

Branding/Sponsorship/Marketing Opportunities Analysis

RFP # 04-140-2892

Addendum No. 1

May 24, 2004

Answers to questions submitted:

Q: Under I-4, Problem Statement, please clarify whether the phrase "assets related to the Turnpike Commission" is meant to include all assets within the Turnpike system.

A: Yes, it is all assets within the Turnpike System.

Q: Under I-11, Response Date, can the deadline be extended to June 15, 2004? Reasons for this request include the Memorial Day Holiday, end of school year activities including graduation and, from the standpoint of the inquiring contractor, the firm's lead principal has a family medical matter that is requiring significant time during the response period.

A: No, responses to these questions do not alter the scope to warrant a time extension.

Q: Could you provide a few examples of existing and prospective service providers?

A: Some examples would be the following:

- ◆ Color Graphics Load and Information System at the Turnpike Service Plazas made available to its commercial truck patrons for posting or paging of load availabilities.
- ◆ Kiosks in all Turnpike Service Plazas that provide general Turnpike information derived from the Turnpike's web site and from the Regional Information Gateway database of Pennsylvania Businesses; information from the Emergency Notification System to notify the visitor of current weather conditions, travel advisories and alerts, and road conditions; ability to update E-Z Pass information; ability to make online purchases of various admission passes and tickets; and coupons to area businesses.
- ◆ Advertising structures at each of the 21 service plazas along the Turnpike system. This includes illuminated indoor and outdoor advertising units and/or kiosks.

Q: Can you also give us an example of what is called a current asset associated with the turnpike?

A: This includes any asset of the Commission, whether classified as current, fixed, tangible, or intangible.

Q: We also would like a clarification of the following task: "Determine the feasibility of packaging and marketing rights to assets associated with the Turnpike for the purpose of commencing existing service providers." We are unclear about the meaning of "commencing existing service providers."

A: Identify all assets and their value to brand as well as determine the feasibility of incorporating all assets in a branding package.