

Marketing & Communications

Pre-Proposal Scope of Services Meeting

May 15, 2025, 2:00 p.m. – 3:00 p.m.

Online via Web conference



Role call for one person by company

**PLEASE MUTE YOUR LINE
IF YOU ARE NOT SPEAKING**

Pre-Proposal Meeting Details

- Post questions via chat and they'll be responded to at the end of this presentation
- All verbal comments and responses are non-binding
- Questions shall be made in writing if a formal response is requested
- A copy of this presentation will be posted on the NCTA Connect Site and NC eVP site

Welcome and Introductions

Eliza Davis

Staff Introductions

| Procurement Role | Name | Job Title |
|---|-------------------|---|
| Point of Contact / Administrative & Compliance Committee Member | Eliza Davis | Procurement Specialist II |
| Project Manager / Evaluation Committee Member | Logen Hodges | Director, Marketing & Communications |
| Evaluation Committee Member | Angela Queensland | Manager of Customer Service |
| Evaluation Committee Member | Kate Ford | Deputy Director of Marketing & Creative |

Agenda

- Project Introduction & Goals of Procurement
- Overview of Procurement Process
- Scope of Work and Requirements
- Questions and Answers/Closing Remarks

Project Introduction & Goals of Procurement

Logen Hodges



NCDOT

North Carolina Department of Transportation

Responsible for all modes of transportation in NC such as highways, rail, aviation, ferries, DMV, etc.



NCTA

North Carolina Turnpike Authority

A department of NCDOT. Responsible for all toll projects in NC.



NCQP

NC Quick Pass

NCTA's public-facing brand for tolling and toll collection once a toll project opens to traffic.

Turnpike Authority Projects

3



Open to Traffic

2



Under Construction

3



Under Development



Western NC

Divisions 7 and 9-14

- Monroe Expressway
- I-77 Express Lanes North
- I-485 Express Lanes South
- U.S. 74 Express Lanes
- I-77 Express Lanes South

Eastern NC

Divisions 1-6 and 8

- Triangle Expressway
- Complete 540 Phase 2
- Mid-Currituck Bridge

Additional Projects

Under Development

Submitted for Prioritization

Under Consideration



Western NC

Divisions 7 and 9-14

- I-40 Express Lanes (Haywood and Buncombe counties)
- I-77 Express Lanes South
- U.S. 74 Express Lanes
- I-485 West Express Lanes
- I-485 East Express Lanes
- Marshville Bypass

Eastern NC

Divisions 1-6 and 8

- I-540 Managed Shoulder Lanes
- Capital Boulevard
- Mid-Currituck Bridge
- Cape Fear Memorial Bridge



1

NCTA's brand name for toll collection and toll projects open to traffic

2

Drivers will see the NC Quick Pass logo on all toll facilities

5

Logo is used for all customer-facing materials

Marketing & Communications RFP Goals

Procurement Goals

- Deliver cutting-edge communication strategy and materials for all NCTA projects and initiatives
- Develop and advocate strategic improvements to the NC Quick Pass customer experience
- Reach new milestones for transponder sales, accounts created and public sentiment

Overview of Procurement Process

Eliza Davis

RFP Content

- Part I Administrative
- Part II Defined Terms and Acronyms
- Part III Scope of Work and Requirements
- Part IV Proposal Content
- Part V Terms and Conditions

Procurement Schedule

| Category | Date |
|---|------------------------------|
| RFP Issued | April 15, 2025 |
| Mandatory Pre-Proposal Scope of Services Meeting | May 15, 2025 |
| Proposer Questions Due | May 29, 2025 (4:00 p.m. ET) |
| NCTA Response to Questions | June 12, 2025 |
| Proposals Due | June 25, 2025 (4:00 p.m. ET) |
| Notification of Proposers Shortlisted | July 28, 2025 |
| Oral Interviews & Presentations with Shortlisted Proposers <i>(if deemed necessary)</i> | Week of August 11, 2025 |
| Ranking of Shortlisted Proposers for Negotiations | August 22, 2025 |
| BAFO <i>(if needed)</i> | Week of August 25, 2025 |
| Notice of Award | Week of August 25, 2025 |

NCTA reserves the right to modify the schedule at any time and for any reason.

Proposer Questions

- Due May 29, 2025, by 4:00 p.m. EDT
- All questions should be submitted in the below format:

| Reference | Proposer Question |
|--------------------------|------------------------|
| RFP Section, Page Number | Proposer question ...? |

- All questions must be emailed to: NCTA_MktgComms_RFP@ncdot.gov
- NCTA will provide responses by June 12, 2025, and publish Addenda, if required

Proposal Submittal and Evaluation

- Due June 25, 2025, by 4:00 p.m. EDT
- Refer to RFP Part IV, Section 1.1 & 1.2 for Proposal content and format instructions
- Proposals that score below 70 out of 100 possible total points on the preliminary evaluation will be considered non-compliant and will not be considered further.
- Only Proposals that meet the minimum score of 70 will be considered shortlisted and compliant and asked to move forward in the evaluation process.

Proposal Scoring

% Weight x Proposer Points = Final Proposer Score

| Evaluation Criteria Description | % Weight | Max Points | Proposer Points | Final Proposer Score |
|---|----------|------------|-----------------|----------------------|
| Proposer demonstrated experience and qualification in performing the same or substantially similar service | 20 | 100 | 70 | 14 |
| Proposer demonstrated experience working as a collaborative partner and demonstrated a process to manage client communication and collaboration | 15 | 100 | 95 | 14.25 |
| Proposer demonstrated strategic planning, methodology for research, developing technical approach, campaign objectives, key messaging, audience, etc. | 20 | 100 | 90 | 18 |
| Proposer demonstrated approach to define and report campaign successes and measurable results | 10 | 100 | 80 | 8 |
| Proposer demonstrated out-of-the-box, creative and technological solutions relevant to the scope of services and can be deployed at NCTA | 15 | 100 | 95 | 14.25 |
| Price (see next slide) | 20 | 100 | 80 | 16 |
| | | | | 84.5 |

Pricing for Samples of Work

- Pricing for Samples of Work is to be provided using Exhibit B: Pricing Sheets & Instructions
- The Proposal with the lowest TOTAL cost for Samples of Work will receive a score of 100. All other competing Proposals will be assigned a portion of the maximum score using the formula:
$$100 \times (\text{cost of the lowest total cost for Samples of Work} / \text{total cost of Samples of Work being evaluated})$$
- Refer to RFP Part IV, Section 1.1.H for further details on the Samples of Work to be provided

Proposal Submittal

- Submittals shall be delivered to:

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

- Refer to RFP Part IV, Section 1.3 for further instructions on submission
 - NO hard copies, only electronic on a USB flash drive.



Contract Term

- The term of the Contract shall have a base term of three (3) years, beginning on the date of contract award.
- Options to Extend:
 - Two (2) additional two (2) year terms to be executed at the sole discretion of NCTA, commencing at the end of the base Contract term.

Non-Solicitation Provision

- Non-solicitation in accordance with Part I, Section 2.3
- ONLY contact NCTA in the manner identified in Part I, Section 1.3
- Violation may be grounds for rejection of proposal.

Scope of Work & Requirements Overview

Logen Hodges

Marketing & Communications RFP Scope

Scope of Work (SOW) Requirements

- Marketing & Advertising (including marketing research)
- Public Relations
- Advertising
- Community Events Marketing
- Branding Concept Design & Production
- Website Development & Management
- App Development & Management

Marketing & Communications RFP Scope

Scope of Work Key Takeaways



Integrated Team



Customer Experience



Team Objective

Scope of Work

Key Personnel Qualifications

| Roles | Qualifications |
|---------------------------------|--|
| Contract Project Manager | <ul style="list-style-type: none">• 5 years experience in managing a project in a leadership position• 3 years experience in marketing and communications |
| Website and App Project Manager | <ul style="list-style-type: none">• 3 years experience in website and app management• Experience using Jira and WordPress |
| Public Relations Manager | <ul style="list-style-type: none">• 3 years experience in public relations and transportation |
| Marketing Manager | <ul style="list-style-type: none">• 3 years experience in marketing and transportation |

Scope of Work

Key Personnel Responsibilities

| Roles | Responsibilities |
|---------------------------------|--|
| Contract Project Manager | <ul style="list-style-type: none">• Single point of contact• Manage all project risks and ensure compliance with all scope of work requirements |
| Website and App Project Manager | <ul style="list-style-type: none">• Coordinate and communicate to NCTA team and technical vendors responsible for the NC Quick Pass app and website |
| Public Relations Manager | <ul style="list-style-type: none">• All NCTA roadway project communications in coordination with the NCTA team |
| Marketing Manager | <ul style="list-style-type: none">• All NC Quick Pass marketing and communications projects in coordination with the NCTA team |

Questions & Answers

Please post your questions in the chat

Closing Remarks

Eliza Davis

Point of Contact



Email: NCTA_MktgComms_RFP@ncdot.gov