



## **Request For Letters Of Interest**

### **Freeway Courtesy Patrol Sponsorship**

**Original Issue – June 26, 2014**

**DUE DATE: July 18, 2014, 10:00 a.m.**

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## **1. Introduction**

### **1.1.Purpose of this Request for Expression of Interest**

The Michigan Department of Transportation (MDOT) is pleased to present this Request for Letters of Interest (RFLOI) to entities with experience in developing, maintaining and/or operating sponsorship programs for transportation infrastructure such as the Freeway Courtesy Patrol (FCP). Entities interested in responding to this request (“Respondents”) are invited, on a non-binding basis to express their interest in the project and provide feedback on its features. MDOT is interested in opportunities to partner with a firm to provide sponsorship of the FCP vehicles provided by MDOT through a separate contract. The purpose of this RFLOI is to generate responsive information that may help MDOT understand the perspective of the industry and to confirm and/or refine the scope, and procurement approach for the Project. Respondents are informed that their submittals at this stage of the process will not lead to a short-list and other interested parties will not be precluded from participation in a future qualification process.

### **1.2.Freeway Courtesy Patrol Description**

The FCP plays important roles in managing congestions caused by unplanned traffic events along Southeast Michigan’s freeway network by:

- Identifying the problem,
- Providing assistance to the traveling public where possible,
- Aiding in a response plan,
- Safely and quickly clearing incidents off of the roadway,
- Keeping the traveling public informed.

The FCP has been part of a comprehensive traffic incident management program with the goal of reducing delays caused by non-recurring congestion and improving operations of the freeway system since 1994. The FCP works directly with the MDOT Traffic Operations Center’s (TOC) control room staff sharing pertinent information about incidents and events on the roadway. The operation of the FCP is a contracted service.

The FCP currently has 27 vans that patrol over 400 freeway miles in Wayne, Oakland, Macomb, and portions of St. Clair, Washtenaw and Livingston Counties. There are up to 12 vans patrolling the freeways during the morning and afternoon peak travel periods and up to three vans at night. It provides no-charge services to motorists and other incident management support services that reduce the impact of incidents and improve freeway operations.

The FCP has a positive impact on freeway operations and is an integral part of the regional incident management program. Additional information and some performance metrics on FCP

can be found at [www.michigan.gov/courtesypatrol](http://www.michigan.gov/courtesypatrol) and [http://www.michigan.gov/mdot/0,4616,7-151-9615\\_44489\\_44992---,00.html](http://www.michigan.gov/mdot/0,4616,7-151-9615_44489_44992---,00.html)

### **1.3 Protecting the Public's Interest**

The primary goal of MDOT is to act in the interest of the public. The public's interest is paramount in the delivery of FCP services.

### **1.4 Anticipated Schedule**

The following schedule shows the Project's key milestones and their anticipated timeframes:

<b>Milestone</b>	<b>Date</b>
Publish RFLOI	June 25, 2014
Receive RFLOI Responses	July 18, 2014 10:00 a.m.
Evaluate RFLOI Responses	July – August, 2014
Publish Request for Proposals (RFP)	September, 2014

## **2. Submittal Instructions**

### **2.1 Content**

- Respondents to this RFLOI are encouraged to provide the following information (to the extent relevant, based on the parts of this document the Respondent wishes to submit a response).
  - Contact Information – Name and contact information (address, phone, and e-mail) for the individual who will act as the Respondent's principal contact throughout the process for this particular RFLOI and description of the individual member of the Respondent's team with experience related to the objectives of the public private partnership as described in this RFLOI.
  - Team Information – Brief description of the team's line of business and experience in the delivery of public or private sector sponsorship programs under a public-private partnership model. Please also provide the address of the team and whether the team has a location in Michigan.
  - Responses to Questions – Please provide responses to the questions asked in Section 2.2.

## 2.2 Questions Presented

### Experience:

- Describe what your team does in relationship to the scope of this RFLOI.
- Profile two revenue generating marketing programs you have instituted for public agencies. Topics to include (but not limited to); what marketing components did they include (i.e. motorist assist vehicle wraps, etc.), how long did the programs take to go from planning through fruition, what made them so successful?
- How many revenue generating marketing programs has your team instituted since market entry? Reference the total number of programs (with or without listing contracts by client name), average revenue generated, average contract duration, typical revenue generating components (i.e. vehicle wraps, static signs, website ads, etc.), and any other facts that will represent your overall experience.
- Please provide any suggestions you believe MDOT should consider or incorporate into the procurement process that would increase the attractiveness of a sponsorship program.
- Please provide any concerns or risks you believe MDOT should be aware of related to a sponsorship program for the FCP.
- Please provide any other information you believe should consider or could improve a sponsorship program.

### Contracts:

- What are the typical terms that your team incorporates into its agreements with public agencies? Please include examples revenue sharing concepts between the agency and your team, program durations, administrative fees, and payment terms.
- Describe how your team (typically) deploys the third party marketing program to the public via public agency resources (i.e. vehicles, website) and what responsibility the public agency has in deployment.
- Is there a potential to have multiple sponsors and how would you incorporate that into the program?

- MDOT anticipates that the sponsorship opportunities to the FCP program will come from placing acceptable sponsorship on the exterior of the courtesy vehicles. What do you believe are the implications of wrapping and unwrapping the vans with a sponsor's information?

**References:**

- Provide up to five public agency client references that have instituted programs similar in nature. Be sure to include the agency name, representative's name, title, phone number and email address.
- Provide references from the firms you have marketed for via public agency contracts. Be sure to include the team name, representative's name, title, phone number and email address.

**2.3 Schedule and Interaction with Respondents**

Responses are due on July 18, 2014 by 10:00 a.m. Eastern Standard Time. Any questions regarding this RFLOI must be submitted in by email to Oladayo Akinyemi, Michigan Department of Transportation at **akinyemio@michigan.gov**. Responses to any inquiries/questions will be delivered via e-mail and may also be posted to the website.

MDOT reserves the right to continue interaction with Respondents as they deem appropriate, which may include conducting one-on-one meetings with participants, if such requests are received from the Respondents.

**2.4 Format**

MDOT requests that responses do not exceed 12 pages (8 ½" x 11"). Font should be a minimum of 12 point with pages numbered continuously.

**2.5 Delivery**

Respondents must provide their Letters of Interest via email to the following person by the previously stated deadline:

Name: Oladayo Akinyemi  
Title: Manager, Southeast Michigan Transportation Operation Center  
Email: akinyemio@michigan.gov  
Phone Number: (313) 256-9802

Respondents are solely responsible for assuring that the MDOT receives responses by the specified delivery date and time at the address listed above. Respondents will receive an e-mail noting receipt of the RFLOI.

### **3. Limitations**

#### **3.1 Inquiry Only – No Contract**

This RFLOI is an inquiry only and no contract or agreement will be entered into as a result of this process. By responding to this document or otherwise participating in this process, no contract or agreement will be formed and no legal obligation between the MDOT and Respondent will arise. Individual entities or teams that have not responded to this RFLOI shall not be precluded from participating in any future qualification processes in relation to the project.

The MDOT is under no obligation as a result of this process and may decide to proceed or not to proceed with the public private partnership based on responses to this RFLOI. The MDOT reserves the right to proceed with other contract procurement means.

#### **3.2 Right to alter**

The MDOT reserves the right to alter this document, including any conditions and criteria outlined in the RFLOI which may include, but is not limited to, deadlines for submissions. The MDOT reserves the right to cancel this RFLOI process at any time. Any notifications regarding alterations or cancellations of this document will be posted on the following website: [www.michigan.gov/ic](http://www.michigan.gov/ic).

#### **3.2 Cost and Expenses – no RFLOI Reimbursement**

Each Respondent is responsible for its own costs and expenses related to this process, including cost and expenses associated with preparing and submitting a response to this RFLOI, participating in the process, the provision of any additional information or attendance at meetings or interviews. No costs related to this RFLOI will be RFLOI reimbursable from the MDOT.

#### **3.3 Ownership of Submissions**

The MDOT will be entitled to retain all submissions and any other documentation received or related in response to this RFLOI. The MDOT will not offer any pay or other compensation for submissions or documents received in response to this document.

#### **3.4 Non-Confidentiality of Information**

Respondents are advised that parts of the information included in the response documents may be presented to other branches of State Government. Also, it is brought to the Respondents attention that MDOT is subject to the Freedom of Information Act with respect to any documents

or other records provided to MDOT and, by law, are subject to disclosure to the public upon request. Therefore, Respondents should consider responses to this RFLOI to be public documents.

### **3.5 Conflicts of Interest**

Respondents should advise the MDOT of any potential conflict of interests they may have.