

**ORLANDO-ORANGE COUNTY EXPRESSWAY AUTHORITY
NOTICE OF REQUEST FOR PROPOSALS FOR
COMMUNICATIONS AND MARKETING CONSULTANT SERVICES
CONTRACT NO. 001002**

The Orlando-Orange County Expressway Authority (Authority) requires the services of a qualified firm to provide communications and marketing consultant services. Consideration will be given to only those respondents who are registered with the Authority as an SSBE firm as detailed below and qualified to perform the work as determined by the Authority. Proposal documents are available for download at the Authority's web site located at <https://www.ocea.com/DoingBusinessWithUs/Procurement/ProcurementAccountLogineProcurementRegistrati.aspx>. 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 (located in Orange County, Seminole County, Lake County or Osceola County) that is currently registered with the Authority as an SSBE firm or can become registered by the submittal date for proposals. For a registration application, interested parties should go to www.ocea.com/Portals/0/docs/ocea%20ssbe%20disclosure.pdf. The cutoff for receipt of registration applications is October 25, 2013. Applications received after that date may not be considered for this project. For additional information contact the Business Development Office at 407-690-5000.

DESCRIPTION OF SERVICES: Services shall be as detailed in the Scope of Services and may include, but are not necessarily 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 the Authority 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 the Authority as stated in the Scope of Services.

The Authority will evaluate and determine the relative ability of each firm to perform the required services based upon the information provided by the firm in response to the RFP.

NON-SOLICITATION PROVISION: From the first date of publication of this Notice, no person may contact any Authority Member, Officer, Employee, or any selection 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 the Authority for further information regarding this Non-Solicitation Provision.

SCOPE OF SERVICES MEETING: The Authority will convene a Scope of Services meeting for interested firms on October 24, 2013. The meeting will begin at 10:00 a.m., Orlando local time, at the Authority'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.

SUBMITTAL DUE DATE: Submittals will be received by the Authority until 1:30 p.m. Orlando local time, on November 13, 2013. Submittals delivered or received after that time and date will be disqualified.

CODE OF ETHICS: All contractors/consultants selected to work with the Authority are required to comply with the Authority's Code of Ethics, a copy of which is available on the Authority's web site at www.ocea.com.

EQUAL OPPORTUNITY STATEMENT: The Orlando-Orange County 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. The Authority hereby notifies all firms and individuals that it requires and encourages equal employment opportunity for minority and women as employees in the workforce.

MINORITY/WOMEN/DISADVANTAGED BUSINESS ENTERPRISE

PARTICIPATION: The Orlando-Orange County Expressway Authority hereby notifies all firms and individuals that it will require affirmative efforts be made to ensure participation of local minority and women business enterprises on contracts awarded by the Authority.

ORLANDO-ORANGE COUNTY EXPRESSWAY AUTHORITY

Claude Miller
Director of Procurement