

# 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 Queenland	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.



### **NORTH CAROLINA Turnpike Authority**

## **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](mailto: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
				<b>84.5</b>

## Pricing for Samples of Work

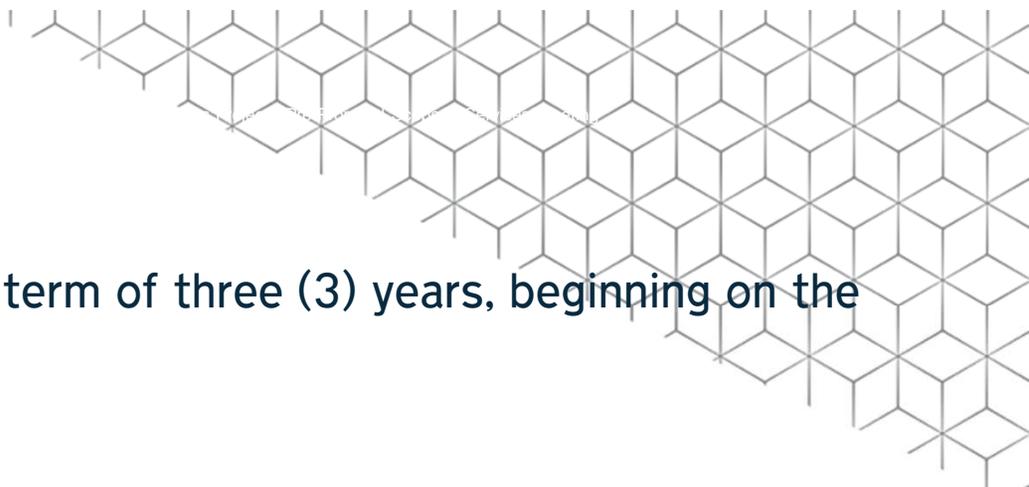
- Pricing for Samples of Work is to be provided using Exhibit B: Pricing Sheets & Instructions
- The Proposal with the lowest TOTAL cost for Samples of Work will receive a score of 100. All other competing Proposals will be assigned a portion of the maximum score using the formula:  
$$100 \times (\text{cost of the lowest total cost for Samples of Work} / \text{total cost of Samples of Work being evaluated})$$
- 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"><li>• 5 years experience in managing a project in a leadership position</li><li>• 3 years experience in marketing and communications</li></ul>
Website and App Project Manager	<ul style="list-style-type: none"><li>• 3 years experience in website and app management</li><li>• Experience using Jira and WordPress</li></ul>
Public Relations Manager	<ul style="list-style-type: none"><li>• 3 years experience in public relations and transportation</li></ul>
Marketing Manager	<ul style="list-style-type: none"><li>• 3 years experience in marketing and transportation</li></ul>

# Scope of Work

## Key Personnel Responsibilities

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

# Questions & Answers

Please post your questions in the chat

# Closing Remarks

Eliza Davis

Point of Contact



Email: [NCTA\\_MktgComms\\_RFP@ncdot.gov](mailto:NCTA_MktgComms_RFP@ncdot.gov)