

Request for Proposals

for sponsorship of the

Safety Assistance for Freeway Emergencies (SAFE) Patrol Program



Issued by the Kentucky Transportation Cabinet

June 4, 2018

This RFP was amended on 6/13/2018 to clarify SAFE Patrol corridor coverage and in response to the first round of vendor questions for this solicitation. Section V was amended to include a third option for statewide sponsorship of SAFE Patrol. Section VII(E) was amended to include instructions for submitting a statewide sponsorship benefits proposal. Section IX was amended to add a 100-point award to scoring for statewide proposals. Appendix D was amended to clarify that I-264 and I-265 are a part of the East Section, not West Section as previously listed and to identify areas in which the SAFE Patrol coverage overlaps with a contract Freeway Safety Patrol (FSP). Appendix I was added to include the first round of vendor questions and Cabinet responses.

The amended or updated portions are highlighted within the RFP.

Table of Contents	Page no.
Section I: Purpose	3
Section II: Background	3
Section III: Proposer Requirements	4
Section IV: Sponsorship Benefits	4
Section V: Proposal Options	5
Section VI: General Information for Proposers	5
Section VII: Instructions to Proposers	7
Section VIII: Submittal Address	8
Section IX: Proposal Scoring and Evaluation Criteria	8
Section X: Award	9
Appendix A: Anticipated Schedule of RFP Activities	10
Appendix B: Definitions	11
Appendix C: SAFE Patrol Fleet Specifications	12
Appendix D: SAFE Patrol Sections and Corridors	13
Appendix E: Map of SAFE Patrol Sections/Coverage Areas	14
Appendix F: SAFE Patrol Comment Card (SAMPLE)	15
Appendix G: Sponsor Benefits Proposal – WEST Section	16
Appendix H. Sponsor Benefits Proposal – EAST Section	17
Appendix I. SAFE Sponsorship Vendor Questions – Round 1	18

Section I: Purpose

This Request for Proposals (RFP) is issued by the Kentucky Transportation Cabinet (the Cabinet) to seek submission of proposals for sponsorship of the Safety Assistance for Freeway Emergency (SAFE) Patrol program. The mission of SAFE Patrol is to render aid and assistance to disabled motorists and to assist with incident management activities statewide.

The Cabinet intends to enter into a contract(s) with the successful proposer(s) for guaranteed sponsorship revenue to offset the cost of program operations and to enhance motorist assistance services to the citizens of Kentucky. Any Sponsorship Agreement resulting from this solicitation will require the successful proposer to provide the Cabinet guaranteed annual sponsorship revenue for the privilege/right of sponsoring the SAFE Patrol program.

Section II: Background

SAFE Patrol is a free service for motorists encountering trouble on Kentucky's interstates and parkways. Annually, SAFE Patrol Operators make over 37,000 motorists assists, providing battery jump starts, fuel, tire changes, coolant, water, oil, and minor vehicle repairs to help disabled motorists get to a safe location. SAFE Patrol Operators are also certified to render first aid and are trained in incident management and emergency response.

SAFE Patrol is a vital element of the Cabinet's comprehensive incident management initiative to improve traffic safety, reduce delays caused by nonrecurring congestion, and improve operations of the freeway system. SAFE Patrol Operators provide traffic queue management and secondary crash prevention during planned and unplanned events that impact traffic flow. They also remove roadway debris, tag abandoned vehicles, and perform other services to keep Kentucky roadways safe.

Days of Operation: 7 days a week. 6 a.m. – 10 p.m.

Coverage Areas:

Interstates:

I-24, I-64, I-65, I-69, I-71, I-75, I-264, I-265

Parkways:

Louie B. Nunn; Wendell H. Ford; Western KY; Audubon; Edward T. Breathitt; William H. Natcher; Bert T. Combs Mountain; Hal Rogers; Martha L. Collins Bluegrass; Julian Carroll Purchase.

Other Roadways:

US-23

KY-80

Section III: Proposer Requirements

1. Proposals will only be accepted from entities that provide direct services to motorists and the traveling public.
2. Entities should have knowledge of Federal Highway Administration (FHWA) guidance for FSP/SSP sponsorship, including FHWA Order 5160.1A, Policy on Sponsorship Acknowledgement and Agreements within the Highway Right-of-way, all provisions in the Manual on Uniform Traffic Control Devices (MUTCD) as authorized by 23 CFR 655 Subpart F, and other applicable federal and state laws, rules, regulations and orders.
3. The successful proposer(s) shall be required to enter into a sponsorship agreement with Kentucky Transportation Cabinet. Full award of contract(s) is subject to negotiation of contract terms and conditions to the Cabinet's satisfaction.

Section IV: Sponsorship Benefits

This sponsorship includes the ability for the successful sponsor(s) to place their brand on Cabinet assets described in this section. All branding opportunities are subject to prior approval and will be at the expense of the successful sponsor. Proposers should utilize the Sponsors Benefits Proposal to itemize and offer revenue for each preferred benefit. Benefits include:

- A. Acknowledgment plaques or signs, no larger than 12" x 18", with sponsor's brand name and/or logo or trademark embellished on 25 fleet vehicles. Acknowledgement plaques or signs shall include the following language: "This does not constitute an endorsement by the Commonwealth of Kentucky".
- B. Roadside signs acknowledging the SAFE Patrol program and sponsor name/logo along program service corridors. [The dimensions of the signs will be determined at a later date].
- C. 10,000 Comment Cards (approximately) given to motorists through the year, distributed by SAFE Patrol operators at time of service to evaluate the services received.
- D. The Kentucky Transportation Cabinet traveler information webpage, GoKY:
<https://transportation.ky.gov/sites/GoKY/Pages/home.aspx>
- E. The SAFE Patrol webpage: <https://transportation.ky.gov/IncidentManagement/Pages/Safe-Patrol.aspx>
- F. Community events which feature the SAFE Patrol program. Collateral may include banners, event signage and printed materials.

- G. Other potential branding opportunities, which may include promotional items for distribution to motorists and at community events.

Section V: Proposal Options

Option I: SAFE Patrol Program Sponsorship – West Section

Option one proposals will be for a sponsorship of all West Section SAFE Patrol service corridors. Under this option, KYTC would grant exclusive SAFE Patrol sponsorship rights for the entire West Section. A submittal under this option shall include a guaranteed annual minimum revenue commitment, for a two-year contract, to be paid by the sponsor to the Cabinet.

Option II: SAFE Patrol Program Sponsorship - East Section

Option two proposals will be for a sponsorship of all East Section SAFE Patrol service corridors. Under this option, KYTC would grant exclusive SAFE Patrol sponsorship rights for the entire East Section. A submittal under this option shall include a guaranteed annual minimum revenue commitment, for a two-year contract, to be paid by the sponsor to the Cabinet.

Option III: SAFE Patrol Program Sponsorship – Statewide

Option three proposals will be for statewide sponsorship of all SAFE Patrol service corridors. Under this option, KYTC would grant exclusive statewide SAFE Patrol sponsorship rights. In lieu of submitting an itemized benefits proposal, proposers may submit a total bid for sponsoring all of the benefits listed in Section IV and any additional proposed benefits, subject to the Cabinet's approval. A submittal under this option shall include a guaranteed annual minimum revenue commitment, for a two-year contract, to be paid by the sponsor to the Cabinet.

See Appendix D for SAFE Patrol Sections and coverage routes.

Section VI: General Information for Proposers

Cabinet discretion. The Cabinet shall have the sole discretion to approve or disapprove content and reject any sponsorships that it believes are not in its best interest or the best interest for the citizens or the Commonwealth of Kentucky.

Solicitation period. The solicitation period for this RFP opens on June 4, 2018. Responses are due to the Kentucky Transportation Cabinet by 3 PM EST, June 25, 2018.

Minimum Annual Guaranteed Revenue Commitment. Proposers should guarantee an annual minimum revenue commitment, per year for a two-year sponsorship agreement.

Contract duration and minimum obligations. The selected sponsor shall enter into a contract with the Cabinet for sponsorship of the SAFE Patrol program to include a guaranteed annual minimum revenue commitment, for minimum period of two (2) years, beginning September 1, 2018, through August 30, 2020.

Communications. Proposers are encouraged to submit written questions regarding this RFP. Written questions shall be submitted to the Kentucky Transportation Cabinet Division of Purchases via email to JodyS.Hall@ky.gov or via fax at 502-564-7069. The Cabinet's responses will be posted at the following website: <https://transportation.ky.gov/HighwaySafety/Pages/Grant-SponsorshipOpportunities.aspx>. No questions shall be accepted after the date(s) listed in Appendix A unless the question(s) is considered material to the procurement. The Cabinet shall respond to salient questions in writing by issuing an addendum to the solicitation. See Appendix A for the Estimated Schedule of Activities.

Subcontractors. The successful sponsor is permitted to make subcontract(s) with any other party for furnishing any of the work or services herein. The sponsor shall be solely responsible for performance of the entire contract whether or not subcontractors are used. The Commonwealth shall not be involved in the relationship between the sponsor and the subcontractor. Any issues that arise as a result of this relationship shall be resolved by the sponsor. All references to the contractor shall be construed to encompass both the sponsor and any subcontractors of the sponsor.

Payment schedule. The sponsor shall promptly make payment. A quarterly payment schedule shall be established from the date in which the sponsor and the Cabinet enter into an agreement. Late fees shall be assessed at a rate of 1 percent per day after 60 days from the payment due date. Sponsors who make full annual payment in advance will receive a 1 percent reduction in the total cost of sponsorship. The guaranteed annual payments shall be in the amount specified on the Revenue Proposal Sheet.

Extensions. The term of the Sponsorship Agreement will be for two (2) years from the date of availability. The Cabinet retains the option to extend this Sponsorship Agreement each extension of up to two (2) years in duration if mutually agreeable with the successful sponsor.

Termination. The Cabinet will notify the sponsor in writing no later than three (3) months prior to the end of the Sponsorship Agreement term as to whether the Cabinet wishes to extend the Sponsorship Agreement. The sponsors shall reply in writing within two (2) weeks of receipt of this notice as to whether the sponsor consents to an extension of this contract. Failure on the part of the Successful Proposer to reply will be considered as a rejection of the extension.

Rejection of proposals. Proposals that do not adhere to all the requirements stated herein may be considered non-responsive and may result in the Cabinet not considering the proposer for contract award.

Prohibitions. The Cabinet will not allow reference to any of the following on its property: alcohol, tobacco, firearms or any material that is profane or derogatory to any group or promotes a particular political or religious position.

The Cabinet will not allow trade associations or lobbying associations to sponsor or gain acknowledgement on KYTC property.

The Cabinet will not solicit or accept SAFE Patrol program operational input from potential sponsors.

Discrimination because of race, religion, color, national origin, sex, sexual orientation, gender identity or age is prohibited. Sponsors agree to comply with the provisions of the Americans with Disabilities Act (ADA), Public Law 101-336, and applicable federal regulations relating thereto prohibiting discrimination against otherwise qualified disabled individuals under any program or activity.

Section VII: Instructions to Proposers

General: Proposals must be signed by an official authorized to bind the successful sponsor to its provisions and include the proposer's legal name and state of registration. The contents of the proposal of the successful sponsor will become contractual obligations if a contract is entered into. Proposals may be withdrawn by written notice received at the specified Cabinet address prior to specified submittal deadline. Proposals shall address all of the requirements as specified in this RFP all addenda thereto.

Proposals must be submitted in the format prescribed below:

- (A) Transmittal (Cover) Letter.** A transmittal letter must accompany the proposal. In the transmittal letter the proposer must explicitly acknowledge understanding of the information presented in the RFP and agreement with any requirements/conditions listed in the RFP. The letter must also contain a statement indicating the proposer's willingness to provide the sponsorship, subject to the terms and conditions set forth in this RFP.
- (B) Executive Summary.** Include a narrative description of the proposed effort and a list of the items to be delivered or services to be provided and a summary of the revenue proposal.
- (C) Work Plan.** Describe the plan for accomplishing the work. The work plan should address the following points:
 - 1. For each option proposed, a statement of intention describing and outlining how the proposer would design, implement and maintain a sponsorship plan and the nature and scope of such plan.
 - 2. Identify and describe how a brand name, logo and other collateral images will be used in connection with execution of the plan. Logo examples are encouraged.

3. A timeline for commencing and implementing the plan.

(D) Prior Experience. Describe the proposer's experience in areas of branding, sponsorship, and marketing. Include specific prior experience with FSP sponsorship (if applicable). Examples should include the name, address, and telephone number of the responsible official of the customer, company, or agency who may be contacted.

(E) Itemized Sponsorship Benefits Proposal or Statewide Sponsorship Benefits Proposal:

Information requested in this section shall identify a proposer's financial commitment to this program. Complete an itemized Sponsor Benefits Proposal form for East and/or West Section indicating proposed sponsor benefits and revenue to the Cabinet in exchange for those benefits. See Appendices G and H for the Itemized Sponsorship Benefits Proposal form. If a proposer opts to submit a proposal for statewide sponsorship instead of Sectional sponsorship, the proposer shall include a total bid for sponsoring all of the benefits listed in Section IV and any additional proposed benefits, subject to the Cabinet's approval.

Section VIII: Submittal Address

The Cabinet accepts submittals by USPS, express mail delivery or hand-delivered. Provide eight (8) copies of the proposal for review. Proposals may be submitted to the following address.

Kentucky Transportation Cabinet
Division of Purchases
200 Mero Street – 4th Floor East
Frankfort, KY 40601
Attn: Jodyi Hall

Section IX: Proposal Scoring and Evaluation Criteria

After determining that a proposal includes all required information and data, the Cabinet will evaluate the proposal based on the following evaluation factors:

Proposal Articulation – 100 pts. Score is based on the proposer's stated ability to effectively execute contractual obligations, comply with Cabinet requirements and attractiveness of proposed sponsorship benefits.

Prior Experience – 200 pts. Score is based on evidence and outcomes of the proposers experience in areas of branding, sponsorship, and marketing. Include prior experience with FSP sponsorship (if applicable).

Work Plan – 300 pts. Score is based on the work plan's articulation for designing, implementing and maintaining a sponsorship plan that conforms to the Cabinet's needs, policies, terms and conditions as described in this RFP and is congruent with the SAFE Patrol program mission. Additionally, scoring is based on the description of how a brand name, logo and other collateral images will be used in

connection with execution of the plan and how the successful sponsor will coordinate with the Cabinet to effect a successful sponsorship program.

Sponsor Benefits Proposal – 400 points Score is based on the evidence of proposer’s ability to deliver the minimum guaranteed revenue to the Cabinet and opportunity to deliver revenue which exceeds the minimum guaranteed revenue amount. The Cabinet will select the sponsor(s) with the highest guaranteed revenue amount.

Statewide Bid Proposal – 100 points Score is awarded for submittals under Section V, Option 3 for statewide sponsorship which offer a guaranteed annual minimum revenue commitment.

Section X: Award

Notification. The successful sponsor shall be notified by the Cabinet in writing.

Assignment. The contract shall not be assigned.

Appendix A. Anticipated Schedule of RFP Activities

The following table presents the anticipated schedule for major activities associated with the RFP distribution, proposal submission, proposal evaluation process, and contract award. The Commonwealth reserves the right at its sole discretion to change the Schedule of Activities, including the associated dates and times.

Release of RFP	June 4, 2018
1 st Set Of Proposers' Written Questions due by 12:00 PM EST	June 8, 2018
Commonwealth's Response to 1 st Set of Vendors' Written Questions	June 13, 2018
2 nd Set Of Proposers' Written Questions due by 12:00 PM EST	June 18, 2018
Commonwealth's Response to 2 nd Set of Proposers' Written Questions	June 20, 2018
Proposals due by 3:00 PM EST	June 25, 2018

All proposers are cautioned to be aware of security in the Transportation Central Office Building in Frankfort. In-person or courier delivered bids/proposals in response to a Commonwealth solicitation should be delivered a minimum of thirty (30) minutes to one (1) hour earlier than the published closing date and time to allow for a security check-in. Delays due to building security checks shall not be justification for acceptance of a late bid or proposal. Vendor attention to this advisory is encouraged.

Appendix B. Definitions

Acknowledgment Signs:

Signs that are intended only to inform the traveling public that a highway-related service, product, or monetary contribution has been sponsored by a person, firm, or entity. Acknowledgment signs are installed only as independent sign assemblies.

Acknowledgment Plaques:

Plaques that are intended only to inform the traveling public that a highway-related service, product or monetary contribution has been sponsored by a person, firm or entity. Acknowledgment plaques are installed only on the same assembly below the acknowledgement sign that provides the road user specific information on accessing the service being sponsored.

MUTCD:

Manual on Uniform Traffic Control Devices. Published by the FHWA to define the standards used by road managers nationwide to install and maintain traffic control devices.

Sponsor:

A person, firm or entity which has been approved by the Department for the sponsorship program.

Sponsorship:

A contract for the receipt of cash or noncash value by an agency from a person, firm or entity in exchange for sponsorship acknowledgement.

Sponsorship Agreement:

An agreement or contract between the Department and a sponsoring organization to be acknowledged for a highway-related service, product or monetary contribution provided.

Sponsorship Program:

The program administered by the Cabinet that allows a person, a firm, or an entity to sponsor an element of the Cabinet's highway operation through the provision of highway-related services, products and any voluntary or monetary contributions.

Appendix C. SAFE Patrol Fleet Specifications

25 Chevrolet C3500 Crew cab, 4-wheel drive, single-rear-wheel trucks

- 22 SAFE Units with Fleetwest slide-in security boxes
- 3 Supervisor trucks with A.R.E. Cab + toppers



Equipment Provided in All Vehicles to Assist Motorists and Support Traffic Incident Management:

Power Inverter, mobile radio, CB radio, Defibrillator (AED), 12v cooler, 12v compressor, Impact wrench, Battery booster pack, Floor jack, Leaf blower.

Hand Tools:

Torque wrench, utility knife, SAE comb wrenches, metric comb wrenches, 9 pc. Screwdriver set, 24" bolt cutters, 10" curved jaw pliers, 10" adjustable wrench, ATM fuses, ATC fuses, Fuel funnel, ½" dr. socket set, 18" breaker bar, 4 pc. Pliers set, air pressure gauge, airline inflator gauge, battery post brush, hubcap tool, 4-way lug wrench (small), 4 way lug wrench (large), #3 shop hammer, wheel protector sockets, air hose reel, water jug, push broom, square point shovel, round point shovel, tandem trailer ramp, spare tire lowering kit, binoculars, blanket, impact set, torque wrench socket set, jack stands, tire hook, fuel can, fuel can (blower), wheel lock removal kit, tow strap / shackles.

EMERGENCY TRAFFIC CONTROL EQUIPMENT:

Emergency sign stands, emergency signs, traffic cones, , hard hat, reflective vest, fire extinguisher, flashlight, first aid kits, flares, safety flags, warning triangles, safety glasses (clear), safety glasses (smoke), large flashlight, spotlight, message board, service bed.

Appendix D. SAFE Patrol Sections and Corridors

Corridors designated with an (*) are serviced by a Freeway Service Patrol (FSP) contractor. The contract FSP and its coverage routes are not included in this solicitation. SAFE Patrol does not have regular vehicle visibility in the areas in which the FSP covers.

SAFE Patrol West Section

Corridors

I-24	0-90 mm – 90 miles
I-65	0- 116 mm – 90 miles
I-69	0-177 mm – 177 miles
Western Kentucky Parkway	36-136 mm – 100 miles
William Natcher Parkway	0-72 mm – 72 miles
Pennyrile Parkway	0-36 mm – 36 miles
Audubon Parkway	0-24 mm – 24 miles

SAFE Patrol East Section

Corridors

I-64	0-28 mm – 28 miles
I-64	28-74 mm – 46 miles
I-64	81-97 mm – 16 miles
I-64	97-191 mm – 94 miles*
(I-64 from Indiana State Line to Jefferson Co. Line, mm 124 serviced by contract FSP)	
I-65	116-136 mm – 20 miles*
(I-65 from Indiana State Line to Bullitt Co. Line, mm 123 serviced by contract FSP)	
I-71	0-43 mm – 43 miles
(I-71 from 0.0 mm Downtown Louisville to Oldham Co. Line, mm 11.3 serviced by contract FSP)	
I-71	43-72 mm – 29 miles
I-75	0-125 mm – 125 miles
I-75	125-192 mm – 67 miles
I-75	125-192 mm – 67 miles*
(I-71/75 from mm 180/Florence to the Ohio State Line serviced by contract FSP)	
I-75/I-64	Confluence – 7 miles
I-264	0-36 mm – 36 miles
(SAFE Patrol and contract FSP routes overlap on I-264 from I-65 to I-71)	
I-265	10-37 mm – 27 miles
Bluegrass Parkway	0-71 mm – 71 miles
Cumberland Parkway	49-88 mm – 39 miles
Hal Rogers Parkway	0-20 mm – 20 miles
Mountain Parkway	0-76 mm – 76 miles
US 23	Virginia State Line to I-64 Catlettsburg – 115 miles
RT 80 Pulaski County	18-40 mm – 22 miles
RT 80 Laurel County	0-11 mm – 11 miles

Appendix E. SAFE Patrol Coverage Map



Appendix F. (Proposed) SAFE Patrol Comment Card



The Safety Assistance for Freeway Emergencies (SAFE) Patrol is a community service provided by the Kentucky Transportation Cabinet, Department of Highways, Division of Incident Management. This service provides free roadside assistance to stranded motorists. Your comments are vital to the evaluation and continuation of this program.



SAFE Operator: _____ Date of Service: _____

Location of Service: _____ State of Residence: _____

Comments: _____



GRATUITIES NOT ACCEPTED
www.highwaysafety.ky.gov



Appendix G. Sponsor Benefits Proposal – WEST Section

SAFE Patrol Sponsorship Benefit	Description/ Quantity	Proposed Revenue Amount
A. Acknowledgment plaques or signs, no larger than 12" x 18", with sponsor's brand name and/or logo or trademark embellished on 25 fleet vehicles. Acknowledgement plaques or signs shall include the following language: "This does not constitute an endorsement by the Commonwealth of Kentucky."		
B. Roadside signs acknowledging the SAFE Patrol program and sponsor name/logo along program service corridors.		
C. Comment Cards (approximately 10,000) given to motorists through the year, distributed by SAFE Patrol operators at time of service to evaluate the services received.		
D. The Kentucky Transportation Cabinet traveler information webpage, GoKY: https://transportation.ky.gov/sites/GoKY/Pages/home.aspx	N/A	
E. The SAFE Patrol webpage: https://transportation.ky.gov/IncidentManagement/Pages/Safe-Patrol.aspx	N/A	
F. Community events which feature the SAFE Patrol program.	N/A	
G. Other potential branding opportunities, which may include collateral and promotional items for distribution to motorists and at community events. Items may include banners, event signage and printed materials. List all collateral and promotional items, quantity proposed. Images and examples are welcomed.		
Year One Total Minimum Guaranteed Revenue commitment for Sponsorship of SAFE Patrol WEST SECTION		\$
Year Two Total Minimum Guaranteed Revenue commitment for Sponsorship of SAFE Patrol WEST SECTION		\$
TOTAL Minimum Guaranteed Revenue commitment for Sponsorship of SAFE Patrol WEST SECTION		\$

Appendix H. Sponsor Benefits Proposal – EAST Section

SAFE Patrol Sponsorship Benefit	Description/ Quantity	Proposed Revenue Amount
A. Acknowledgment plaques or signs, no larger than 12" x 18", with sponsor's brand name and/or logo or trademark embellished on 25 fleet vehicles. Acknowledgement plaques or signs shall include the following language: "This does not constitute an endorsement by the Commonwealth of Kentucky."		
B. Roadside signs acknowledging the SAFE Patrol program and sponsor name/logo along program service corridors.		
C. Comment Cards (approximately 10,000) given to motorists through the year, distributed by SAFE Patrol operators at time of service to evaluate the services received.		
D. The Kentucky Transportation Cabinet traveler information webpage, GoKY: https://transportation.ky.gov/sites/GoKY/Pages/home.aspx	N/A	
E. The SAFE Patrol webpage: https://transportation.ky.gov/IncidentManagement/Pages/Safe-Patrol.aspx	N/A	
F. Community events which feature the SAFE Patrol program.	N/A	
G. Other potential branding opportunities, which may include collateral and promotional items for distribution to motorists and at community events. Items may include banners, event signage and printed materials. List all collateral and promotional items, quantity proposed. Images and examples are welcomed.		
Year One Total Minimum Guaranteed Revenue Commitment for Sponsorship of SAFE Patrol EAST SECTION		\$
Year Two Total Minimum Guaranteed Revenue Commitment for Sponsorship of SAFE Patrol EAST SECTION		\$
TOTAL Minimum Guaranteed Revenue commitment for Sponsorship of SAFE Patrol EAST SECTION		\$

APPENDIX I: SAFE Sponsorship Vendor Questions – Round 1

SAFE Sponsorship Vendor Questions – Round 1

Question 1: In Section III: Proposer Requirements, the Cabinet states: “Proposals will only be accepted from entities that provide direct services to motorists and the traveling public.” (Our company) is a sponsorship agency working on behalf of a sponsor. Please confirm that the Cabinet will accept a proposal from a sponsorship agency who has secured a sponsor that provides direct services to motorists and the traveling public.

Answer 1:

Yes. The Cabinet will accept a proposal from a sponsorship agency who has secured a sponsor that provides direct services to motorists and the traveling public.

Question 2: With the understanding that KYTC seeks to generate “minimum guaranteed revenue” through corporate sponsorship of its SAFE program, and that the Cabinet accepts proposals with added value opportunities “to deliver revenue which exceeds the minimum guaranteed revenue amount,” and whereas “Naming Rights

Sponsorship” and “Title Sponsorship” increase both the monetary value of the sponsorship and the interest of potential sponsors, will the Cabinet accept proposals for Naming Rights or Title Sponsorship as defined below?

Naming Rights Sponsorship: Allows the sponsor to rename the patrol to

“Kentucky Transportation Cabinet *Sponsor Name* Safety Patrol” or “KYTC

Sponsor Name Safety Patrol.” These names represent the standard industry nomenclature for existing departments of transportation Safety Service

Patrol (SSP) Naming Rights Sponsorships. A Naming Rights Sponsorship in lieu of “Kentucky Transportation Cabinet SAFE Sponsored by *Sponsor*

Name” will command a 15–25% premium increase in monetary value.

Title Sponsorship: Maintains the existing program brand, SAFE, with the sponsor recognized as part of the program name: “Kentucky Transportation

Cabinet *Sponsor Name* SAFE” or “KYTC *Sponsor Name* SAFE”. Title Sponsorship increases monetary value over a “Kentucky Transportation Cabinet SAFE Sponsored by *Sponsor Name*” by 10-15%.

Answer 2:

No. At this time, the Cabinet will not accept proposals for Naming Rights Sponsorship or Title Sponsorship to rename the SAFE Patrol.

Question 3: In Section IV: Sponsorship Benefits, the Cabinet references 25 fleet vehicles. The patrol valuation accounts for the number of vehicles on the road during any given shift, referred to as “patrol vehicles”. Can the Cabinet please provide information on the number of fleet vehicles on patrol during each shift?

Answer 3:

Routinely, the **West Section** has 4-5 operators in-service during the first shift. The second shift has 3 operators in-service.

Routinely, the **East Section** has 7 operators in service during the first shift. The second shift has 3 operators in service.

Question 4: In order to assess the logo placement opportunities on the vehicles, will the Cabinet please provide straight-on, high resolution photos of all four sides of the fleet vehicles?

Answer 4:







Question 5:

In Section IV: Sponsorship Benefits, the RFP calls for “acknowledgement plaques or signs, no larger than 12” x 18”, with sponsor’s brand name and/or logo or trademark embellished on 25 fleet vehicles.” At that size, the visibility and legibility of the sponsor identification are diminished, rendering the markings more difficult for motorists to discern at highway speeds. Simply stated, the 12” x 18” sponsor decal proposed by the Cabinet carries no substantive value to the sponsor. The design objective is to display the sponsor’s logo prominently without diminishing the primacy and importance of KYTC’s positioning as the provider and operator of the

SAFE service. In this context will KYTC modify Section IV to include a statement allowing the selected bidder to develop a mutually acceptable vehicle design that a) optimizes safety for the SAFE patrol operators and motorists; b) achieves the various design objectives; and c) maximizes revenue?

Answer 5:

No. The Commonwealth of Kentucky Executive Branch Ethics Commission Advisory Opinion 16-08 (July 18, 2016) states that the Cabinet may solicit sponsorships for its Safety Assistance for Freeway Emergencies (SAFE) Patrol and acknowledge the sponsor through placement of a plaque on SAFE Patrol vehicles, “no larger than 12” x 18”. However, the sponsor may embellish the vehicles with decals on every side of a vehicle.

Question 6:

There are several opportunities to increase the amount of the bid and raise awareness of patrol services by enhancing or adding to the proposed KYTC SAFE

Patrol Sponsorship. Defining the exact elements available to the sponsor will assist in the valuation of the sponsorship program. On which of the following enhancements will the Cabinet agree?

- **Media Announcement:** A KYTC-hosted media launch event and/or press release to announce the new sponsorship program. A successful communications plan helps to inform the public about the benefits of sponsorship to garner their support, while also providing due recognition to SAFE patrol operators and staff.

- **Activation/Advertising:** Periodic promotion of the patrol and its sponsorship through conventional media channels (i.e. radio, billboard, social networks, etc.) and at events (i.e.

Auto Shows, auto safety-related events, community events, etc.) paid for by the sponsor with messaging that highlights the services provided by the KYTC SAFE patrol.

- **Social Sharing:** Cross promotion by KYTC and the sponsor of a social hashtag that the general public can use when talking about the patrol on social media (i.e. #AssistPatrol). Use of a single hashtag will allow the Cabinet and the sponsor to capture the existing social dialogue taking place on platforms, such as Facebook, Instagram and Twitter, and to engage with this audience when appropriate.

- **Handout:** Distribution of a printed handout that provides the assisted motorists with more information than the current comment card.

Recommended additions include SAFE services provided, coverage areas, sponsor recognition, and direction on how to provide SAFE program feedback to the Cabinet via a digital survey (see below) or social media (using above suggested hashtag). These handouts would be designed and produced by the sponsor with the Cabinet's approval. Associated costs would be the responsibility of the sponsor.

- **Digital Survey:** Implementation of a third-party hosted website where assisted motorists can learn more about the patrol and complete a SAFE feedback survey (i.e. www.AssistPatrol.com). This digital survey would be intended to replace the traditional mail-in comment cards. The sponsor would be responsible for the costs associated with web hosting and design.

- **Uniform Patches:** Placement of the sponsor logo on outer garments worn by the SAFE patrol operators (safety vest and jackets), and hats or helmets, if appropriate. Patches would be delivered to the Cabinet. Application would be the responsibility of the Cabinet.

Answer 6:

Yes. The Cabinet will agree on the following enhancements: Media Announcement; Activation/Advertising; Social Sharing; Handout; and Digital Survey.

No. The Cabinet will not allow placement of sponsor logo on uniforms, including safety vests, jackets, or shirts. The Cabinet will allow the sponsor logo on hats to be positioned on the sweatband area between the bill of the hat and the rear closure on the back of the hat.

Question 7:

The sponsorship value is derived in large part from the number of highway signs installed along the covered patrol routes and the resultant impressions. By applying the standard methodology (utilized in other states with federally-approved sponsorships) of placing highway acknowledgment signage at the start and end of each patrol route in both directions, as well as a sign placed approximately every 14 miles along larger covered routes, it is estimated that a minimum of seventy-five (75) signs should be included as part of the SAFE sponsorship. Please confirm the planned quantity of SAFE informational signs.

Answer 7:

Yes. The Cabinet confirms a minimum of seventy-five (75) signs should be included as a part of the SAFE sponsorship according to the standard methodology for sign placement and requirements for federally-approved sponsorships.

Question 8:

Sponsors have a finite annual budget to cover total costs associated with sponsorship including the annual fee plus all implementation and activation expenses. Anticipated expenses to implement and maintain patrol sponsorship reduce the budget available for the annual guaranteed revenue. Therefore, in order to maximize the annual guaranteed sponsorship fee, please confirm:

- As is true for most DOTs, the Cabinet views highway signs as part of the patrol infrastructure and will be responsible for the costs associated with production, installation and maintenance of roadside signs.
- After the sponsor has paid to retrofit the current fleet graphics, the Cabinet will be responsible for maintaining, repairing and replacing vehicle graphics.

Answer 8:

Yes. The Cabinet will assume responsibility for the costs associated with production, installation and maintenance of road signs.

Yes. After the sponsor has assumed costs for retrofitting the current fleet graphics, the Cabinet will be responsible for repairing and replacing vehicle graphics.

Question 9:

Unlike advertising, sponsorship value is not dissected on an element by element basis. Value is derived from the holistic sponsorship package. The sum and totality of the sponsor association with the program is far greater than the individual elements. It is simply not meaningful to price a sponsorship a la carte. Will the

Cabinet consider a “total package price” for all available sponsorship elements, as well as a statewide bid, in place of the proposed regional coverage areas and itemized elements bid?

Answer 9:

Yes. The Cabinet will consider proposals for statewide sponsorship of SAFE Patrol in addition to East and West Section sponsorship proposals. Upon consideration of the question, the Cabinet believes it is desirable and advantageous to offer a statewide bid option to achieve statewide sponsorship coverage for SAFE Patrol. Section V of the RPF has been amended to include Option III: SAFE Patrol Program Sponsorship. The Cabinet will award an additional score of 100 points to proposals for a statewide sponsorship of SAFE Patrol. Section

Question 10:

In review of the patrol coverage area, can the Cabinet please confirm the following:

- In Appendix D. SAFE Patrol Sections and Corridors, “I-264 0-36 mm – 36 miles” is listed twice, under both the East and West sections. Please confirm if this section is considered part of the East or West.
- Previous SAFE Patrol program collateral has distinguished between regular patrol routes (1,025 miles) and emergency patrol routes (416 miles). Please confirm if the covered areas listed in the RFP are regular patrol routes covering 1,508 miles seven days a week from 6 AM to 10 PM.

Answer 10:

Corrections in Appendix D. SAFE Patrol Sections and Corridors. I-264 0-36 mm – 36 miles is considered a corridor of the East Section. I-265 10-37 mm – 27 miles is considered a corridor of the East Section.

The coverage areas listed in the RFP are regular patrol routes. The program hours of operation are seven days a week from 6 AM to 10 pm. Actually daily coverage on routes is determined by activity. The Cabinet cannot guarantee that every vehicle will travel every road mile of each route during a day. Each vehicle will be on the road for a minimum of 5 shifts per week. Staffing levels among some crews are lower due to variation in service demands.