

*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.

*Firms that Shortlisted for Interviews*

- Magner Sanborn**  
91 Marion Street  
Seattle, WA 98104  
Contact: Dennis Magner, [dmagner@magnersanborn.com](mailto:dmagner@magnersanborn.com)  
Sub-Consultants: None

PH: 509-688-2200  
FX: 509-688-2299  
[www.magnersanborn.com](http://www.magnersanborn.com)
- Sherry Matthews, Inc.**  
200 South Congress Avenue  
Austin, TX 78704  
Contact: Wardaleen Belvin, [wbelvin@sherrymatthews.com](mailto:wbelvin@sherrymatthews.com)  
Sub-Consultants: Cocker Fennessy, Inc.

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