

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

1. Research

- a. What market research have you conducted and would it be available to us? (qual and quant) The Department has completed various surveys and focus groups over the past six years, the results of these efforts can be shared with the successful proposer. In addition, in the fall, the Department will be doing I-405 specific research to discern the following:
- User demographics and travel behaviors
  - Current awareness of express toll lanes on I-405
  - Current understanding of how I-405 express toll lanes will operate
  - Support of I-405 express toll lanes
  - Attitudes toward carpool requirement options, discount versus exemptions, time of day carpool requirements
  - User preference about policy related issues
  - Testing of proposed messaging
  - Reactions to the current messaging

Further research will be conducted in coordination with the marketing team once they are on board

- b. Market research and public relations will be supported by the existing WSDOT and consultant staff. Are you conducting your own market research or will the chosen agency work with WSDOT to determine what market research needs to take place? The Department has developed a research plan to support the marketing efforts, the plan will be reviewed with the successful proposer and modifications can be made at that time, if necessary.

2. Measurement

- a. Can you provide examples of how you've measured awareness, understanding and public support of initiatives or facilities? When has it gone well and what was the result? When has it gone poorly? The Department has completed various surveys and focus groups on awareness and public support related to SR 520 tolling, I-90 tolling, and I-405 express toll lanes. The results of these efforts can be shared with the successful proposer.
- b. Are there measurement goals and criteria and analytics resources to leverage? As part of this contract, the marketing consultant will track impressions and other analytics. Using what we find out from our attitudes and awareness studies from this fall, we'll develop measurement goals. Those measurements will assess public knowledge of the I-405 express toll lanes, how they will operate and what drivers need to do to be ready.

3. Definitions

- a. Difference and definition of **firm**, **prime consultant** and **sub-consultant**. Firm is defined as a legal business. The prime consultant is the lead firm and is the firm that



WSDOT will be legally entering into a contract with if awarded the project. The prime consultant is legally responsible for delivery of the project and products. A sub-consultant is defined as all firms that provide additional services on the contract that are not performed by the prime consultant.

- b. What is the letter of transmittal? What format should it follow? Typically an introduction cover letter which briefly outlines your firm's expertise and qualifications.
- c. Can the 8-1/2" x 11" format be a horizontal format of 11" x 8-1/2"? Yes.
- d. Is it the responsibility of WSDOT to ensure the following notation or the consultant staff? WSDOT's.
  - i. 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. This is to inform firms during the selection process that unless the procurement is directly related to an architectural engineering project (which is a qualification based selection only), that WSDOT may consider cost as part of the selection criteria.
- e. Can you provide an example of sufficient and insufficient *demonstration of understanding of - WSDOT and/or public agency regulations/procedures*? The proposals should include any examples where the applicant has worked with a public agency. We also expect all applicants to understand some basics on how working with the public sector is different than the private sector. For example, WSDOT is subject to public and legislative accountability. The public can request disclosure for many public documents and the legislature can ask us to testify about the work we do. Applicants should also understand how transportation projects are financed, the recent challenges of transportation funding and where, when and why tolling is used.
- f. Quality assurance/quality control processes - criteria 4.A.1 - what is this in relation to this campaign? An explanation of procedure's/process' your firm has in place to ensure that work and work products are of the highest quality before being submitted to WSDOT.

#### 4. Brand

- a. Is there a current brand platform, can that be shared? [This is a link to the Good To Go Style Guide.](#)

#### 5. Campaign & Policy

- a. What are the considerations and decision factors for possible extension after the initial three year initial contract? We'll determine the extension based on the success of recently completed campaigns, the upcoming work plan for the Toll Division and the current consultant's interest in extending the contract.
- b. What is the expected timing for knowing if additional funding will be available for marketing efforts on the SR 99 tunnel? We will have an education marketing campaign for SR 99 but we are still working through the budget. We expect to have more information in the coming weeks.
- c. What is WSDOT's policy for media buy agency mark up? 1%, 2%, 3%? WSDOT's contract terms are reimbursable for actuals with no mark-ups allowed.

6. What are the expectations for requirement #7 “Cost Factors”? How much or what specific information would you be looking for? Provide exactly what is requested in the Criteria Definitions document for this criterion.
7. \$2.3M has been identified as budget for educational marketing for the initial 3 years. What does that budget include? Creative, paid media, retail promotions and partnerships, collateral, strategy and management.
8. Do you have baseline measurements for any of the key performance indicators listed on page 2? (i.e. awareness, understanding, media) As mentioned in question 1, we are conducting an attitude and awareness campaign this fall and will develop baseline measurements from that.
9. Describe the type of research data you have already completed that we would have access to on tolling perception, audience and regional considerations. See question 1.
10. Describe the selection process after the SOQ submittals. All submittals are reviewed for responsiveness. If deemed responsive, they are passed on to a scoring panel. Typically this scoring panel will consist of five (5) WSDOT individuals with the expertise of the subject matter that is being advertised. Scoring is based on the answers to the questions in the Criteria Definitions document and the point value assigned to each criteria. Firms are ranked based on the final score and selection can be made at this point to the highest ranking firm or firms. In some instances, WSDOT may elect to conduct interviews of the top ranking firms. If interviews are deemed necessary, letters will be sent to all firms either inviting them to interview or notifying them that they were not selected. When selection is finally made, letters will go out to the successful firm or firms notifying them of selection with instructions on submitting required data to complete the contract. With either option, official letters will be sent to each firm notifying them of either their selection or non-selection. WSDOT will not respond to phone calls or emails on the status of the process. Typically the whole process can take from 2 – 6 weeks depending on the number of submittals received and the work schedules of the scoring panel.
11. Is WSDOT currently in a contract (or have a recently expired contract) with a Marketing Services firm? If so, who? WSDOT currently has eight (8) firms with contracts to provide On-Call Communications & Public Involvement services. A listing, “Available On-Call Agreements” can be found on WSDOT’s Consultant Services Office web site.
12. Who developed the current "Good To Go!" brand? Is WSDOT still working with this firm? *Good To Go!* was first used as a brand on the Tacoma Narrows Bridge. The brand was further developed as we prepared to launch SR 520 tolling in 2011. This team consisted of WSDOT Toll Division staff, the General Toll Consultant, Jacobs Engineering, public relations firms PRR and Cocker-Fennessy as well as marketing firm, Magner Sanborn. We are still working with Jacobs Engineering and PRR.
13. Would you consider using more than one vendor for this contract (i.e. awarding creative to a different contractor than media)? No. However, firms can partner with a Prime Consultant and sub-consultants to provide services.
14. Since the work needed pertains to activities in Western Washington, will the scoring favor firms in Western Washington? No.
15. How do you currently measure public opinion on tolling? In preparation for this launch and previous launches we have conducted phone, web and mailed surveys as well as focus groups.

16. Do you have any existing WSDOT data/poll results?
  - a. If yes, is it available for us to review? See question 1.
17. What existing “Good to Go!” data do you have available and is it available for us to review? We have previous surveys and studies on attitudes and awareness for I-405 express toll lanes. We also have current customer service data for existing toll facilities including numbers and types of accounts, passes, sales, and *Good To Go!* account penetration by ZIP code. All will be available to the selected marketing consultant.
18. Audiences appear to include Puget Sound area commuters, Elected Officials, Legislators, Agency officials, and Washington state citizens more broadly -- depending on the roll-out, timing of various projects and potential additional tolling application. In what order would you rank these audiences? All of these audiences are important and reaching them is key to our success. Also, the toll audience also includes bond holders, existing *Good To Go!* customers. We will prioritize once the selected marketing firm has joined the team.
19. When you embarked on the SR16 Tacoma Narrows toll project – through “Good to Go,” what was the targeted advertising and communications budget annually? For any prior recent years? We do not have an annual advertising budget for existing facilities. Most large efforts focus on campaigns launching a new facility, although we may hold a small campaign if a change occurs on an existing facility.
20. Is building awareness for “Good to Go!” a layer of the Brand and Marketing Campaign Strategy project, or are they separate? If there is a strategic communications plan for “Good to Go” may we review it for purposes of integrated proposal planning? The I-405 express toll lane education campaign primary focus is educating the public about how, why and what of the I-405 express toll lanes that will launch in late 2015. Good To Go! is the state’s all-electronic toll system and much of the education about Good To Go! took place during the SR 520 toll launch. We will continue to build on the Good To Go! brand but the central Puget Sound area is familiar with all-electronic tolling. Thus, the upcoming campaign’s primary purpose is not to brand Good To Go! but there will be an element of general Good To Go! education. In general, its purpose is to educate the public on how express toll lanes work and their benefits. There isn’t a communications plan specific to *Good To Go!*
21. The RFQ asks us to speak to qualifications around traditional media.
  - a. Is digital communications also an option for WSDOT? Yes.
  - b. Is that what you meant by use of internet as a channel? Yes.
  - c. Are you open to social platforms and digital paid strategies? Yes.
22. Will there be a full-on RFP following this RFQ? Or, will you select entirely on the basis of the RFQ? Or will there be an interview round? If so, when? There will be no RFP, selection will be made from this solicitation. At this time WSDOT has not determined if interviews will be conducted.
23. Can we submit both a physical PDF and digital response? No, pdf only.
24. Packet A is limited to 30 pages. Are we allowed to submit creative samples as an addendum outside of the 30 page limit as a PDF? Yes.

25. If we are a preferred vendor for the General Service Administration (GSA), and have negotiated set federal government rates, can these be used to establish our WSDOT rate structure? In general, the answer is no. In VERY unique situations, WSDOT has considered negotiated set federal rates on a case-by-case basis. If awarded a contract, instructions will be provide on submitting cost factors for review. The WSDOT's Audit office will review the Indirect Cost Rate for federal FAR compliance, and WSDOT Consultant Services will review remaining components, Direct Labor and Fixed Fee, that comprise the proposed rate(s). Rates will be approved by WSDOT for WSDOT contracts only.
26. Are we allowed to provide video and audio samples of our work and if so can we provide a link to an online portfolio in the narrative in Packet A or would you prefer DVDs? You can provide either.
27. Do you anticipate requiring an oral presentation and if so, is there a tentative timeline for these presentations? At this time WSDOT has not determined if interviews will be conducted.
28. The Criteria Definitions shows points for each criteria, however on page 3 of 5 of the RFQ notes at the bottom that each criteria will be rated on a scale of 0 to 30. Can you clarify how each criteria will be scored? The point value for each criterion is shown in the "Criteria Definitions" sheet. The reference to being rated on a scale form 0 – 30, is a statement that each question has a point value, 0 being the lowest and 30 being the highest.
29. The RFP states that the WSDOT is currently preparing a comprehensive public education campaign to support the I-405 express toll lanes. Can you disclose if that is an internal project or are their agency partners developing the campaign? The I-405 express toll lane educational campaign and any WSDOT toll educational campaigns, are led by the WSDOT Toll Division.
30. If there is an agency please disclose the incumbent. There is no incumbent.
31. Is the comprehensive public education campaign mentioned the same as the "Good to Go" campaign and who is the agency that has been working with the WSDOT? See question 20.
32. Considering this is an RFQ and not a RFP in terms of budget breakdown do you simply want the hourly rate per service or fixed fee per service? See question 6.
33. What do you expect to see regarding creative concepts in the response? Are you expecting spec creative, such as sample advertising, sample billboards, etc.? Applicants should submit what they think will best demonstrate their expertise in creative approaches that translate complex topics, particularly express toll lanes, into easily digestible and interesting formats.
34. What are your expectations as it relates to percentage allocations of budget-outdoor, print ads, media relations, social media and community event planning? Do you expect the campaign to be more heavily weighted in one area over another, or do you expect us to make recommendation to you? We have initial estimates on areas of allocation but expect to change it based on guidance from the marketing consultant.
35. Currently the "Good to Go" more information page is housed within the WSDOT website, do you anticipate moving it to a unique URL and stand-alone website? No. WSDOT owns several domains such as goodtogo.com, goodtogo520.com etc. All purchased domains redirect back to our WSDOT website.
36. What is the total budget of this opportunity? Is it \$2.3 Million total for 3 years? Meaning about \$700k+ per year? Does the budget have to be allocated in any way year-to-year, meaning can we "heavy up" in the first two years (to launch with a bang), then spend a smaller amount on the last

year? Do you have a required percentage that must be allocated for media buys? See question 7 for a list of items included in the \$2.3 million budget. This budget is for the I-405 express toll lanes campaign currently set to start in spring/summer 2014 with a toll start in late 2015. The allocation/spending will depend on the marketing plan, which will be created by the marketing consultant. There is no required spending timeline or percentage allocated for media buys. Additional funding for other campaigns (e.g. SR 99 tolling) may be added later.

37. Do you expect significant out-of-pocket costs, such as printing and mailing to come out of the budget, or will WSDOT absorb such hard costs into existing budgets? This budget includes printing and mailing.
38. Is there an implementation date to launch program? Are there any key dates we need to be aware of? I-405 express toll lanes will launch mid to late 2015. We plan to start the advertising launch in spring/summer 2014. Planning for the campaign has already started and this marketing team will need to get up to speed quickly.
39. Would commissions on media buys be allowed as potential compensation in the cost proposal? Or will WSDOT bill/pay media directly? See question 5-C.
40. Are there additional language deliverables expected as part of the work? (Spanish, Japanese, etc...) Depending on the audience, we may want to advertise or print collateral in languages other than English. We may want to advertise in non-English media.
41. Can you identify what you believe to be your "Core" audience groups in terms of geographic locations? For I-405 express toll lanes, our audience will be the drivers who use that corridor. Many will live and work on the eastside, however, many may live in the Seattle area or points north or south.
42. Is there any seasonality that you feel impacts your campaign success? Unique seasonal considerations include the legislative session that typically runs from January through March or April each year. WSDOT also does a large amount of earned media in preparation and during the summer construction season.
43. Who will manage the contract and who is the designated contact? Day to day project management will be Patricia Michaud in WSDOT's Tolling office and contract administration will be a representative from WSDOT's Headquarters Consultant Services.
44. Have you learned anything from the current campaign and marketing efforts that can be shared? We'll share lessons learned with the hired firm once they join the team.
45. In terms of how you are evaluating the qualifications, can you disclose how you are weighing previous DOT/Transportation experience? Detailed scoring criteria, including points and definitions, can be found at [http://www.wsdot.wa.gov/Business/Consulting/Ads/Open/2013\\_Toll\\_Education.htm](http://www.wsdot.wa.gov/Business/Consulting/Ads/Open/2013_Toll_Education.htm). Understanding of WSDOT and/or public agency regulations/procedures is found in scoring criteria 3: Key Team Members Qualifications (Prime Consultant and Sub-Consultants). This criteria can earn a maximum of 10 points out of a total of 100 possible points from all criteria.
46. Do you have a preference for a vendor with such expertise, are you looking for specific "toll-related" experience or are you just looking for a vendor that is experience in State-wide government account experience? Detailed scoring criteria, including points and definitions, can be found at

[http://www.wsdot.wa.gov/Business/Consulting/Ads/Open/2013\\_Toll\\_Education.htm](http://www.wsdot.wa.gov/Business/Consulting/Ads/Open/2013_Toll_Education.htm). Experience with tolling, WSDOT, or statewide government accounts aren't required.

47. Can WSDOT provide us with the biggest challenges currently facing the existing outreach and marketing efforts for the I-405 express toll lanes? The I-405 express toll lanes are a relatively new concept for drivers. Although these new managed lanes will be similar in concept to SR 167 HOT lanes, they have a number of differences. The learning curve will be steep for drivers and we have a tight schedule. We will be planning the campaign as details regarding the concept of operations, such as carpool requirements and whether a carpooler will use a pass or online registration, are finalized.
48. Would WSDOT prefer that bidding firms provide sample campaign messaging and/or creative materials? While we have no preference, firms may provide speculative creative at their own discretion.
49. The RFQ states that WSDOT would like outreach efforts to "further develop and complement" the "Good to Go!" brand. Does WSDOT require campaign messages developed by the marketing contractor to include the "Good to Go" brand? Yes.
50. Will the WSDOT campaign require community outreach (forums, community meetings, PR, etc.)? We will have a heavy community outreach campaign. However, as stated in the RFQ, 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.