logins, average monthly use, etc.
56.	Part III, Section 2.8 App Development & Management	Will the Contractor be expected to make updates to the app or will they coordinate with the back-office vendors to make updates?	The contractor will primarily coordinate updates. However, NCTA reserves the right to ask the contractor to make updates if needed.

#### Part IV - Proposal Content & Submission Instructions



#	RFP Reference	Proposer Question	NCTA Response
57.	Part IV, Section 1.1 Content of Proposal	The RFP on page IV-2 states "The cover sheet, provided as Exhibit A-1, shall be included at the front of the Proposal." Does the cover sheet need to be attached to one of the other sections? If not, please confirm the Proposal Cover Sheet, Title Page, and Cover Letter should be submitted as individual .pdf files.	Confirming that the Proposal Cover Sheet, Title Page, and Cover Letter should be submitted as individual .pdf files.
58.	Part IV, Section 1.1.H – Proposal Section 5	Page IV-5 of the RFP states that "For each work sample, include a 1-page description of the campaign worked on, why this medium was chosen, and its documented results." Can NCTA clarify if Proposers are expected to provide a 1-page description for each type of work sample? For example, the list of samples of work include 3 digital ads, 2 radio ads, etc. Can a 1-page description be provided for the digital ads overall, or are Proposers expected to provide 3 pages in total, one for each digital ad?	Proposers do not have to provide a one-page description for each individual ad. Proposers may provide a single page description for all ads.
59.	Part IV, Table IV-2: Proposal Forms and Submittal Checklist	Can NCTA please confirm that the all the required forms for Section 5 should be combined into one .pdf file?	Confirming that is correct. Except <i>Exhibit A-1: Proposal Cover Sheet</i> should be an individual file.

#	RFP Reference	Proposer Question	NCTA Response
60.	Part IV, Section 1.2. (Item 3) – Page Presentation	May Proposers also use a smaller font size, such as 9-point, for graphics, tables, and textboxes?	For graphics, tables, textboxes, and headers/footers, Proposers may use a minimum font size of 9-point and may use fonts other than Times New Roman.  Proposal text shall be single-spaced and a minimum of 12-point Times New Roman font.
61.	Part IV, Section 1.2.(Item 3) – Page Presentation	Would the NCTA consider allowing Offerors to use a font size smaller than 12-point for information presented within tables, and to utilize fonts other than Times New Roman in tables?	See the response to Item #60 above.
Part V - Terms & Conditions			
62.	Part V, Section 1.6.5 - Authority of the NCTA Project Manager	The RFP states "The Contractor shall be bound by all determinations or orders and shall promptly obey and follow every order of the NCTA Project Manager ..." Is NCTA looking for an advertising and communications "partner" who can strategically help the organization accomplish its marketing and communication goals? Or is NCTA looking for a "vendor" who will simply execute orders?	NCTA is looking for a partnership, with the contractor bringing their expertise to the table to help guide NCTA's decisions and direction. In case of any conflict, NCTA expects the partner to follow the direction of the NCTA Project Manager.

## Section B: Official revisions to the Marketing & Communications RFP

REVISIONS: Following are the revisions to the RFP documents (Deletions are shown in red text strikeout mode and additions are in red underlined text).

1. The modification below has been made to **Exhibit A-1: Proposal Cover Sheet**.
  - a. **\*Note:** A new version of the *Exhibits* file has been uploaded to the [NCTA Connect Site](#). Download the file titled *Exhibits* to access the updated version of *Exhibit A-1*.

BIDDER:		
STREET ADDRESS:	P.O. BOX:	ZIP:
CITY & STATE & ZIP:	TELEPHONE NUMBER:	TOLL FREE TEL. NO:
PRINT NAME & TITLE OF PERSON SIGNING:	FAX NUMBER:	
AUTHORIZED SIGNATURE:	DATE:	E-MAIL:
Offer valid for <del>one hundred and eighty (180)</del> <u>two hundred and forty (240)</u> calendar days from Proposal Due Date.		

2. The Cover Page of the RFP document has been updated to reflect the below note:

**Physical Delivery Address**

North Carolina Turnpike Authority  
2501 Aerial Center Pkwy, Suite 200  
Morrisville, NC 27560  
Attn: Eliza Davis

**Issue Date:** April 15, 2025

Updated through Addendum 1 (June 6, 2025)

3. In the RFP document, various grammar corrections have been made. See RFP Part III, Scope of Work and Requirements for the red line changes.