

RFP Addendum No. 2
09/23/2025

Below is a summary of changes made to the RFP by Addendum No. 2. The conformed RFP incorporates the changes below and all prior Addenda.

SECTION B

DESCRIPTION OF SCOPE OF SERVICES

SCOPE OF SERVICES

The Scope of Services describes and defines the Communications, Marketing and Public Engagement services.

A Scope of Services is attached hereto as **Attachment 1 - Scope of Services.1.1**

EXPANDED LETTERS OF RESPONSE (ELOR) PACKAGE

ELOR Packages must be submitted using the method stated in the **Deadline for Submitting Expanded Letters of Response (ELOR) Package** referenced in Section A, Paragraph 1.4, Schedule of Events.

Submittal Deadline - The deadline for delivery of the respondent's ELOR Package is no later than the date and time stated for the **Deadline for Submitting Expanded Letters of Response (ELOR) Package** referenced in Section A, Paragraph 1.4, Schedule of Events.

Submittal Quantities - One (1) electronic copy of the ELOR Package in Adobe PDF shall be delivered to THEA by the date, time, and at the location stated for the **Deadline for Submitting Expanded Letters of Response (ELOR) Package** referenced in Section A, Paragraph 1.4, Schedule of Events.

Format - The response should be submitted on 8 ½-inch by 11-inch pages unless otherwise authorized. Each page should be typewritten and single-spaced with a font size of 10. Text should be presented single-sided on each separate page.

ELOR Packages must be submitted as a single document attached to an e-mail, submitted electronically to the indicated address as referenced in Section A, Paragraph 1.4, Schedule of Events. The ELOR Packages must not exceed **8 15** MG in size in Adobe PDF format and unzipped. Failure to comply with the submittal requirements may cause the ELOR Packages to be considered non-responsive.

Signature - All responses must be either manually or digitally signed by an authorized officer, principal, or partner (as applicable).

Content - In order to ensure a uniform review process and to obtain the maximum degree of understanding of the respondent's abilities, experience, and qualifications, it is **required** that respondent's ELOR Package be organized, tabbed, and submitted as follows:

1. Expanded Letters of Response (ELOR)

a) Transmittal Letter

A maximum of **three (3) pages** will be allowed for the transmittal letter. The transmittal letter shall be signed by an officer of the firm who is responsible for the firm's resources. The shall include the following information:

- RFP name and number;
- Name of firm;
- Firm address;
- Firm telephone number;
- Project Manager's name (Project Manager will be considered the primary contact for the respondent during the procurement process **and** during performance of the scope of services);
- Project Manager's telephone number;
- Project Manager's email address;
- A brief statement of interest and qualifications of the respondent's team.

b) Knowledge and Understanding

This section of the ELOR shall be limited to a maximum of **three (3) pages** and will include:

- The respondent shall demonstrate its knowledge of the region's transportation system and understanding of transportation issues in THEA's jurisdiction.
- The respondent shall describe its understanding of THEA, its services, products and role in the region.

c) Experience and Qualifications

This section of the ELOR shall be limited to a maximum of **five (5) pages** and will include:

- The respondent shall demonstrate a minimum of three (3) years of experience including any governmental experience, in providing communication, public information and marketing services. The respondent shall include three (3) references with the name of the organization, contact person, telephone number, email address and physical address.
- The respondent shall include a narrative of the experience and qualifications of the respondent's Project Manager and the engagement team members (which includes any sub-consultants) relative to the Scope of Services.
- Respondent shall submit a portfolio including at minimum five samples of communications and marketing work completed by the respondent of the type required in the Scope of Services as an attachment.
- The respondent shall demonstrate experience in providing public information services including demonstrating their experience with the FDOT Public Involvement Handbook attached hereto as a reference document.
- The respondent shall submit an organizational chart and resumes

of the individuals on the engagement team (including subconsultants) and clearly identify the proposed role for each.

d) Management Approach and Quality Control and Assurance

This section of the ELOR shall be limited to a maximum of **three (3) pages** and will include:

- The respondent shall describe their project management approach to coordinate with THEA and to implement THEA communications, marketing, public engagement and public involvement.
- The respondent shall clearly illustrate and describe internal lines of communication, responsibility and authority, and the interface relationships with THEA and any subconsultants.
- The respondent shall include a description of the respondent's quality control and assurance plan.

e) Portfolio

This section of the ELOR shall be limited to a maximum of **ten (10) pages** and will include:

- The respondent shall submit a portfolio up to five examples/samples of work as required in the Scope of Services.

[END OF SECTION B – SCOPE OF SERVICES AND RESPONSE REQUIREMENTS]