REQUEST FOR PROPOSALS FOR 
BRANDING/SPONSORSHIP PROGRAM FOR 
TOLL PLAZAS FIRST RESPONDERS 
EMERGENCY COMMUNICATIONS SYSTEMS 

An Unprecedented Platform Engaging About 400,000,000 Travelers Each Year

ISSUING OFFICE

Pennsylvania Turnpike Commission 
Communications and Public Relations Department

RFP # 06-140-3392

DATE OF ISSUANCE
June 6, 2006
REQUEST FOR PROPOSALS FOR
BRANDING/SPONSORSHIP PROGRAM

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Note: For additional information about the Pennsylvania Turnpike, including history, maps, programs and strategic plans, please refer to www.paturnpike.com.
THE PENNSYLVANIA TURNPIKE

Opened in 1940 and known as America’s First Superhighway, the Pennsylvania Turnpike (Turnpike) is an extensive transportation and communication system used by over 500,000 vehicles daily (87% passenger vehicles, 13% commercial vehicles) and about 400,000,000 million travelers each year. Spanning the state with 531.5 miles of roadway, 57 fare collection facilities (toll plazas), 21 service plazas (also referred to as rest stops), 21 maintenance facilities, five twin tunnels and over 800 bridges, the Turnpike provides a dynamic platform for customer engagement, communication and interaction. Please refer to Appendix A for statistics on system usage and background information.

Pennsylvania, the Keystone State, with a population of about 12.5 million, is bordered by New York, New Jersey, Delaware, Maryland, West Virginia and Ohio. With several major markets, nationally known and visited historic landmarks, diverse and spectacular tourist destinations, seven major league sports teams, top sporting events (NASCAR, PGA Tour), and casinos/racinos on the horizon, Pennsylvania provides a unique platform to reach and connect with travelers/consumers.

The Turnpike is a toll road consisting of the following highways:

- **East West Mainline** (Interstates 76/70/276, hereinafter referred to as the Mainline) - 359 miles from the Ohio line (southeast of Youngstown), passing by Pittsburgh, through Harrisburg (state capital) and north/west of Philadelphia to the Delaware River/New Jersey line
- **Northeast Extension** (Interstate 476) - 110 miles from the Mainline (north of Philadelphia), running north through Allentown and the Pocono Mountains to Wilkes-Barre/Scranton
- **Western Extensions** (Beaver Valley Expressway – PA Route 60, Mon-Fayette Expressway – PA Route 43 and Amos K. Hutchinson Bypass – PA Route 66) - 61.5 miles running south/north (west, south and east of Pittsburgh)

Toll plazas are situated throughout the entire roadway system. Service plazas are located along the Mainline and Northeast Extension roadways only. Maps are available at [www.paturnpike.com](http://www.paturnpike.com).

Toll plazas on the Mainline (29 of 30 manned) and Northeast Extension (eight of 10 manned) accept cash and are outfitted for Electronic Toll Collection (ETC) via E-ZPass. Tolls are collected on Western Extensions at manned toll plazas and at unmanned ramps via automatic coin machines. E-ZPass is also being introduced on Western Extensions. As of 5/1/06, there were 475,557 active E-ZPass accounts and 953,510 active E-ZPass transponders (on PA accounts). Please refer to Appendix B for information and statistics on E-ZPass.

As a leader in the American interstate highway system, the Pennsylvania Turnpike Commission has embarked on a long-term plan to revitalize physical infrastructure and create a state-of-the-art roadway offering safe, world-class travel and value-based commerce. The plan includes:

- Renovation of the entire roadway (initiated in 1999)
- Reconstruction of several toll plazas
- New E-ZPass Only slip ramps (one open, three in design)
- I-95 Interchange Project (direct connection of the Turnpike and Interstate 95)
- Rebuilding of service plazas (beginning in 2007, with total to be reduced to 18)
- Technological enhancements and integrated smart systems
- Annual capital expenditures exceeding $400 million

The end result will be a digital toll road that streamlines the driving experience with efficient utilization of companion services.
SUMMARY OF THE BRANDING/SPONSORSHIP PROGRAM

The Commission is seeking companies to participate as sponsors in a new, system-wide branding and sponsorship program known as Mileposts™. The Mileposts™ program offers sponsors (to be known as Mileposts™ Partners) an array of options for engaging and communicating with the large audience of Turnpike travelers, using themes that will enhance brand image and promote safety, service and value. The offerings in this RFP provide sponsors with marketing opportunities packaged around highly visible Turnpike assets such as facilities, programs, vehicles and/or services. Category exclusivity is available.

The packages offered in this RFP include highway Toll Plazas, the existing First Responder program and components of the Turnpike’s Emergency Communications System (Call Boxes, *11 and Highway Advisory Radio). Mileposts™ will launch in 2007 with contracts awarded for branding, sponsorship and related rights to some or all of these packages. Future rights offerings may be considered for other Turnpike assets such as service plazas, wireless Internet, bridges, tunnels and a traveler rewards program.

Utilizing the descriptions of and/or parameters for packages included in this RFP, Proposers are encouraged to propose creative concepts, suggest programs for customer activation and offer ideas for marketing and promotion of E-ZPass. Each response must include a preliminary theme identifying a benefit or benefits to the Turnpike and/or its customer base, and how such theme will be integrated into the rights program. Examples of types of benefits (not intended to be all-inclusive) are maintenance, beautification, landscaping and traveler-oriented information.

The following product and service categories will not be considered:

- Alcohol
- Retail food concepts (in conflict with Service Plaza brands)
- Unlicensed gaming activities
- Political
- Pornographic
- Prescription drugs (individual brand names)
- Tobacco

The Toll Plaza rights package and the Emergency Communications Systems rights packages each provide significant opportunities for sponsor Acknowledgement signs on the highway. A sponsor name, logo and a slogan related to the Turnpike program being sponsored can be included on the Acknowledgement sign.

Highway signage in this program is subject to applicable federal and state laws and regulations. Proposers interested in rights related to Toll Plazas and/or the Emergency Communications Systems should be familiar with the Manual for Uniform Traffic Control Devices (MUTCD) Bulletin of August 10, 2005, a copy of which, including sample forms of highway Acknowledgement signs, is attached as Appendix C.
MILEPOSTS™ RIGHTS PACKAGES

A. TOLL PLAZAS
(One or More Sponsors)

There are 30 toll plazas on the Mainline, ten on the Northeast Extension and 17 on the Western Expansion highways. Several toll plazas are located in the top markets in Pennsylvania including Philadelphia, Pittsburgh, Harrisburg, Allentown and Wilkes-Barre/Scranton. A list of toll plazas and sample photographs are in Appendix D. A schematic of toll plaza lane configurations is available upon request.

For several years, the Turnpike has offered short term advertising space on toll booth windows and doors at toll plazas. The Toll Plaza Rights Package (TPRP) expands the scope of the toll booth advertising program and replaces it with a broader initiative offering sponsorship and other opportunities. Proposers may submit proposals for rights to the entire TPRP (i.e. all toll plazas), groups of toll plazas or individual toll plazas. One theme for the TPRP that should be considered is enhancing the appearance of toll plazas through, for example, painting and landscaping.

Physical Inventory:

- Canopies above toll booths (appearance enhancement only, no signage)
- Toll booths (signage permitted)
  - Entry windows - 122 (excluding express lanes)
  - Entry doors - 80
  - Exit windows - 214 (excluding express lanes)
  - Exit doors - 142
- Toll plaza Buildings (adjacent to or near toll plazas)
- Exit signs on the roadway (one in each direction), limited as follows:
  - A maximum of five exits will be available for placement of a sponsor name on roadway exit signs (one each direction), and
  - Each sponsor in the TPP will be allowed to place its name on signs at only one exit
- Acknowledgement signs at toll plazas (maximum of four per plaza)

Sponsor Rights & Benefits:

a) Title sponsorship of the entire TPRP, sponsorship of groups of toll plazas or sponsorship of an individual toll plaza
b) Program slogan
c) Naming rights to individual toll plazas (see discussion under Exit signs above)
d) “Official Sponsor” designation with Category Exclusivity
e) Promotional events (e.g. sponsor paid tolls)
f) Exposure on Turnpike maps (printed – approximately 500,000 every two years, online)
g) Spots on flat screen TVs (to be installed) in Service Plazas
h) Program description(s) on Paturnpike.com with link(s) to sponsor Web site
i) Identification of sponsor relationship with the Mileposts™ program in other sponsor marketing campaigns (subject to approval)
j) Other (subject to proposal concepts and Commission consideration)
B. FIRST RESPONDERS  
(One Title Sponsor)

The existing Turnpike First Responder program utilizes a fleet of dedicated vehicles (pick-up trucks with storage compartments) stationed at maintenance facilities to: a) respond to accidents/incidents, b) provide traffic control for scene stabilization, c) deliver an initial maintenance response (debris removal, spill clean-up, etc.) and d) communicate with the Turnpike Operations Center (and other responders) about incidents and resources needed to respond. Additional responsibilities include patrol of the roadway and rendering customer assistance. Safety advisor vehicles that roam the roadway, and pick-up trucks which operate on the entire system for a variety of functions, are also involved with first response functions as needed. Photographs of First Responder and other vehicles are in Appendix E.

The Turnpike is seeking a single title sponsor for the First Responder program. Branding/sponsorship of the First Responder program will raise the profile of customer services available on the Turnpike, promote safety to travelers and provide the title sponsor with a strong public image and significant signage opportunities.

Statistics for First Responder Vehicles:

- Miles traveled in 2005: 1,000,000 (approximate)
- Dispatches in 2005: 50,000 (approximate)

Vehicle Inventory (for program signage):

- 23 First Responder vehicles - one at each of 21 maintenance facilities, with two spares
- 6 Safety Advisor vehicles (various types)
- 75 Pick-up trucks
- 41 Tradesman vans (additional inventory)
- 12 Utility trucks (additional inventory)

Sponsor Rights & Benefits:

a) Naming rights to the program  
b) “Official sponsor” designation  
c) Category exclusivity  
d) Program slogan  
e) Brand name/logo on 23 dedicated vehicles  
f) Brand name/logo on 6 Safety Advisor vehicles and 75 pick-up trucks  
g) Brand name/logo on 41 tradesman vans (optional) and 12 utility trucks (optional)  
h) Brand name/logo on uniforms (shirts, hats) of dedicated vehicle operators  
i) Signage at Service Plazas (outside)  
j) Spots on flat screen TVs (to be installed) at Service Plazas  
k) Exposure on Turnpike maps (printed - approximately 500,000 every two years, online)  
l) Program description(s) on Paturpike.com with link(s) to sponsor Web site  
m) Identification of sponsor relationship with the Mileposts™ program in other sponsor marketing campaigns (subject to approval)
C. EMERGENCY COMMUNICATIONS SYSTEMS (ECS)
(One, Two or Three Sponsors)

The ECS Rights Package includes three key Turnpike programs - Call Boxes, *11 Emergency Cellular calling and Highway Advisory Radio (HAR). Objectives of securing sponsors for these systems include increasing awareness of emergency and information services, improving and/or enhancing signage and promoting safety. Proposers may seek rights to an individual ECS program, two of the ECS programs, or all three collectively. Photographs of these systems are in Appendix F.

1. Call Boxes

There are 1,070 Call Boxes, spaced one mile apart in each direction, throughout the roadway. Each box has four call buttons for requesting assistance: Roadside Service, Police, Medical and all three. Call Boxes provide one-way, digital microwave communication to the Turnpike Operations Center. They are not interactive, i.e., the Turnpike cannot communicate with the traveler. Once a communication is received, the requested assistance is dispatched. All Call Boxes are replaced every eight years, at the rate of about 200/year for five straight years, with a gap of three years before the replacement cycle resumes. In 2005, 6,445 requests for assistance were received from Call Boxes.

2. *11 Cellular

*11 Cellular Service is the official emergency contact number for the Turnpike. Calls placed to *911 are routed by local communities to the Turnpike Operations Center. There are approximately 135 *11 Cellular signs (65 on the Mainline, 20 on the Northeast Extension and 50 on Western Extensions), located at entry points to the Turnpike. Each sign depicts a standard/non-cellular handset. These signs are replaced every seven to 10 years at a cost of $350/sign. In 2005, 103,419 *11 calls were received by the Turnpike Operations Center (up from 81,714 in 2002, the first year with data).

3. Highway Advisory Radio

Highway Advisory Radio (HAR) is accessible at 1640 AM on terrestrial radios, within approximately a one to two mile radius of each exit. HAR broadcasts provide regional traffic, accident and other critical highway information, as well as information about E-ZPass and how to become an E-ZPass subscriber. HAR is available throughout the Mainline and Northeast Extension. Notification of HAR is communicated to Turnpike travelers by signage on the Turnpike via 92 advisory signs with beacons (approaching exits) and numerous “Info at 1640 AM” signs along the roadway. Additional notification of the HAR system is accomplished by advisory signs with beacons and Info signs on roads and highways that provide access to Turnpike entrances. HAR advisory signs with beacons are replaced every seven to 10 years at a cost of $35,000 per sign.
Sponsor Rights & Benefits:

a) “Official sponsor” designation for the entire ECS package or individual programs
b) Category exclusivity for each Official Sponsor
c) Slogan for each ECS program or the entire ECS package
d) Brand name/logo on 220 Call Boxes (on the pole and/or box), one every five miles
e) Sponsorship of the Emergency Notification System/ENS (emails, text messages to Preferred Travelers – see Appendix A for program description and demographics)
f) Option to upgrade Call Box technology (e.g. adding wireless Webcam) - at sponsor cost
g) Option to upgrade *11 signs by replacing handset phone images with cellular phone image - at sponsor cost
h) Acknowledgement signs on the highway (approximately 50 for each program in the ECS package)
i) Signage at Service Plazas (outside and subject to coordination with Service Plaza Operators)
j) Spots on flat screens TV (to be installed) at Service Plazas
k) Turnpike maps (printed - approximately 500,000 every two years, online)
l) Program description(s) on Paturnpike.com with link(s) to sponsor Web site
m) Identification of sponsor relationship with the Mileposts™ program in other sponsor marketing campaigns (subject to approval)
n) Other (subject to proposal concepts and Commission approval)

OPTIONS FOR SUBMITTING PROPOSALS

The Commission will accept proposals for sponsor awards as follows:

- One sponsor for the entire Toll Plaza Rights Package (A)
- Sponsors for groups of Toll Plazas in Package A
- Sponsors for individual Toll Plazas in Package A
- One sponsor for the First Responders Rights Package (B)
- One sponsor for all three elements of the Emergency Communications Systems Package (C)
- Individual sponsors for one or two elements in Package C
- One sponsor for all three Packages (A,B & C)

Please refer to Parts I through IV for more specific information on Proposer options and the content of proposal submissions.
PART I

GENERAL INFORMATION FOR PROPOSERS

I-1. Purpose. This Request for Proposals (RFP) provides information to enable companies to submit proposals for consideration by the Pennsylvania Turnpike Commission (Commission) for the acquisition of branding and sponsorship rights to certain Commission assets as defined herein.

I-2. Issuing Office. This RFP is issued for the Commission by the Communications and Public Relations Department, William J. Capone, Director, P.O. Box 67676, Harrisburg, PA 17106-7676, 717-939-9551, ext. 3040; Fax 717-939-9649; email address: wcapone@paturnpike.com. The Issuing Office is the sole point of contact in the Commission for this RFP.

General questions about this RFP and/or the proper procedures for responding should be addressed to Branding Rights LLC, c/o Charles Geffen, 215-545-3222; fax 215-735-9057; email address: brandingrights@aol.com.

I-3. Scope. This RFP contains instructions governing the submission of proposals and any supporting material to be included therein; a description of services to be provided; requirements which must be met to be eligible for consideration; general evaluation criteria; and other requirements for proposals.

I-4. Objective. The Commission is interested in securing relationships with sponsors who will participate in an integrated program of branding, sponsorship and marketing utilizing Turnpike assets, services and communications systems. The program, known as Mileposts™, will be implemented and managed so as to preserve, promote and enhance the core mission of the Turnpike, i.e., safety, service and value for all customers.

I-5. Type of Contracts. Contracts entered into as a result of this RFP will include rights fees, costs of implementation and costs of signage to be paid by Proposers. Contracts will be for an initial term (minimum of three years) and include provisions for renewal. The Commission may, in its sole discretion, undertake negotiations with Proposers whose proposals, as to rights fees and other factors, show them to be qualified, responsible, and capable of delivering and servicing all necessary elements to maintain a quality branding and sponsorship program.

I-6. Rejection of Proposals. The Commission reserves the right to reject any and all proposals received as a result of this request, or to negotiate separately with competing Proposers.

I-7. Sub Contracting. Any intention of a) partnering with another company as a co-sponsor, b) extending to another company any rights conveyed as a result of a contract with the Commission by way of pass-through or other means, or c) subcontracting any work to be performed pursuant to a rights contract awarded, must be identified in the response to this RFP. During the contract period, use of any co-sponsor(s), pass-through rights partners or subcontractor(s) not previously identified in the response, must be approved in writing by the Commission prior to any work to be undertaken or performed in furtherance of any such relationships.

I-8. Incurring Costs. The Commission is not liable for any costs incurred by Proposers prior to or after issuance of a contract.
I-9. Pre-Proposal Conference/Questions. There will be a pre-proposal conference for this RFP on Wednesday, June 21, 2006, at 10:30 AM, at the Commission, 700 Eisenhower Blvd., Middletown, PA 17057. Although not mandatory, Proposers are strongly encouraged to attend the conference. Proposers may also submit questions in advance of the conference, or afterward, to clarify any points in the RFP which are not clearly understood. All questions should be submitted, in writing, to the Issuing Office at the address indicated above or via email to: brandingrights@aol.com or wcapone@paturnpike.com and must be received by July 10, 2006. All questions and answers asked by any one Proposer will be issued as an addendum to and become part of this RFP and will be posted on the Commission’s Internet web site at www.paturnpike.com.

I-10. Addenda to the RFP. If it becomes necessary to revise any part of this RFP before the proposal response date, addenda will be posted to the Web site under the original RFP document.

The Commission may revise a published advertisement. If the Commission revises a published advertisement less than ten days before the RFP due date, the due date will be extended to maintain the minimum ten-day advertisement duration if the revision alters the project scope or selection criteria. Firms are responsible to monitor advertisements/addenda to assure the RFP complies with any changes in the published advertisement.

I-11. Response Date. To be considered, proposals should arrive at the Contract Administration Department, Attention: George Hatalowich, on or before 2:00 PM, local time, Friday, July 28, 2006. Forward proposals to: P.O. Box 67676, Harrisburg PA 17106 (Mailing Address); or 700 Eisenhower Blvd., Middletown PA, 17057 (Land Address). Proposers mailing proposals should allow sufficient mail delivery time to ensure timely receipt of their proposals. If, due to inclement weather, natural disaster, or any other cause, the Commission office location to which proposals are to be returned is closed on the proposal response date, the deadline for submission shall be automatically extended until the next Commission business day on which the office is open, unless Proposers are otherwise notified by the Commission. The time for submission of proposals shall remain the same.

I-12. Proposals. To be considered, Proposers should submit a complete response to this RFP, using the format provided in PARTS II and IV. Each proposal should be submitted in five (5) copies to the Contract Administration Department. No other distribution of proposals will be made by the Proposer. Each proposal page should be numbered for ease of reference. Proposals must be signed by an official authorized to bind the Proposer to its provisions and include the Proposer’s Federal Identification Number. For this RFP, the proposal must remain valid for at least 180 days. Moreover, the contents of the proposal of the selected Proposer will become contractual obligations if a contract is entered into.

Each and every Proposer submitting a proposal specifically waives any right to withdraw or modify it, except as hereinafter provided. Proposals may be withdrawn by written or telefax notice received at the Commission’s address for proposal delivery prior to the exact hour and date specified for proposal receipt. However, if the Proposer chooses to attempt to provide such written notice by telefax transmission, the Commission shall not be responsible or liable for errors in telefax transmission. A proposal may also be withdrawn in person by a Proposer or its authorized representative, provided its identity is made known and it signs a receipt for the proposal, but only if the withdrawal is made prior to the exact hour and date set for proposal receipt. A proposal may only be modified by the submission of a new sealed proposal or submission of a sealed modification which complies with the requirements of this RFP.

I-13. Economy of Preparation. Proposals should be prepared simply and economically, providing a straightforward, concise description of the Proposer’s ability to meet the requirements of the RFP.
I-14. **Discussions for Clarification.** Proposers who submit proposals may be required to make an oral or written clarification of their proposals to the Commission to ensure thorough mutual understanding and Proposer responsiveness to the solicitation requirements. The Issuing Office will initiate requests for clarification.

I-15. **Best and Final Offers.** To obtain best and final offers from Proposers whose proposals are determined by the Commission, in its sole discretion, to be reasonably susceptible of being selected for award, the Commission may (a) enter into discussions; (b) schedule oral presentations; and (c) request revised proposals.

I-16. **Prime Proposer Responsibilities.** Selected Proposer(s) will be required to assume responsibility for all services offered in proposals, regardless of who produces them. Further, the Commission will consider selected Proposers to be the sole point of contact for all contractual matters.

I-17. **Proposal Contents.** Proposals will be held in confidence and will not be revealed or discussed with competitors, unless disclosure is required to be made (i) under the provisions of any Commonwealth or United States statute or regulation; or (ii) by rule or order of any court of competent jurisdiction. If a contract is executed, however, the successful proposal submitted in response to this RFP shall be subject to disclosure. All material submitted with the proposal becomes the property of the Pennsylvania Turnpike Commission and may be returned only at the Commission’s option. Proposals submitted to the Commission may be reviewed and evaluated by any person other than competing Proposers at the discretion of the Commission. The Commission has the right to use any or all ideas presented in any proposal. Selection or rejection of the proposal does not affect this right.

I-18. **Debriefing Conferences.** Proposers whose proposals are not selected will be notified of the name of the selected Proposer and will be given the opportunity to be debriefed, at the Proposer’s request. The Issuing Office will schedule the time and location of the debriefing. The Proposer will not be compared with other Proposers, other than the position of its proposal in relation to all other proposals for each criterion for selection.

I-19. **News Releases.** News releases pertaining to this project will not be made without prior Commission approval, and then only in coordination with the Issuing Office.

I-20. **Fees and Costs Submittal.** The Fees and Costs submittal shall be placed in a separately sealed envelope within the sealed proposal and kept separate from the Program submittal. **Failure to meet this requirement may result in disqualification of the proposal.**

I-21. **Term of Contract.** The initial term of a contract for each rights package shall be no less than three years. Proposers should be prepared to commence each contract on or before March 31, 2007. Contracts shall not be effective until fully executed by the Proposer and the Commission, and all approvals required by Commission contracting procedures have been obtained.

I-22. **Proposer’s Representations and Authorizations.** Each Proposer by submitting its proposal understands, represents, and acknowledges that:

a. All information provided by, and representations made by, the Proposer in the proposal are material and important and will be relied upon by the Issuing Office in awarding the contract(s). Any misstatement shall be treated as fraudulent concealment from the
Issuing Office of the true facts relating to the submission of this proposal. A misrepresentation shall be punishable under 18 Pa. C.S. 4904.

b. The amount of rights fees and costs of implementation have been arrived at independently and without consultation, communication or agreement with any other Proposer or potential Proposer.

c. The amount of rights fees has not been disclosed to any other firm or person who is a Proposer or potential Proposer, and will not be disclosed on or before the proposal submission deadline specified in the cover letter to this RFP.

d. No attempt has been made or will be made to induce any firm or person to refrain from submitting a proposal on this contract, or to submit a proposal higher than this proposal, or to submit any intentionally high or noncompetitive proposal or other form of complementary proposal.

e. The proposal is made in good faith and not pursuant to any agreement or discussion with, or inducement from, any firm or person to submit a complementary or other noncompetitive proposal.

f. To the best knowledge of the person signing the proposal for the Proposer, the Proposer, its affiliates, subsidiaries, officers, directors, and employees are not currently under investigation by any governmental agency and have not in the last four (4) years been convicted or found liable for any act prohibited by State or Federal law in any jurisdiction, involving conspiracy or collusion with respect to bidding or proposing on any public contract, except as disclosed by the Proposer in its proposal.

g. To the best of the knowledge of the person signing the proposal for the Proposer and except as otherwise disclosed by the Proposer in its proposal, the Proposer has no outstanding, delinquent obligations to the Commonwealth including, but not limited to, any state tax liability not being contested on appeal or other obligation of the Proposer that is owed to the Commonwealth.

h. The Proposer is not currently under suspension or debarment by the Commonwealth, or any other state, or the federal government, and if the Proposer cannot certify, then it shall submit along with the proposal a written explanation of why such certification cannot be made.

i. The Proposer has not, under separate contract with the Issuing Office, made any recommendations to the Issuing Office concerning the need for the services described in the proposal or the specifications for the services described in the proposal.

j. Each Proposer, by submitting its proposal, authorizes all Commonwealth agencies to release to the Commission information related to liabilities to the Commonwealth including, but not limited to, taxes, unemployment compensation, and workers’ compensation liabilities.
PART II

INFORMATION REQUIRED FROM PROPOSERS

Proposals must be submitted in the format, including heading descriptions, outlined below. To be considered, a proposal must respond to all requirements in this part of the RFP. Any other information thought to be relevant, but not applicable to the enumerated categories, should be provided as an appendix to the proposal. Each proposal shall consist of two (2) separately sealed submittals. The submittals are as follows: (i) Rights Package Submittal, in response to Parts II-1 through II-6 and Parts IV-1 through IV-3 hereof; (ii) Fees and Costs Submittal, in response to Part II-7 hereof.

The Commission reserves the right to request additional information which, in the Commission’s opinion, is necessary to assure that the Proposer’s competence, number of qualified employees, business organization, and financial resources are adequate to perform according to the contract.

The Commission may make such investigations as deemed necessary to determine the ability of the Proposer to perform the work, and the Proposer shall furnish to the Commission all such information and data for this purpose as requested by the Commission. The Commission reserves the right to reject any proposal if the evidence submitted by, or investigation of, such Proposer fails to satisfy the Commission that such Proposer is properly qualified to carry out the obligations of the agreement and to complete the work specified.

II-1. Objective. State in succinct terms your understanding of the goals of the branding/sponsorship program and the services required by this RFP.

II-2. Executive Summary. Include a narrative description of the proposed effort and a list of the items to be delivered or services to be provided.

II-3. Work Plan. Describe your plan for accomplishing the work. Use the Program Description requests identified in Part IV-3 of this RFP as your reference point. Modifications of the Program Descriptions are permitted; however, reasons for changes should be fully explained.

II-4. Prior Experience. Include experience in areas of branding, sponsorship and marketing. Experience shown should be work done by individuals who will be assigned to this project as well as that of your company. Studies or projects referred to should be identified and the name of the customer shown, including the name, address, and telephone number of the responsible official of the customer, company, or agency who may be contacted.

II-5. Personnel. Include the number, and names where practicable, of executive and professional personnel, analysts, auditors, researchers, programmers, consultants, etc., who will be engaged in the work. Show where these personnel will be physically located during the time they are engaged in the work. Include through a resume or similar document education and experience in branding, sponsorship and marketing. Indicate the responsibilities each will have in this project and how long each has been with your company.

II-6. Subcontractors. In the event that any Proposer intends on passing through any rights acquired from the Commission to another company and/or using any other company as a co-sponsor in order to implement and operate its proposed program, all such companies (subcontractors) must be identified together with the nature and extent of the services to be provided by each company and the terms of the Proposer – subcontractor relationship.
II-7. Fees and Costs Submittal. The information requested in this section shall identify your financial commitment to this program. This portion of the proposal should be bound and sealed separately from the remainder of the proposal. Fees and costs you are proposing must be broken down into the following components:

a. Rights Fees. Itemize as follows:

   (1) Total value over the course of the initial term of the agreement

   (2) Up front payment

   (2) Annual payments (maximum of two per year)

b. Signage Costs. All companies participating in the Mileposts™ program will be required to bear all costs of signage, for purposes of implementation and maintenance, throughout the term of the contract, including renewals. State your commitment to this requirement and identify any reasonable and foreseeable limitation to such commitment.

d. Subcontractor Responsibility. If you will be relying on any subcontractor(s) for contributions to Rights Fees and/or Signage Costs, please provide complete detail. In any event, a Proposer that is awarded any rights pursuant to this RFP shall be fully responsible to the Commission for all financial commitments. A statement to this effect must be included in the Fees and Costs Submittal.
PART III

CRITERIA FOR SELECTION

III-1. Mandatory Responsiveness Requirements. To be eligible for selection, a proposal should be (a) timely received from a Proposer; (b) properly signed by the Proposer; and (c) formatted such that all fee and cost data is kept separate from and not included in the Rights Package Submittal.

III-2. Proposals will be reviewed and evaluated by a committee of qualified personnel selected by the Commission. This committee will recommend for selection the proposals which most closely meet the requirements of the RFP and satisfy Commission needs. Awards will only be made to Proposers determined to be responsible in accordance with Commonwealth Management Directive 215.9, Contractor Responsibility Program.

III-3. The following areas of consideration will be used in making the selection:

a. Understanding the Problem. This refers to the Proposer’s understanding of the Commission needs that generated the RFP, the Commission’s objectives in the development and implementation of the branding/sponsorship program, and of the nature and scope of the work involved.

b. Proposer Qualifications. This refers to the ability of the Proposer to meet the terms of the RFP, the quality, relevancy and number of other branding and sponsorship programs undertaken and completed, and the nature and creativity of concepts presented in relation to the rights package(s) sought. This also includes the Proposer’s financial ability to undertake a project of this size.

c. Personnel Qualifications. This refers to the competence of professional personnel who would be assigned to the job by the Proposer. Qualifications of professional personnel will be measured by experience and education, with particular reference to experience on similar projects to that described in the RFP.

d. Soundness of Approach. Emphasis here is on the manner of implementation of the proposed program, sequence and relationships of major steps, and methods for quality control. Of equal importance is whether the overall approach is completely responsive to all written specifications and requirements contained in the RFP and if it appears to meet Commission objectives.

e. Fees and Costs. While this area may be weighted heavily, it will not normally be the deciding factor in the selection process.
PART IV

PROPOSER REQUIREMENTS

IV-1. General. Submissions must include a comprehensive description of your company’s background, including staff experience, expertise and qualifications in the areas of branding, sponsorship and marketing, together with examples of branding and sponsorship programs which have been developed and executed. In the event your company has experience in any form of municipal or governmental marketing, please include this information in addition to examples of other experience. Proposers may submit examples (maximum of three) of branding and sponsorship relationships.

IV-2. Preservation of Commission Rights and Intellectual Property. Proposers must state a commitment to preserve, protect and respect all rights conveyed and/or intellectual property owned by the Commission as may be provided and/or disclosed to Proposers for the purpose of developing and/or implementing branding/sponsorship packages and participating in the Mileposts™ program.

IV-3. Proposed Program. Proposers shall, at a minimum, submit the following information and material:

- The name and corresponding letter (A, B or C) of the rights package or packages sought. With respect to the Toll Plaza Rights Package (A), specify whether the rights being sought are to the entire program (all toll plazas), a group of toll plazas (and if so, which ones) or one toll plaza (specify). With respect to the ECS Rights Package (C), specify whether the rights being sought are for all three elements (Call Boxes, *11, HAR), two elements or one element. The Commission will also consider proposals that request the rights to all three rights packages (A, B and C) in their entirety.

- For each rights package sought, a statement of intention describing and outlining how you would design, implement and maintain a branding and sponsorship plan and the nature and scope of such plan. Audio and/or visual examples will be accepted, preferably in digital format.

- In the event that your plan would be integrated with other branding, sponsorship and/or marketing programs in your company, please describe how such integration would be accomplished.

- For each rights package sought, identify which elements of inventory would be used and provide examples (written and/or visual) of such use.

- For each rights package sought, identify those Sponsor Rights & Benefits (some or all) which you want to acquire and use in connection with your proposed plan. The Commission may consider other rights and/or benefits not enumerated in this RFP, subject to applicable administrative, legal and/or other considerations.

- How you would use your brand name, logo and/or trade dress, including name identification in connection with execution of your plan. Signage examples are encouraged.
• Suggestions for slogans or tag lines to be associated with any rights package. The Commission requires slogans or tag lines to be associated with the Mileposts™ and identify a benefit to the public and/or the Turnpike.

• In the event that you intend on using any co-sponsors, passing through any rights or working with a subcontractor in the design, implementation and/or management of your plan, state how such persons or entities will participate and whether your plan is dependent upon such participation.

• A timeline for commencing and implementing your plan.

IV-4. Reports and Project Control. Selected Proposers will be required to submit the following throughout the course of the agreement and any renewal thereof.

   a. Task Plan. A summary of your work plan that identifies tasks, the resources assigned to such tasks and the deliverables to be produced.

   b. Status Report. A periodic progress report covering activities and recommendations; the report should be keyed to the work plan developed by the Proposer in its proposal, as amended or approved by the Commission.

   c. Problem Identification Report. An “as required” report, identifying problem areas. The report should describe the problem, identify its impact on the overall project and each affected task, list possible courses of action with advantages and disadvantages of each, and include recommendations with supporting rationale.
APPENDICES TO REQUEST FOR PROPOSALS FOR BRANDING/SPONSORSHIP PROGRAM

RFP # 06-140-3392
APPENDIX A
PA TURNPIKE – KEY STATISTICS
(2005)

Vehicle Traffic (all roadways): 186,569,947
- Passenger vehicles (87%) 161,075,743
- Commercial vehicles (13%) 25,494,204

Travelers/People: 382,776,387
- Based on average vehicle occupancy of 2.04

Miles Traveled (Mainline, Northeast Extension): 5,686,767,564
- Passenger vehicles 4,419,162,132
- Commercial Vehicles 1,267,605,432

Average Number of Miles per Trip
- Passenger Vehicles 27.4
- Commercial Vehicles 49.7

Service Plaza Visitors: 49,760,930
- Based on approximate vehicle capture rate of 13%

Maps (printed every two years): 500,000
- Available at Service Plazas, Toll plazas and by email request

Web site/Paturnpike.com
- Unique Visitors 1,111,446
- Visits 2,084,984
- Pages 18,249,691
- Hits 136,670,084
Preferred Travelers Program

Overview
The Preferred Travelers Program, launched in 2000, offers special benefits including notification, via email, of emergency road conditions, severe weather, traffic delays and other events on and about the PA Turnpike. News releases, construction schedules and the Turnpike Traveler newsletter are also available. The program has 15,585 members, an increase of almost 50% since 2004. Signup is available through the Turnpike Web site.

Demographics
Survey information is obtained during the member sign-up process. Total responses for each category vary due to the fact that these categories are not required fields.

Age

<table>
<thead>
<tr>
<th>Age Range</th>
<th>Responses</th>
</tr>
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<tbody>
<tr>
<td>16 - 24</td>
<td>609</td>
</tr>
<tr>
<td>25 - 34</td>
<td>2,151</td>
</tr>
<tr>
<td>35 - 49</td>
<td>4,879</td>
</tr>
<tr>
<td>50 - 64</td>
<td>3,632</td>
</tr>
<tr>
<td>65 +</td>
<td>725</td>
</tr>
</tbody>
</table>

Gender

- Male (M): 66%
- Female (F): 34%

Household Income

<table>
<thead>
<tr>
<th>Income Range</th>
<th>Responses</th>
</tr>
</thead>
<tbody>
<tr>
<td>0 - 35,000</td>
<td>1,186</td>
</tr>
<tr>
<td>35,000 - 50,000</td>
<td>1,568</td>
</tr>
<tr>
<td>50,000 - 75,000</td>
<td>2,521</td>
</tr>
<tr>
<td>75,000 +</td>
<td>4,164</td>
</tr>
</tbody>
</table>

State Residence

- PA: 86%
- Others: 14%
APPENDIX B

E-ZPASS

Note: Proposers are encouraged to submit suggestions for integration of marketing and promotion of E-ZPass with the programs proposed in response to the rights packages offered in this RFP.

Background Information

The PA Turnpike is a member of the E-ZPass Interagency group (IAG) of transportation authorities that participate in the electronic toll collection program known as E-ZPass. While some members of the IAG have developed separate brand names for their individual E-ZPass programs (such as Fast Lane in Massachusetts, Smart Tag in Virginia), most, including the PA Turnpike, New York Thruway and the New Jersey Turnpike, use the E-ZPass brand name only.1

A consumer or a commercial entity can open an E-ZPass account with a participating IAG member irrespective of state of residence. For example, a New Jersey resident can have a PA Turnpike E-ZPass account. Each IAG member may set different requirements for account set-up and maintenance.

For consumers, the PA E-ZPass program is inexpensive to join and maintain ($35.00 advance deposit plus $3.00 per year for account maintenance, per transponder). Accounts can be opened by:

- phone (877-PennPass)
- applying online
- mailing or faxing an application
- using a dedicated Tag Teller machine (launched in 2005 at certain service plazas)
- At AAA offices throughout Pennsylvania

Payment options (to replenish an account) include credit card, debit card, ACH, check or cash. On average, there are 1.4 transponders issued for each consumer account.

Commercial customers may open a primary account with the PA Turnpike or a companion account (where the primary account is with another E-ZPass agency). On average, there are 92.7 transponders issued for each commercial account.

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1 IAG members are: Delaware Department of Transportation, Delaware River Port Authority, Maryland Transportation Authority, Maine Turnpike, New York State Thruway Authority, Illinois Tollway Authority, New Hampshire Department of Transportation, Massachusetts Turnpike Authority, New Jersey Turnpike Authority, Delaware River and Bay Authority, Pennsylvania Turnpike Commission, Virginia Department of Transportation, New York State Bridge Authority, Port Authority of New York and New Jersey, South Jersey Transportation Authority, Delaware Joint Toll Bridge Commission, MTA Bridges and Tunnels, Burlington County Bridge Commission, Peace Bridge Authority, West Virginia Turnpike Authority, Massachusetts Port Authority, and Chicago Skyway.
E-ZPass Statistics

Consumer Accounts (5/30/06): 478,197

- PA 386,500
- Outside of PA 91,697
- Demographic breakdown by State, Area Code available upon request

Commercial Accounts (5/30/06): 3,223

Transponders (Tags) Issued: 966,147

- Consumer 667,937
- Commercial (PA primary) 47,563
- Commercial (companion) 251,557

E-ZPass Transactions (2005): 76,092,651

- Usage by Toll Plaza available upon request

E-ZPass Penetration - transactions as a percentage of total usage (3/06): 52.26

- Consumer 49.32%
- Commercial 69.38%

E-ZPass Account Statements sent monthly via U.S. Mail (5/30/06):2 23,650

- Consumer accounts 23,032
- Commercial accounts 618

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2 $4.00 per statement for consumer accounts.
APPENDIX C

MUTCD BULLETIN OF AUGUST 10, 2005

Memorandum

U.S. Department of Transportation
Federal Highway Administration

Subject: INFORMATION: Optional Use of Acknowledgment Signs on Highway Rights-of-Way

Date: August 10, 2005

From: J. Richard Capka
Acting Administrator

Reply to HOTM-1
Attn. of:

To: Associate Administrators
Chief Counsel
Directors of Field Services
Resource Center Director and Operations Managers
Division Administrators
Federal Lands Highway Division Engineers

It is the Federal Highway Administration's (FHWA) policy to allow the use of signs to acknowledge the provision of highway-related services. State and local programs for acknowledgment signs are growing in popularity because they can provide additional revenue for highway facility maintenance programs. Therefore, we are issuing this guidance memorandum to set forth the distinction between advertisement and acknowledgment signs, and provide guidance on the content and placement of acknowledgment signs. Although the information contained in this memorandum is considered policy guidance, the FHWA intends to propose these provisions in the rulemaking for the next edition of the Manual on Uniform Traffic Control Devices (MUTCD). The proposed rulemaking will more clearly identify standards, guidance, and options and the public will have an opportunity to provide comments.

This policy memorandum on acknowledgment signs replaces the previous policy memorandum dated October 29, 2003, and applies to both corporate and volunteer sponsorship programs. The term "highway" is used in a generic way throughout this memorandum to apply to all streets and roadways open to public travel. The guidance provided in this memorandum applies to new and modified installations and is intended to promote a degree of national uniformity and consistency. Existing acknowledgment signs already installed do not have to be changed. However, we encourage State and local highway agencies to consider the guidance provided in this memorandum when replacing or upgrading existing signs. While this guidance provides flexibility to the States and local highway agencies, attempts should be made to follow good, basic engineering practices such as simplifying sign message content, reasonable sign sizes, and minimizing driver distraction.

Acknowledgment signs are a way of recognizing a company or business, or a volunteer group that provides a highway-related service. Acknowledgment signs include sponsorship signs for adopt-a-highway litter removal programs, maintenance of a parkway or interchange, and other highway maintenance or beautification sponsorship programs. Acknowledgment signs should clearly indicate the type of highway services provided by the sponsor. The FHWA recognizes a distinction between signing...
intended as advertising and signing intended as an acknowledgment for services provided. Advertising generally has little if any relationship to a highway service provided. The advertiser basically wants to get its recognizable message, company emblem, or logo before the public, and if possible, information on how or where to obtain the company's product or services. In most cases, if the sign goes beyond recognizing the company's contribution to a particular highway service at a specific highway site or includes telephone numbers or internet addresses, the sign is more properly classified as an advertising sign and not an acknowledgment sign.

Use of highway right-of-way for advertising purposes is not allowed. This policy position is consistent with the principles and intent of several laws including 23 U.S.C. §1.23(b), 23 U.S.C. §109(d), and 23 U.S.C. §131. The MUTCD Section 1A.01 states that “Traffic control devices or their supports shall not bear any advertising message or any other message that is not related to traffic control.” This position is founded on safety and operational concerns, particularly as related to driver distraction. Highway signs and other traffic control devices convey crucial information. In order for road users to perceive and respond appropriately to critical information, we must make sure that its conspicuity is preserved so that the safe and orderly movement of traffic is not compromised.

If a State or local highway agency elects to have an acknowledgment sign program, then that agency should develop an acknowledgement sign policy. This policy should include requirements that eligible sponsoring organizations must comply with State laws prohibiting discrimination based on race, religion, color, age, sex, national origin, and other applicable laws. State or local agencies must also be aware of and comply with the general provisions for signs as covered in Chapter 2A of the MUTCD and sign design principles covered in the Standard Highway Signs Book. The acknowledgment sign policy should conform at a minimum to the considerations for sign design and placement covered below.

**Sign Placement:**

With respect to placement of traffic control signs, regulatory, warning, and guide signs have a higher priority than acknowledgement signs. In fact, acknowledgment signs are the lowest priority of information-type signs and may only be placed where adequate spacing between higher priority signs is available. In no case shall the acknowledgment sign be placed such that it obscures road users' view of other traffic control devices. The following minimum spacing is recommended:

1. On roads with speed limits of less than 30 mph, acknowledgment signs should not be placed within 150 feet of any other traffic control signs, except parking regulation signs.
2. On roads with speed limits of 30 to 45 mph, acknowledgment signs should not be placed within 200 feet of any traffic control signs, except parking regulation signs.
3. On roads with speed limits greater than 45 mph, acknowledgment signs should not be placed within 500 feet of any traffic control signs, except parking regulation signs.

Due to public safety concerns, acknowledgment signs shall not be allowed at the following locations:

1. On the front, back, adjacent to or around any traffic control device, including traffic signs, signals, changeable message signs, traffic control device posts or structures, or bridge piers.
2. At key decision points where a driver's attention is more appropriately focused on traffic control devices, roadway geometry, or traffic conditions. These locations include, but are not limited to exit and entrance ramps, intersections controlled by traffic signals or by stop or yield signs, highway-rail grade crossings, work zones, and areas of limited sight distance.

If the placement of an acknowledgment sign conflicts with newly installed higher priority signs, or traffic signals, or temporary traffic control devices, or other priority devices, the acknowledgment sign should be removed, covered, or relocated.
Sign Design:

State or local highway agencies may develop their own acknowledgment sign designs and may also use their own pictograph logo and/or a brief jurisdiction-wide program slogan as part of any portion of the acknowledgement sign. However, all such designs shall be consistent with the following provisions:

- Does not contain any contact information, directions, slogans (other than a brief jurisdiction-wide program slogan, if used), telephone numbers, and internet addresses.
- Use the Standard Highway Signs alphabet series fonts. This does not apply to the sponsor acknowledgment logo.
- Have a sponsor acknowledgment logo that is not more than 1/3 of the total area of the sign. The reason for this is to keep the main focus on the highway-related service and not on the sponsor logo. The sponsor acknowledgment logo may contain text, a sponsor logo, or both.
- Does not contain any messages, lights, symbols, and trademarks that resemble any official traffic control devices.
- Does not contain any light-emitting diodes, luminous tubing, fiber optics, luminescent panels or other flashing, moving, or animated features.
- Does not distract from official traffic control messages such as regulatory, warning, or guidance messages.

Examples of design layouts (D14-1, D14-2, and D14-3) are included as an attachment for consideration by State and local agencies interested in developing acknowledgment sign designs. These examples are intended as a starting point for those agencies that may be developing a new or modifying an existing acknowledgment sign program. If there are any further questions about this issue, please contact Mr. Hari Kalla at 202-366-5915 or via email at hari.kalla@fhwa.dot.gov.

Attachment: (PDF 233KB)
Page 1 shows the first of 3 sample acknowledgement signs with appropriate sizes and dimensions. Page 2 shows the second of 3 sample acknowledgement signs with appropriate sizes and dimensions. Page 3 shows the third of 3 sample acknowledgement signs with appropriate sizes and dimensions.

You will need the Adobe Acrobat Reader to view the PDF on this page.
SAMPLE DRAWINGS

- Dimensions in this drawing are for illustration purpose only.
- All signs shall be designed according to specifications presented in the Manual for Uniform Traffic Control Devices (MUTCD) Chapter 2A and the Standard Highway Signs (SHS) Book.

PARKWAY SPONSORED BY
NAPERVILLE
EVENING KIWANIS
NEXT 3.3 MILES

*D Series 2000 Standard Alphabets.
**C or D may be used depending upon length of legend.

ALTERNATE LEGENDS:
ADOPT A HIGHWAY

HIGHWAY (ROADSIDE) PARKWAY MAINTAINED BY
LITTER PICKUP REMOVED BY
LANDSCAPING BY
SNOW REMOVED BY
SPONSORED BY

COLORS:  LEGEND - WHITE (RETROREFLECTIVE)
BACKGROUND - BLUE (RETROREFLECTIVE)
INSET - BLUE (RETROREFLECTIVE)
SPONSOR LEGEND - WHITE (RETROREFLECTIVE)

X-XX

D14-1
ADOPT A HIGHWAY
SAMPLE DRAWINGS

- Dimensions in this drawing are for illustration purpose only.
- All signs shall be designed according to specifications presented in the Manual for Uniform Traffic Control Devices (MUTCD) Chapter 2A and the Standard Highway Signs (SHS) Book.

![Diagram of Adopt A Highway Sign]

**ALTERNATE LEGENDS:**

ADOPT A HIGHWAY (STREET) (ROADSIDE)
HIGHWAY (ROADSIDE) (PARKWAY) MAINTAINED BY
LITTER PICKUP (REMOVED) BY
LANDSCAPING BY
SNOW REMOVED BY
SPONSORED BY

**COLORS:**
- LEGEND — WHITE (RETROREFLECTIVE)
- BACKGROUND — BLUE (RETROREFLECTIVE)
- INSET — BLUE (RETROREFLECTIVE)
- SPONSOR LEGEND — WHITE (RETROREFLECTIVE)

X-XX
APPENDIX D

TOLL PLAZAS

Overview

The Turnpike highway system has a total of 57 fare collection facilities which are also known as toll plazas or interchanges. The number of toll plazas on each highway is as follows:

- East-West Mainline – 30
- Northeastern Extension – 10
- Western Expansions – 17

A list of individual toll plazas is available on the Turnpike’s Web site Map at: www.paturnpike.com/webmap.

The nature of toll plaza lane operations, i.e. how tolls are collected, varies as follows:

- Manned – cash tolls (paid to a toll collector) and E-ZPass
- Manned – cash tolls only (paid to a toll collector)
- Unmanned – E-Pass only
- Unmanned – cash tolls only (via automated cash machine)
- Unmanned – cash tolls (via automated cash machine) and E-ZPass

Four toll plazas on the Mainline are in the process of being rebuilt. They are: Gettysburg Pike, Harrisburg East, Lebanon-Lancaster and Norristown. Upon completion these toll plazas will have digital lane signage.

Additional Information Available at the Pre-Proposal Meeting

- List of all toll plazas with milepost designations
- Report on the annual volume of traffic entering on and exiting from each Interchange
- Report on the annual volume of traffic between Interchanges
- Schematic of toll plaza lane configurations
Toll Plaza Photographs
APPENDIX E

First Responder Vehicles
Other Turnpike Vehicles

Safety Advisor

Pick-up Trucks
Tradesman Vans

Utility Truck
APPENDIX F

EMERGENCY COMMUNICATIONS SYSTEMS

Call Boxes

Sponsor logos can be affixed to Box and/or Pole

*11 Emergency Cellular
Highway Advisory Radio
ADDITIONAL NO. 1
RFP #06-140-3392
BRANDING/ SPONSORSHIP PROGRAM

QUESTIONS AND ANSWERS FROM
PRE-PROPOSAL CONFERENCE OF JUNE 21, 2006

1. Will sponsor dollars go to programs they support or will programs (such as beautification of toll plazas) be an additional fee?
   
   A. Sponsor dollars will go to programs they support, plus administrative and signage costs.

2. How will the installation, maintenance, repair and removal of all signage be managed?
   
   A. Signage installation, maintenance and removal will be coordinated with Commission departments - Traffic Engineering on highways and at toll plazas, and Maintenance for vehicles.

3. Who will be responsible for inspecting sponsor signs on an ongoing basis?
   
   A. The Commission will monitor signage and advise sponsors of the need for repair or replacement.

4. Who will handle the billing assuming there are multiple advertisers?
   
   A. Agreements with sponsors will provide for lump sum or periodic payments. All monies due under sponsor contracts will be paid directly to the Turnpike Commission.

5. If all sponsorships are not secured through the RFP process how will sponsor solicitations be managed on an ongoing basis?
   
   A. Contracts will be awarded through the RFP process.

6. Of the five areas of consideration for selection outlined in Part III-3 (understanding the problem, proposer qualifications, personnel qualifications, soundness of approach, fees & costs), what weight will be given to each one?
   
   A. No specific weight is assigned to any particular criteria. Although the financial commitment of a proposer will be considered, it may not necessarily be the deciding factor.
7. Does the turnpike have to approve all sponsors?
   
   A. Yes.

8. Can turnpike vehicles be wrapped vs. a “sign” placed on cars/trucks?
   
   A. Wraps will be considered.

9. When do you expect to replace the HAR system based on a replacement of 7-10 years?
   
   A. There is no plan to replace the system. HAR signs are replaced every 7-10 years.

10. Once a contract is awarded and the turnpike adds inventory, will the current contractor be able to add inventory without a new RFP in order to protect contractor’s investment from competition?
   
   A. If the Commission adds inventory to the Mileposts program, a successful proposer for a rights package in the current RFP would not have preference over other proposers in downstream RFPs for such additional inventory. The current RFP includes opportunities for category exclusivity which would protect a successful proposer from competition.

11. What is the annual billing from Toll Plaza advertising per year, since advertising started?
   
   A. Approximate figures are as follows:
      
      2000 - $278,000
      2001 - $407,000
      2002 - $407,000
      2003 – 780,000
      2004 - $807,000
      2005 - $1,000,000

12. Can we get current pricing of toll plaza advertising?
   
   A. To be determined.

13. Why are there restrictions on retail food brands when there are billboards on the turnpike that complete with service plazas?
   
14. Although prescription drug brands are prohibited, would the Commission consider OTC (over the counter) drugs for advertising/signage on vehicles?

A. Yes. In addition, pharmaceutical company brand names would be considered.

15. Although the “political” category is prohibited, what about issues?

A. It would depend on the nature of the “issue.” If the issue is political in nature, it would not be considered.

16. You talk a lot about category exclusivity, can the contractor determine who is exclusive?

A. The definition of exclusivity would be subject to negotiation and set forth in the contract between the Commission and the proposer.

17. Can the Turnpike Traveler newspaper and paturnpike.com Web site be included in proposals by advertisers?

A. Yes.

18. Can E-ZPass mail lists be used by advertisers?

A. The Commission is prohibited by law from providing information about individual E-ZPass customers. However, if a Mileposts rewards program is instituted, the Commission may consider development of an opt-in process that would allow E-ZPass account holders the option of providing individual information in order to join the rewards program.

19. Is sampling allowed at toll plazas?

A. The Commission does not encourage this due to various operational concerns. However, sampling concepts within the context of a rights package proposal may be considered.

20. Can toll receipts be sold to advertisers?

A. Yes.

21. Can you provide a brief overview of how to read the two traffic reports?

A. This question was answered by the Commission’s Traffic Engineer at the pre-proposal meeting.
22. Who will be managing the program?

   A. A separate RFP is being issued for management of the Mileposts program.

23. Are there guidelines established for how sponsor logos and messages will be displayed in relation to the PA Turnpike logo?

   A. No. Display of brand names, logos and sponsor slogans will be determined during negotiations with prospective proposer after award of rights packages. Design of acknowledgement signs must be in accordance with the provisions of the FHWA Policy Memorandum dated August 10, 2005.

24. Are there limits to size, configuration or graphic treatments?

   A. The August 10, 2005 bulletin issued by the Federal Highway Administration (Appendix C of the RFP) is a policy memorandum related to the Manual on Uniform Traffic Control Devices. This bulletin addresses acknowledgement signage on highway rights of way and contains information and guidelines for such signage including sample sign diagrams. Proposers interested in the Toll Plaza and/or Emergency Communication Systems rights packages should be familiar with the contents of this document.

25. Please clarify naming of exit signs. If you propose a single sponsor for all of the toll booths, what rights do you get for exit signs? Are the number of units limited to 5 or is it the entire system? What rights do you get for all of the exits?

   A. A single sponsor for all Toll Plazas could propose naming rights for one or more exits (with a suggested maximum of five), so long as the same brand name is not proposed for more than one exit. The entire Toll Plaza system is available for sponsorship. The rights available are identified in the RFP under the sections entitled Physical Inventory and Sponsor Rights & Benefits (which includes latitude for “other” suggestions).

26. Does the proposer have to buy the rights or will the Commission entertain an agency relationship?

   A. No proposal will be entertained unless it delineates a Rights Fee (see Part II-7).

27. Who are the Service Plaza tenants?

   A. Current tenants include HMS Host Family Restaurants LLC, McDonald’s, and Sunoco.
28. Can architectural enhancements such as roofs or canopies be made to the toll plazas?

   A. **Proposals with suggestions for architectural enhancements will be considered.**

29. How will the Commission handle proposals from more than one proposer for some but Not all of the same plazas?

   A. **The Commission will evaluate all proposals with a view toward determining which proposal or proposals best meet the applicable criteria for selection.**

30. Please provide more information as to how suggestions as to E-ZPass affect proposals or the Commission’s consideration of proposals?

   A. **The Commission is interested in expanding the penetration and use of E-ZPass. As such, proposals that include suggestions for ways to integrate the marketing and promotion of E-ZPass with implementation and execution of rights packages offered will be given due consideration.**

31. Is the ultimate concept of this RFP for the winning bidder to act as an agent to sell the Respective locations for advertising?

   A. **No. The purpose of this RFP is to develop relationships with companies who are committed, through the Mileposts program, to developing and delivering strong and lasting sponsorships in line with the expressed mission and goals of the Turnpike Commission.**

32. What is the PA Turnpike Commission’s goal? What are its “pain” points that we can help solve (e.g. beautification, lane confusion, more users, etc.)?

   A. **The Mileposts program is designed to create new revenue streams that will enable the Turnpike Commission to enhance highway appearance and improve upon and expand vital customer safety initiatives and services.**

33. Are there any opportunities for ATM placement?

   A. **This RFP does not include ATMs.**

34. Will there be opportunities to be on-site at travel plazas and rest stops?

   A. **Outside signage at service plazas is listed as an available benefit for the First Responders and Emergency Communications Systems rights packages, in coordination with the Operator of the service plazas. The Commission is considering installation of flat screen TVs in service plazas and, at such time as they**
may be installed, Mileposts Partners would likely be offered opportunities to purchase spots for messaging or branded content. Proposers may also suggest other concepts for on-site presence (such as product showcasing) at service plazas in their proposals. All branding rights opportunities at service plazas must be in accordance with and approved by the Commission and the service plaza operator.

35. Will there be opportunities to distribute collateral/promotional material (limited to mutually agreed upon items) at toll plazas?

   A. Again, handouts at toll booths present operational challenges and are not encouraged. However, we will consider it within the context of a rights package proposal.

36. Are there any other opportunities for sponsor logo placements (e.g. maps)?

   A. Yes. Maps (print and interactive), the Preferred Traveler program, the Turnpike Web site (www.paturnpike.com), E-ZPass applications and other materials will be considered for logo placement. Please refer to the sections on Sponsor Rights & Benefits under each of the rights packages in the RFP.

37. What is the definition of entry/exit windows and doors?

   A. The entry and exit windows and doors are located on the toll booths at the Toll Plazas. Please refer to the photographs in Appendix A for examples.

38. What is the anticipated start date of the program?

   A. 2007

39. What are the time parameters for sign installation (i.e. when would the installation begin and when would it have to be completed)?

   A. Sign installation would begin as soon as practicable after execution of a rights contract. The Commission has not established any timetable for completing installation of signage.

40. Are there any specific engineering requirements with regard to signage installation (in addition to Federal Regs)?

   A. In addition to the FHWA regulations as set forth in the MUTCD information bulletin (Appendix C), highway signs must comply with PENNDOT regulations (TC 8700 Series). Additionally, all signs must be made by an approved PENNDOT sign shop.

41. Are there any specific requirements for signage installers, certification and other?
42. What are the union regulations pursuant to the signage installation, if any?
   A. None that apply.

43. How long will it take for a response from the Commission once the RFP is submitted?
   A. It is expected to take approximately two months to complete the review and evaluation of proposals.

44. When will the bid be awarded?
   A. As soon as practicable after review of submitted proposals.

45. Is the banking relationship tied to this RFP?
   A. No.

46. Is this RFP for brand identity or related design work?
   A. No

47. Would the Commission consider regional relationships in the Toll Plaza rights program if it selects an umbrella sponsor for all of the Toll Plazas?
   A. Yes, if the umbrella sponsor would not object.

48. Would the Commission consider deals that have an initial term of less than three years?
   A. No

49. Are prospective sponsors being asked to propose creative concepts for rights packages?
   A. Yes

50. As part of this program, is there an opportunity to brand E-ZPass signage and any or all of the following E-ZPass collateral:
   - Membership applications
   - Invoices
   - Receipts
   - Envelopes
• Monthly statements
• E-ZPass gift certificates
• Transponders
• Other

A. The Commission would consider it provided that it is in accordance with the E-ZPass Interagency Group (IAG) E-ZPass Marketing Guidelines and other related IAG agreements and policies.

51. Can the Turnpike Commission provide the “official” marketing guidelines governing the E-ZPass program?

A. There are several IAG documents, including the marketing guidelines, that govern marketing initiatives that use the E-ZPass service mark. The Commission will provide proposers with all necessary guidance in this area.
ADDITIONAL QUESTIONS AND ANSWERS ON THE 
BRANDING/SPONSORSHIP PROGRAM

ADDENDUM #2

1. Section A of the RFP (Toll Plazas, p. 4), states that available physical inventory includes exit signs for placement of a sponsor name, but limits the number (in each direction) to one approach sign. Would the Commission consider a proposal that includes options for placement of a sponsor name on more than one approach sign (in each direction) for any given exit?

   A. Yes.

2. Would the sponsor of Highway Advisory Radio (H.A.R.) be able to include its name within the content of the announcements or messages on 1640 AM?

   A. Identification of a sponsor name within the content of a traffic, road condition and/or emergency advisory message of any nature is prohibited. Inclusion of a sponsor name on other HAR messages would be considered.

3. Will the fuel product/service category be considered for sponsorship?

   A. Yes, but only by the Operator that provides fuel products and services at the Service Plazas.

4. What is the percentage breakdown of E-ZPass consumer (non-commercial) accounts based on Pennsylvania telephone area codes?

   As of 7/06, there are 396,305 consumer E-ZPass accounts identified with Pennsylvania area codes. The breakdown by number and percentage is as follows:

<table>
<thead>
<tr>
<th>Area Code</th>
<th>Accounts</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>610</td>
<td>124,822</td>
<td>31.5</td>
</tr>
<tr>
<td>484</td>
<td>7,502</td>
<td>1.9</td>
</tr>
<tr>
<td>215</td>
<td>115,133</td>
<td>29.1</td>
</tr>
<tr>
<td>267</td>
<td>8,844</td>
<td>2.1</td>
</tr>
<tr>
<td>570</td>
<td>23,150</td>
<td>5.9</td>
</tr>
<tr>
<td>717</td>
<td>48,839</td>
<td>12.3</td>
</tr>
<tr>
<td>814</td>
<td>6,397</td>
<td>1.7</td>
</tr>
<tr>
<td>724</td>
<td>30,529</td>
<td>7.7</td>
</tr>
<tr>
<td>412</td>
<td>31,089</td>
<td>7.8</td>
</tr>
</tbody>
</table>
The estimated total number of transponders issued for these accounts, based on an average of 1.4 transponders per account, is 554,827.

5. Reports on Interchange traffic were available at the pre-proposal meeting on 6/21/06, but the reports did not contain information on the following exits: Gateway, New Castle, Beaver Valley, Cranberry, Keyser Avenue or Clarks Summit. Are reports available for these exits?

A. There are no toll facilities at the New Castle, Beaver Valley or Cranberry exits. The Traffic Counts Report is available upon request for the Gateway, Keyser Avenue and Clarks Summit toll plazas. Those toll plazas are not included in the Traffic Flow Report because they are “cash exchange” facilities and we do not capture point to point transactions from those locations. The Traffic Counts Report and Traffic Flow Report for other exits which were distributed at the 6/21/06 meeting are also available upon request. Please address requests, including fax number and mailing address, to wcapone@paturnpike.com.

6. Will proposals for the sale of toll plaza advertising to third parties, with a revenue share for the Commission, be entertained?

A. Yes, provided that the proposal for rights in the Toll Plaza Rights Package complies with Part II-7 (Fees and Costs Submittal).

7. Will proposals for the sale of service plaza kiosks to third parties, with a revenue share for the Commission, be entertained?

A. This RFP does not offer specific opportunities for sponsorship or advertising at the service plazas. Spots on flat screen TVs (to be installed at a later date) and outside signage (for sponsors of the First Responders and Emergency Communications Systems rights packages) would be subject to coordination with the Operator of the service plazas. Other opportunities for branding and/or sponsorship rights at service plazas may be included in a future RFP.

8. Will other opportunities for advertising sales to third parties, with revenue sharing for the Commission, be considered?

A. Yes. Please refer to the Sponsor Rights & Benefits sections for Toll Plazas (subpart “j”) and Emergency Communications Systems (subpart “n”), each of which allow for “other” proposal concepts. Any such concepts would be subject to the requirements of Part II-7.
1. Is there a list available of the printing companies authorized by the PA Turnpike for the signs?

   A. All highway signs must be made by an approved PENNDOT sign shop. The list of approved vendors can be obtained from PENNDOT by requesting PENNDOT Publication 35, Bulletin 15, Approved Construction Materials.

2. Under General Information for Proposers, Section I-20, it states that the Fees & Costs submittal shall be placed in a separately sealed envelope with the sealed proposal and kept separate from the Program submittal. Is this referring to the dollar amount the proposer is offering to sponsor their selected program? Is the requested separate submittal for confidentiality purposes?

   A. The contents of the Fees & Costs submittal are set forth in Part II-7. This includes a rights fee that a proposer is offering for the sponsorship (Part II-7.a.).

3. Should the estimated cost of signage be included in the proposal fees and costs or should that be separate?

   A. Part II-7.b. requires proposers to state their commitment to bearing the costs of signage in the Fees & Costs submittal.

4. Can more detailed information on traffic patterns around Exit #57 be provided, including how the traffic there compares with that of other exits?

   A. The Pittsburgh Interchange (#57) is the seventh busiest interchange on the PA Turnpike system. In the 2005-2006 fiscal year (June 1 through May 31), 7,354,810 vehicles entered the Turnpike there, while 7,237,968 vehicles exited there. The other six interchanges that rank ahead of Pittsburgh are all located in Southeastern PA. Approximately 92% of the vehicles using the Pittsburgh Interchange are 2 axle or passenger type vehicles. E-ZPass transactions at Pittsburgh account for approximately 35% of the total transactions. During the AM Peak Hours (6am to 9am), that percentage increases to more than 43%.

5. Please provide recent customer satisfaction information developed by the Commission. In the event a report is not available, please provide any data the Commission believes quantifies Turnpike travelers’ satisfaction with the toll road and all components.

   A. No recent customer satisfaction survey data is available.
6. Please provide on an annual basis the number of in-state, consumer E-ZPass transponders that were issued since the program was launched (with the exception of 2006, which was already made available). If demographic information exists for this group, including age, sex and household income, please also provide this information.

A. YEAR  TRANSPONDERS ISSUED
   2000  40,302 (Sept. through Dec.)
   2001  108,912
   2002  192,419
   2003  182,597
   2004  166,846
   2005  226,064

Demographic information is not available.

7. Is there an inventory list available detailing the specification and types of E-ZPass signs at all toll booths?

   A. A chart is available upon request detailing the type of sign in each toll lane but not the specifications.

8. What percent of E-ZPass users rely on the Turnpike for their workday commute?

   A. Unknown.