

**CENTRAL FLORIDA EXPRESSWAY AUTHORITY
NOTICE OF REQUEST FOR PROPOSALS TO PROVIDE
PUBLIC OUTREACH EDUCATION AND MARKETING CONSULTANT SERVICES
CONTRACT NO. 001299**

The Central Florida Expressway Authority (CFX) requires the services of a qualified firm to provide Public Outreach Education and Marketing Consultant Services. Consideration will be given to only those respondents who are registered with CFX as an SSBE firm as detailed below and qualified to perform the work as determined by CFX. Proposal documents are available for download at the CFX web site located at <https://apps.cfxway.com/Procurement/Account/Login?ReturnUrl=%2fProcurement> Proposer registration is required to access and download documents. Instructions for registration are provided on the website.

The contract for these services has been reserved for a local professional firm (within CFX's jurisdiction) that is currently registered with CFX as an SSBE firm or can become registered by the submittal date for proposals. For a registration application, interested parties should go to www.CFXway.com. The cutoff for receipt of registration applications is October 30, 2017. Applications received after that date may not be considered for this project. For additional information contact the Business Development Office at 407-690-5000.

CFX has determined that the use of the request for proposals process is in its best interest for this solicitation and that the selection of a contractor based solely on the lowest price (invitation to bid process) is not practicable. The RFP process provides the opportunity for CFX to review and evaluate information that CFX feels is important and necessary to ensure that the selected proposer has the requisite qualifications, experience, and understanding of the project objectives from both a corporate and staffing standpoint to protect the health, safety and welfare of motorists. Review and evaluation of these criteria is not available using the invitation to bid process.

DESCRIPTION: Services shall be as detailed in the Scope of Services and may include, but are not limited to, communication planning and implementation, marketing services, advertising services, media buys, public relations support, preparation of print materials, preparation of audio, video and slide presentations, and project planning, coordination and implementation.

QUALIFICATION REQUIREMENTS: Respondents must have experience and knowledge of CFX and related transportation issues in Central Florida providing similar services to governmental agencies and must demonstrate they have the ability to provide the services necessary throughout the duration of the contract and are willing to meet the requirements of CFX as stated in the Scope of Services.

Proposers that are corporations must be registered to do business in Florida prior to the submittal of the Proposal. CFX will evaluate and determine the relative ability of each Proposer to perform the required services based upon the information provided by the Proposer in response to the RFP.

CODE OF ETHICS: All firms selected to work with CFX are required to comply with the CFX Code of Ethics, a copy of which is available on the CFX web site at www.cfxway.com.

SCOPE OF SERVICES MEETING: CFX will convene a Scope of Services meeting for interested firms on October 23, 2017. The meeting will begin at 10:00 a.m., Orlando local time, at CFX's Headquarters office located at 4974 ORL Tower Road, Orlando, Florida 32807. The purpose of the meeting will be to discuss requirements of the project in an open forum. Although not mandatory, attendance at the meeting is highly recommended.

PROPOSAL DUE DATE: Proposals will be received by CFX until 1:30 p.m. Orlando local time, on November 14, 2017, as shown on the time/date stamp clock at the receptionist's desk in the lobby. The clock will serve as the official instrument to determine when a proposal is received. A submittal that is clocked in after the date/time specified will be rejected and not accepted. Rejection of a submittal under those circumstances shall not be the basis of a protest pursuant to the CFX Procedure for Resolution of Protests.

EQUAL OPPORTUNITY STATEMENT: The Central Florida Expressway Authority, in accordance with the provisions of Title VI and Title VII of the Civil Rights Act of 1964, as amended, prohibits discrimination on the basis of race, color, sex, national origin, age, religion and disability. CFX hereby notifies all Proposers and individuals that it requires and encourages equal employment opportunity for minority and women as employees in the workforce.

NON-SOLICITATION PROVISION: From the first date of publication of this Notice, no person may contact any CFX Member, Officer, Employee, or any evaluation committee member, with respect to this Notice or the services to be provided, except as related to the submittal requirements detailed in the RFP. Reference is made to the lobbying guidelines of CFX for further information regarding this Non-Solicitation Provision.

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Aneth O. Williams
Director of Procurement