

CENTRAL FLORIDA EXPRESSWAY AUTHORITY

MEMORANDUM

TO: CFX Board Members

FROM: Michelle Maikisch 
Chief of Staff/Public Affairs Officer

DATE: April 6, 2016

SUBJECT: Approval of Supplemental Agreement No. 1 and Subconsultant to the Communications and Marketing Consultant Services Contract with Day Communications, Inc.
Contract No. 001002

Board approval is requested for Supplemental Agreement No. 1 with Day Communications in the amount of \$987,625.00 to continue the communication services provided to the agency through this contract. Hourly rates will remain the same and the amount requested will cover the services at a minimum through December 2017.

The communication services contract held by Day Communications, Inc. was competitively procured through the Small Sustainable Business Enterprise (SSBE) program in December 2013. Day Communications and subcontractors support staff in the areas of graphics, public information materials, website design and development, market research and customer surveying, CAFR production, video, and photography.

The contract, based on an estimated projection of man-hours, has been utilized as a task driven professional services labor contract. This contract does not include CFX promotion placements which are done in house through internal procurement processes which allow CFX to save agency costs of up to 15% per placement. The contract award was for three years with two one year renewal options.

When the contract was scoped and awarded, the projected work product and hours were based on programs and initiatives under the previous agency. The creation and transition into the Central Florida Expressway Authority has required numerous unexpected outreach and communications tasks that is anticipated to continue as outlined below.

- Communications staff support for public outreach and education, media relations, social media, customer surveys, and community engagement during the transition period from the one county agency (June 2013) into the expanded, four county Central Florida Expressway Authority.
- New agency website, CFXWay.com including market research, content development, web design, and the coordination of launch. (May 1, 2016)

- Responsible for supporting staff in developing the plan, project management and final reporting for the visioning and mission initiative to gather input from CFX employees, customers, stakeholders, and the public spanning four counties, as part of the 2040 Master Plan development; Provided editorial and graphic support for the 2040 Master Plan.
- Supported the planning, content development, graphics and program coordination for the public awareness and promotions of CFX Board approved Beltway Discount program across four counties, targeting commuters and increasing new accounts; Supported staff for the planning, preparation, project management, and launch of the Holiday E-PASS promotions.
- Responsible for supporting staff in the planning, messaging, creative, project management and reporting for the local public education program surrounding the *Designated Texter* campaign.
- Developed the template and responsible for supporting the ongoing production of the Monthly Dashboard for the Board, customers and general public
- Prepare monthly briefs of regional transportation partner activities for the Chief of Staff and Executive Director.
- Support for the development of the strategic plan initiatives for CFX branding, E-PASS, customer service, and community involvement.
- Provide onsite staffing support to the Public Information/Education Department due to leaves and resignations.

Approval is requested for Supplemental Agreement 1 for continued communication services to support ongoing and new initiatives.

Original Contract Amount	\$ 987,625.00
Amount of this Supplemental Agreement	<u>\$ 987,625.00</u>
Total Revised Contract Amount	\$1,975,250.00

Day Communications, Inc. previously requested and was granted approval to use Lure Design, Inc., as a sub-consultant in the not to exceed amount of \$24,995.00. Day Communications, Inc. has requested approval to continue to use Lure Design, Inc., to provide graphics, digital, design, and project management services. The fees are expected to exceed the \$25,000.00 threshold established by the Policy for subconsultants not disclosed by Day Communications, Inc. when its contract with CFX was originally awarded.

Board approval of Lure Design, Inc., as a subconsultant to Day Communications, Inc. is requested.

**CENTRAL FLORIDA EXPRESSWAY AUTHORITY
SUPPLEMENTAL AGREEMENT NO. 1
TO
AGREEMENT FOR COMMUNICATIONS AND MARKETING CONSULTANT
SERVICES
CONTRACT NO. 001002**

This Supplemental Agreement No. 1 ("Supplemental Agreement") is entered into this 14th day of April 2016, by and between the Central Florida Expressway Authority ("CFX") and Day Communications, Inc. ("Consultant").

WITNESSETH:

WHEREAS, CFX and the Consultant on December 12, 2013, entered into an Agreement whereby CFX retained the Consultant to communications and marketing services; and

WHEREAS, CFX has determined it necessary to increase the Contract amount by \$987,625.00 in order to continue the required services through the term of the Contract; and,

WHEREAS, CFX will utilize any funds not expended during the initial term as funding for the anticipated first renewal period commencing December 12, 2016; and,

WHEREAS, the Consultant hereby agrees to the increase in the Contract amount and will continue provide the required services with no change in the fees and rates included in the original Contract dated December 12, 2013;

NOW, THEREFORE, for and in consideration of the mutual benefits to flow each to the other, the parties agree that the Consultant shall provide the required services as detailed in the Scope of Services included in the original Contract and CFX shall increase the amount of the Contract by \$987,625.00 which shall make the total not-to-exceed amount of the Contract \$1,975,250.00.

CFX and Consultant agree that this Supplemental Agreement No.1 shall not alter or change in any manner the force and effect of the original Contract except insofar as the same is altered and amended by this Supplemental Agreement No.1; that acceptance of this Supplemental Agreement No.1 signifies the Consultant's waiver of all future rights for additional compensation which is not already defined herein.

IN WITNESS THEREOF, the parties hereto have caused these presents to be executed on the day and year first written above. This Supplemental Agreement No. 1 was approved by CFX Board of Directors on April 14, 2016.

CENTRAL FLORIDA EXPRESSWAY AUTHORITY

By: _____
Director of Procurement

DAY COMMUNICATIONS, INC.

By: _____

Title: _____

Attest: _____ (Seal)

Approved as to form and execution, only.

General Counsel for CFX

CENTRAL FLORIDA EXPRESSWAY AUTHORITY

REQUEST FOR AUTHORIZATION TO SUBLET SERVICES

Consultant: Day Communications Date: 1/10/16

CFX Contract Name: Communications & Marketing CFX Contract No.: 001002

Authorization is requested to sublet the services identified below which are included in the above referenced Contract. Consultant requests approval to sublet services to:

Subconsultant Name: LUDE Design, Inc.

Address: 1009 Virginia Drive, W.P. Orlando, FL 32807

Phone No.: 407-895-5360

Federal Employee ID No.: 59-3487642

Description of Services to Be Sublet: Graphics, Digital, Design, Project Mgt.

Estimated Beginning Date of Sublet Services: 1/15/16

Estimated Completion Date of Sublet Services: 11/1/16

Estimated Value of Sublet Services*: \$ 24,995.00
*(Not to exceed \$24,999.99 without prior Board Approval)

Consultant hereby certifies that the proposed subconsultant has been advised of, and agrees to, the terms and conditions in the Consultant's Contract with CFX that are applicable to the subconsultant and the services to be sublet:

Requested By: [Signature]
(Signature of Consultant Representative)
President
Title

Recommended by: _____
(Signature of Appropriate CFX Director/Manager)

Date: _____

Approved by: [Signature]
(Signature of Appropriate CFX Division Chief)

Date: 2/16/16

Attach Subconsultant's Certificate of Insurance to this Request.

CONTRACT

**ORLANDO-ORANGE COUNTY EXPRESSWAY AUTHORITY
AND
DAY COMMUNICATIONS, INC.**

**COMMUNICATIONS AND MARKETING
CONSULTANT SERVICES**

CONTRACT NO. 001002

**CONTRACT DATE: DECEMBER 12, 2013
CONTRACT AMOUNT: \$987,625.00**



**ORLANDO-ORANGE COUNTY
EXPRESSWAY AUTHORITY**

**CONTRACT, SCOPE OF SERVICES, METHOD OF
COMPENSATION, TECHNICAL PROPOSAL, PRICE
PROPOSAL**

**CONTRACT, SCOPE OF SERVICES, METHOD OF COMPENSATION,
TECHNICAL PROPOSAL, PRICE PROPOSAL**

FOR

COMMUNICATIONS AND MARKETING CONSULTANT SERVICES

CONTRACT NO. 001002

December 2013

Members of the Board

**Walter A. Ketcham, Jr., Chairman
R. Scott Batterson, P.E., Vice Chairman
Teresa Jacobs, Secretary/Treasurer
Noranne B. Downs, P.E., Ex-Officio Member
Marco Peña, Board Member**

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CONTRACT

This Contract No. 001002 (the "Contract" as defined herein below), is made this 12th day of December, 2013, between the ORLANDO-ORANGE COUNTY EXPRESSWAY AUTHORITY, a body politic and agency of the State of Florida, hereinafter called the AUTHORITY and DAY COMMUNICATIONS, INC., 501 South New York Avenue, Suite 200, Winter Park, Florida 32789, hereinafter the CONSULTANT:

WITNESSETH:

WHEREAS, the AUTHORITY was created by statute and is charged with acquiring, constructing, operating and maintaining a system of limited access roadways known as the Orlando-Orange County Expressway System; and,

WHEREAS, the AUTHORITY has been granted the power under Section 348.754(2)(m) of Florida Statutes, "to do all acts and things necessary or convenient for the conduct of its business and the general welfare of the authority, in order to carry out the powers granted to it (by state law);" and,

WHEREAS, the AUTHORITY has determined that it is necessary and convenient in the conduct of its business to retain the services of a consultant to perform communications and marketing services and related tasks as may be assigned to the CONSULTANT by the AUTHORITY and identified as Contract No. 001002; and,

WHEREAS, on or about October 13, 2013, the AUTHORITY issued a Request for Proposals seeking qualified consultants to perform such tasks; and,

WHEREAS, CONSULTANT was the successful one of four qualified firms that responded to the Request for Proposals and was ultimately selected; and,

NOW THEREFORE, in consideration of the mutual covenants and benefits set forth herein and other good and valuable consideration, the receipt and sufficiency of which being hereby acknowledged by each party to the other, the parties hereto agree as follows:

1. SERVICES TO BE PROVIDED

The CONSULTANT shall, for the consideration herein stated and at its cost and expense, do all the work and furnish all the materials, equipment, supplies and labor necessary to perform this Contract in the manner and to the full extent as set forth in the Contract Documents all of which are hereby adopted and made part of this Contract as completely as if incorporated herein. The Contract shall be performed and services provided to the satisfaction of the duly authorized representatives of the AUTHORITY, who shall have at all times full opportunity to evaluate the services provided under this Contract.

The services to be provided under this Contract include providing communication and marketing services as detailed in the Contract Documents and any amendments, supplements, or modifications thereto.

The AUTHORITY does not guarantee that all of the services described in the Scope of Services will be assigned during the term of the Contract. Further, the CONSULTANT is providing these services on a non-exclusive basis. The AUTHORITY, at its option, may elect to have any of the services set forth herein performed by other contractors or AUTHORITY staff.

The Contract Documents, in order of precedence, consist of:

- 1.1 The Contract, including insurance policies,
- 1.2 The Scope of Services,
- 1.3 The Method of Compensation,
- 1.4 The Technical Proposal submitted by CONSULTANT, and
- 1.5 The Price Proposal submitted by CONSULTANT,

(collectively, the "Contract").

2. TERM AND NOTICE

The initial term of the Contract will be three (3) years from the date indicated in the Notice to Proceed from the AUTHORITY. There shall be two renewal options of one (1) year each. The options to renew are at the sole discretion and election of the AUTHORITY. Renewals will be based, in part, on a determination by the AUTHORITY that the value and level of service provided by the CONSULTANT are satisfactory and adequate for the AUTHORITY's needs. If a renewal option is exercised, the AUTHORITY will provide the CONSULTANT with written notice of its intent at least 90 days prior to the expiration of the initial three-year Contract Term.

The AUTHORITY shall have the right to terminate or suspend the Contract, in whole or in part, at any time with 10 days notice for convenience or 15 days with cure notice for cause for CONSULTANT's material failure to perform the provisions of the Contract. Under no circumstances shall a properly noticed termination by the AUTHORITY (with or without cause) constitute a default by the AUTHORITY. In the event of a termination for convenience or without cause, AUTHORITY shall notify CONSULTANT (in writing) of such action with instructions as to the effective date of termination or suspension, in accordance with the time frames set forth hereinabove. CONSULTANT will be paid for all work performed prior to termination and any reasonable, documented, direct, normal, and ordinary termination expenses. CONSULTANT will not be paid for special, indirect, consequential, or undocumented termination expenses. Payment for work performed will be based on Contract prices, which prices are deemed to include profit and overhead. No profit or overhead will be allowed for work not performed, regardless of whether the termination is for cause.

If CONSULTANT: (i) fails to perform the Contract terms and conditions; (ii) fails to begin the work under the Contract within the time specified in the "Notice to Proceed"; (iii) fails to perform the work with sufficient personnel or with sufficient materials to assure the prompt

performance of the work items covered by the Contract; (iv) fails to comply with the Contract, or (v) performs unsuitably or unsatisfactorily in the opinion of AUTHORITY reasonably exercised, or for any other cause whatsoever, fails to carry on the work in an acceptable manner, the AUTHORITY will give notice in writing to the CONSULTANT of such delay, neglect or default. If the Contract is declared in default, the AUTHORITY may take over the work covered by the Contract.

If CONSULTANT (within the curative period, if any, described in the notice of default) does not correct the default, AUTHORITY will have the right to remove the work from CONSULTANT and to declare the Contract in default and terminated.

Upon declaration of default and termination of the Contract, AUTHORITY will have the right to appropriate or use any or all materials as the AUTHORITY determines, and may retain others for the completion of the work under the Contract, or may use other methods which in the opinion of AUTHORITY are required for Contract completion. All costs and charges incurred by AUTHORITY because of, or related to, the CONSULTANT's default (including the costs of completing Contract performance) shall be charged against the CONSULTANT. If the expense of Contract completion exceeds the sum which would have been payable under the Contract, the CONSULTANT shall pay the AUTHORITY the amount of the excess. If, after the default notice curative period has expired, but prior to any action by AUTHORITY to complete the work under the Contract, CONSULTANT demonstrates an intent and ability to cure the default in accordance with AUTHORITY's requirements, AUTHORITY may, but is not obligated to, permit CONSULTANT to resume work under the Contract. In such circumstances, any costs of AUTHORITY incurred by the delay (or from any reason attributable to the delay) will be deducted from any monies due or which may become due CONSULTANT under the Contract. Any such costs incurred by AUTHORITY which exceed the remaining amount due on the Contract shall be reimbursed to AUTHORITY by CONSULTANT. The financial obligations of this paragraph, as well as any other provision of the Contract which by its nature and context survives the expiration of earlier termination of the Contract, shall survive the expiration or earlier termination of the Contract.

AUTHORITY shall have no liability to CONSULTANT for expenses or profits related to unfinished work on a Contract terminated for default.

AUTHORITY reserves the right to terminate or cancel this Contract in the event the CONSULTANT shall be placed in either voluntary or involuntary bankruptcy or an assignment is made for the benefit of creditors. Such termination shall be deemed a termination for default.

3. CONTRACT AMOUNT AND COMPENSATION FOR SERVICES

3.1 The Contract Amount for the Contract term is \$987,625.00.

3.2 AUTHORITY agrees to pay CONSULTANT for services performed in accordance with the Method of Compensation.

4. AUDIT AND EXAMINATION OF RECORDS

4.1 Definition of Records:

(i) "Contract Records" shall include, but not be limited to, all information, communications and data, whether in writing or stored on a computer, computer disks, microfilm, writings, working papers, drafts, computer printouts, field notes, charts or any other data compilations, books of account, photographs, videotapes and audiotapes supporting documents, any other papers or preserved data in whatever form, related to the Contract or the CONSULTANT's performance of the Contract determined necessary or desirable by the AUTHORITY for any purpose. Proposal Records shall include, but not be limited to, all information and data, whether in writing or stored on a computer, writings, working papers, computer printouts, charts or other data compilations that contain or reflect information, data or calculations used by CONSULTANT in determining labor, unit price, or any other component of a bid submitted to the AUTHORITY.

(ii) "Proposal Records" shall include, but not be limited to, any material relating to the determination or application of equipment rates, home and field overhead rates, related time schedules, labor rates, efficiency or productivity factors, arithmetic extensions, quotations from subcontractors, or material suppliers, profit contingencies and any manuals standard in the industry that may be used by CONSULTANT in determining a price.

AUTHORITY reserves and is granted the right (at any time and from time to time, for any reason whatsoever) to review, audit, copy, examine and investigate in any manner, any Contract Records (as herein defined) or Proposal Records (as hereinafter defined) of the CONSULTANT or any subcontractor. By submitting a response to the Request for Proposal, CONSULTANT or any subcontractor submits to and agree to comply with the provisions of this section.

If the AUTHORITY requests access to or review of any Contract Documents or Proposal Records and CONSULTANT refuses such access or review, CONSULTANT shall be in default under its Contract with AUTHORITY, and such refusal shall, without any other or additional actions or omissions, constitute grounds for suspension or disqualification of CONSULTANT. These provisions shall not be limited in any manner by the existence of any CONSULTANT claims or pending litigation relating to the Contract. Disqualification or suspension of the CONSULTANT for failure to comply with this section shall also preclude the CONSULTANT from acting in the future as a subcontractor of another CONSULTANT doing work for the AUTHORITY during the period of disqualification or suspension. Disqualification shall mean the CONSULTANT is not eligible for and shall be precluded from doing future work for the AUTHORITY until reinstated by the AUTHORITY.

Final Audit for Project Closeout: The CONSULTANT shall permit the AUTHORITY, at the AUTHORITY'S option, to perform or have performed, an audit of the records of the CONSULTANT and any or all subcontractors to support the compensation paid the CONSULTANT. The audit will be performed as soon as practical after completion and acceptance of the contracted services. In the event funds paid to the CONSULTANT under the Contract are subsequently determined to have been inadvertently paid by the AUTHORITY because of accounting errors or charges not in conformity with the Contract, the CONSULTANT

agrees that such amounts are due to the AUTHORITY upon demand. Final payment to the CONSULTANT shall be adjusted for audit results.

CONSULTANT shall preserve all Proposal Records and Contract Records for the entire term of the Contract and for a period of five (5) years after the later of: (i) final acceptance of the project by the AUTHORITY, (ii) until all claims (if any) regarding the Contract are resolved, or (iii) expiration of the Proposal Records and Contract Records' status as public records, as and if applicable, under Chapter 119, Florida Statutes.

5. MINORITY AND WOMEN'S BUSINESS ENTERPRISES

AUTHORITY has adopted a program to provide opportunities for small business, including Minority Business Enterprises ("MBEs") and Women's Business Enterprises ("WBEs"). Under the AUTHORITY'S program, CONSULTANT is encouraged to grant small businesses the maximum opportunity to participate in the provision of the Services.

6. CONSULTANT INSURANCE

CONSULTANT shall carry and keep in force during the period of this Contract, the required amount of coverage as stated below. All insurance must be underwritten by insurers that are qualified to transact business in the State of Florida and that have been in business and have a record of successful and continuous operations for at least five (5) years. Each shall carry a rating of "A-" (excellent) and a financial rating of Class XII, as defined by A.M. Best and Company's Key Rating Guide and must be approved by the AUTHORITY. CONSULTANT shall carry and keep in force the following insurance coverage, and provide the AUTHORITY with correct certificates of insurance (ACORD forms) upon Contract execution:

6.1 Commercial General Liability Insurance having a minimum coverage of One Million Dollars (\$1,000,000.00) per occurrence of bodily injury or property damage. The contractual liability insurance coverage shall include coverage for responsibilities and liabilities assumed by CONSULTANT under this Agreement.

6.2 Business Automobile Liability (for bodily injury, death and property damage) having a minimum coverage of One Million Dollars (\$1,000,000.00) for each accident;

6.3 Workers' Compensation Insurance Coverage, including all coverage required under the laws of the state of Florida (as amended from time to time hereafter);

6.4 Unemployment Insurance Coverage in amounts and forms required by Florida law, as it may be amended from time to time hereafter.

Such insurance policies shall be without co-insurance, and shall (a) include the AUTHORITY, and such other applicable parties the AUTHORITY shall designate, as additional insureds for commercial general liability and business automobile liability, (b) be primary insurance, (c) include contractual liability for commercial general liability, (d) provide that the policy may not be canceled or materially changed without at least thirty (30) days prior written notice to the AUTHORITY from the company providing such insurance, and (e) provide that the insurer

waives any right of subrogation against AUTHORITY, to the extent allowed by law and to the extent the same would not void primary coverage for applicable insurance policies. CONSULTANT shall be responsible for any deductible it may carry. At least fifteen (15) days prior to the expiration of any such policy of insurance required to be carried by CONSULTANT hereunder, CONSULTANT shall deliver insurance certificates to AUTHORITY evidencing a renewal or new policy to take the place of the one expiring. Procurement of insurance shall not be construed to limit CONSULTANT's obligations or liabilities under the Contract. The requirement of insurance shall not be deemed a waiver of sovereign immunity by AUTHORITY.

Any insurance carried by the AUTHORITY in addition to CONSULTANT's policies shall be excess insurance, not contributory.

If CONSULTANT fails to obtain the proper insurance policies or coverages, or fails to provide AUTHORITY with certificates of same, the AUTHORITY may obtain such policies and coverages at CONSULTANT's expense and deduct such costs from CONSULTANT payments.

7. CONSULTANT RESPONSIBILITY

CONSULTANT shall comply with, and shall cause its employees, agents, officers and subcontractors and all other persons for whom CONSULTANT may be legally or contractually responsible to comply with, applicable laws, ordinances, rules, regulations, orders of public authorities, sound business practices, including without limitation:

- (i) those relating to the safety of persons and property and their protection from damage, injury or loss, and
- (ii) all workplace laws, regulations, and posting requirements, and
- (iii) implementation of a drug-free workplace policy at least of a standard comparable to, and in compliance with, AUTHORITY'S Drug-Free Workplace Policy; And
- (iv) compliance with the public records laws of Chapter 119, Florida Statutes.

8. INDEMNITY

The CONSULTANT shall indemnify, defend and hold harmless AUTHORITY and all of its respective officers, CONSULTANT's or employees from actual suits, actions, claims, demands, costs as defined elsewhere herein, expenses (including reasonable attorneys' fees as defined elsewhere herein), judgments, liabilities of any nature whatsoever (collectively, "Claims") arising out of, because of, or due to breach of the Contract by the CONSULTANT (its subcontractors, officers, agents or employees) or due to any negligent or intentional act or occurrence of omission or commission of the CONSULTANT (its subcontractors, officers, agents or employees), including without limitation any misappropriation or violation of third party copyright, trademark, patent, trade secret, publicity, or other intellectual property rights or other third party rights of any kind by or arising out of any one or more of the following:

8.1 violation of same by CONSULTANT, its subcontractors, officers, agents or employees,

8.2 AUTHORITY's use or possession of the CONSULTANT Property or CONSULTANT Intellectual Property (as defined herein below),

8.3 AUTHORITY's full exercise of its rights under any license conveyed to it by CONSULTANT,

8.4 CONSULTANT's violation of the confidentiality and security requirements associated with the AUTHORITY Property and AUTHORITY Intellectual Property (as defined herein below),

8.5 CONSULTANT's failure to include terms in its subcontracts as required by this Contract,

8.6 CONSULTANT's failure to ensure compliance with the requirements of the Contract by its employees, agents, officers, or subcontractors, or

8.7 CONSULTANT's breach of any of the warranties or representations contained in this Contract.

CONSULTANT will not be liable for damages arising out of injury or damage to persons or property directly caused or resulting from the sole negligence of the AUTHORITY or any of its officers, agents or employees. The parties agree that 1% of the total compensation to the CONSULTANT for performance of each task authorized under the Contract is the specific consideration from AUTHORITY to CONSULTANT for CONSULTANT's indemnity and the parties further agree that the 1% is included in the amount negotiated for each authorized task.

9. PUBLIC RECORDS

Upon receipt of any request by a member of the public for any documents, papers, letters, or other material subject to the provisions of Chapter 119, Florida Statutes, made or received by CONSULTANT in conjunction with this Contract (including without limitation CONSULTANT Records and Proposal Records, if and as applicable), CONSULTANT shall immediately notify the AUTHORITY. Thereafter, CONSULTANT shall follow AUTHORITY'S instructions with regard to such request. To the extent that such request seeks non-exempt public records, the AUTHORITY shall direct CONSULTANT to provide such records for inspection and copying in compliance with Chapter 119. A subsequent refusal or failure by CONSULTANT to timely grant such public access will be grounds for immediate, unilateral cancellation of the Contract by AUTHORITY.

10. PRESS RELEASES

CONSULTANT shall make no statements, press releases or publicity releases concerning the Contract or its subject matter, or otherwise disclose or permit to be disclosed any of the data or other information obtained or furnished under the Contract, or any particulars thereof, including

without limitation AUTHORITY Property and AUTHORITY Intellectual Property, without first notifying AUTHORITY and securing its consent in writing.

11. OWNERSHIP OF MATERIALS AND INTELLECTUAL PROPERTY RIGHTS

AUTHORITY is and shall be and remain the sole owner of all rights, title, and interest in, to, and associated with all plans, documents, software in all forms, hardware, programs, procedures, specifications, drawings, brochures pamphlets, manuals, flyers, models, photographic or design images, negatives, videos and film, tapes, work product, information, data and other items (all whether in preliminary, draft, master, final, paper, electronic, or other form), along with the media on which they reside and with which they interface for function or aesthetics, that are generated or developed with respect to and in connection with this Contract and the performance thereof (collectively, the "AUTHORITY Property"). AUTHORITY's ownership of the AUTHORITY Property includes without limitation all common law, statutory and other rights, title, and interest in, to, and associated with trademark, service mark, copyright, patent, trade secret, and publicity (collectively, the "AUTHORITY Intellectual Property"). CONSULTANT, its employees, agents, officers, and subcontractors acknowledge that E-PASS® is the AUTHORITY's registered trademark name for the AUTHORITY's electronic toll collection system, and comprises a portion of the AUTHORITY Intellectual Property.

CONSULTANT, its employees, agents, officers, and subcontractors may not use the AUTHORITY Property or AUTHORITY Intellectual Property in any way, other than in performance of its services under the terms of this Contract, without the prior written consent of AUTHORITY, which may be granted or denied in the AUTHORITY's sole discretion. CONSULTANT, its employees, agents, officers, and subcontractors' access to and/or use of the AUTHORITY Property and AUTHORITY Intellectual Property is without any warranty or representation by AUTHORITY regarding same.

For all materials listed hereinabove that are not generated or developed under this Contract or performance hereof, but rather are brought in, provided, or installed by CONSULTANT (collectively, the "CONSULTANT Property"), and the intellectual property rights associated therewith (collectively, the "CONSULTANT Intellectual Property"), CONSULTANT (its employees, officers, agents, and subcontractors, which for purposes of this section shall collectively be referred to as "CONSULTANT") warrants and represents the following:

11.1 CONSULTANT was and is the sole owner of all right, title and interest in and to all CONSULTANT Property and CONSULTANT Intellectual Property; **OR**

11.2 CONSULTANT has obtained, and was and is the sole holder of one or more freely assignable, transferable, non-exclusive licenses in and to the CONSULTANT Property and CONSULTANT Intellectual Property, as necessary to provide and install the CONSULTANT Property and/or to assign or grant corresponding to AUTHORITY all licenses necessary for the full performance of this Contract; and that the CONSULTANT is current and will remain current on all royalty payments due and payable under any license where CONSULTANT is licensee; **AND**

11.3 CONSULTANT has not conveyed, and will not convey, any assignment, security interest, exclusive license, or other right, title, or interest that would interfere in any way with the AUTHORITY's use of the CONSULTANT Property or any license granted to AUTHORITY for use of the CONSULTANT Intellectual Property rights; **AND**

11.4 Subject to Chapter 119, Florida Statutes (Florida Public Records Act), CONSULTANT shall maintain the AUTHORITY Property and AUTHORITY Intellectual Property in strictest confidence and may not transfer, disclose, duplicate, or otherwise use the AUTHORITY Property or AUTHORITY Intellectual Property in any way, other than in performance of its services under the terms of this Contract, without the prior written consent of AUTHORITY, which may be granted or denied in the AUTHORITY's sole discretion. CONSULTANT shall not publish, copyright, trademark, service mark, patent, or claim trade secret, publicity, or other rights of any kind in any of the Property. In ensuring the confidentiality and security of the AUTHORITY Property and AUTHORITY Intellectual Property, CONSULTANT shall utilize the same standards of protection and confidentiality that CONSULTANT uses to protect its own property and confidential information, but in no instance less than reasonable care plus the standards set forth anywhere in this Contract.

CONSULTANT further warrants and represents that there are no pending, threatened, or anticipated Claims against CONSULTANT, its employees, officers, agents, or subcontractors with respect to the CONSULTANT Property or CONSULTANT Intellectual Property.

The provisions of this Section shall survive the term of this Contract for the longer of:

11.5 The statute of limitations on any action arising out of either party's conduct relating to this section, whether such action may be brought by AUTHORITY, CONSULTANT, or a third party; **or**

11.6 AUTHORITY's continued use (notwithstanding any temporary suspension of use) of any CONSULTANT Property or CONSULTANT Intellectual Property; **and**

11.7 Notwithstanding sections 11.5 and 11.6, the confidentiality and security provisions contained herein shall survive the term of this Contract for ten (10) years beyond 11.5 and 11.6.

12. PERMITS, LICENSES, ETC.

Throughout the Term of the Contract, the CONSULTANT shall procure and maintain, at its sole expense, all permits and licenses that may be required in connection with the performance of Services by CONSULTANT; shall pay all charges, fees, royalties, and taxes; and shall give all notices necessary and incidental to the due and lawful prosecution of the Services. Copies of required permits and licenses shall be furnished to AUTHORITY upon request.

13. CONFLICT OF INTEREST AND STANDARDS OF CONDUCT

CONSULTANT warrants that it has not employed or retained any entity or person, other than a bona fide employee working solely for the CONSULTANT, to solicit or secure this Contract, and that CONSULTANT has not paid or agreed to pay any person, company, corporation, individual or firm any fee, commission, percentage, gift or any other consideration, contingent upon or resulting from the award or making of this Contract. It is understood and agreed that the term "fee" shall also include brokerage fee, however denoted.

CONSULTANT acknowledges that AUTHORITY officials and employees are prohibited from soliciting and accepting funds or gifts from any person who has, maintains, or seeks business relations with the AUTHORITY in accordance with the AUTHORITY's Ethics Policy. CONSULTANT acknowledges that it has read the Ethics Policy and, to the extent applicable, CONSULTANT will comply with the aforesaid Ethics Policy in connection with performance of the Contract.

In the performance of the Contract, CONSULTANT shall comply with all applicable local, state, and federal laws and regulations and obtain all permits necessary to provide the Contract services.

CONSULTANT covenants and agrees that it and its employees, officers, agents, and subcontractors shall be bound by the standards of conduct provided in Florida Statutes 112.313 as it relates to work performed under this Contract, which standards will be reference be made a part of this Contract as though set forth in full.

14. NONDISCRIMINATION

CONSULTANT, its employees, officers, agents, and subcontractors shall not discriminate on the grounds of race, color, religion, sex, national origin, or other protected class, in the performance of work or selection of personnel under this Contract.

15. SUBLETTING AND ASSIGNMENT

AUTHORITY has selected CONSULTANT to perform the Services based upon characteristics and qualifications of CONSULTANT and its employees. Therefore, CONSULTANT shall not sublet, sell, transfer, assign, delegate, subcontract, or otherwise dispose of this Contract or any portion thereof, or of the CONSULTANT's right, title, or interest therein without the written consent of the AUTHORITY, which may be withheld in the AUTHORITY'S sole and absolute discretion. Any attempt by CONSULTANT to dispose of this Contract as described above, in part or in whole, without AUTHORITY'S written consent shall be null and void and shall, at AUTHORITY's option, constitute a default under the Contract.

If, during the term of the Contract, CONSULTANT desires to subcontract any portion(s) of the work to a subcontractor that was not disclosed by the CONSULTANT to the AUTHORITY at the time that the Contract was originally awarded, and such subcontract would, standing alone or aggregated with prior subcontracts awarded to the proposed subcontractor, equal or exceed

twenty five thousand dollars (\$25,000.00), the CONSULTANT shall first submit a request to the AUTHORITY's Director of Procurement for authorization to enter into such subcontract. Except in the case of an emergency, as determined by the Executive Director or his/her designee, no such subcontract shall be executed by the CONSULTANT until it has been approved by the AUTHORITY Board. In the event of a designated emergency, the CONSULTANT may enter into such a subcontract with the prior written approval of the Executive Director or his/her designee, but such subcontract shall contain a provision that provides that it shall be automatically terminated if not approved by the AUTHORITY Board at its next regularly scheduled meeting.

16. DISPUTES

All services shall be performed by the CONSULTANT to the reasonable satisfaction of the AUTHORITY's Executive Director (or his delegate), who shall decide all questions, difficulties and disputes of any nature whatsoever that may arise under or by reason of this Contract, the prosecution and fulfillment of the services described and the character, quality, amount and value thereof. The Executive Director's decision upon all claims, questions and disputes shall be final agency action. Adjustments of compensation and Contract time, because of any major changes in the work that may become necessary or desirable as the work progresses shall be left to the absolute discretion of the Executive Director (and the AUTHORITY Board if amendments are required) and supplemental agreement(s) of such nature as required may be entered into by the parties in accordance herewith.

17. PREVAILING PARTY ATTORNEY'S FEES

If any contested claim arises hereunder or relating to the Contract (or CONSULTANT's work hereunder), and either party engages legal counsel, the prevailing party in such dispute, as "prevailing party" is hereinafter defined, shall be entitled to recover reasonable attorneys' fees and costs as defined herein, from the non-prevailing party.

In order for CONSULTANT to be the prevailing party, CONSULTANT must receive an adjusted judgment or adjusted award equal to at least eighty percent (80%) of its contested claims filed with AUTHORITY, failing which AUTHORITY will be deemed the prevailing party for purposes of this Contract.

Should this section be judged void, unenforceable or illegal, in whole or in substantial part, by a court of competent jurisdiction, this section shall be void in its entirety and each party shall bear its own attorneys' fees and costs.

18. OTHER SEVERABILITY

If any section of this Contract, other than the immediately preceding Prevailing Party Attorneys' Fees section, be judged void, unenforceable or illegal, then the illegal provision shall be, if at all possible, interpreted or re-drafted into a valid, enforceable, legal provision as close to the parties' original intention, and the remaining portions of the Contract shall remain in full force and effect

and shall be enforced and interpreted as closely as possible to the parties' intention for the whole of the Contract.

19. GOVERNING LAW

This Contract shall be governed by and construed in accordance with the laws of Florida. Venue of any legal or administrative proceedings arising out of this Contract shall be exclusively in Orange County, Florida.

In consideration of the foregoing premises, AUTHORITY agrees to pay CONSULTANT for work performed and materials furnished at the prices submitted with the Proposal.

20. RELATIONSHIPS

CONSULTANT acknowledges that no employment relationship exists between AUTHORITY and CONSULTANT or CONSULTANT's employees. CONSULTANT shall be responsible for all direction and control of its employees and payment of all wages and salaries and other amounts due its employees. CONSULTANT shall be responsible for all reports and obligations respecting such employees, including without limitation social security tax and income tax withholding, unemployment compensation, workers compensation, and employment benefits.

CONSULTANT shall conduct no act or omission that would lead CONSULTANT's employees or any legal tribunal or regulatory agency to believe or conclude that CONSULTANT's employees would be employees of the AUTHORITY.

Any approval by AUTHORITY of a subcontract or other matter herein requiring AUTHORITY approval for its occurrence shall not be deemed a warranty or endorsement of any kind by AUTHORITY of such subcontract, subcontractor, or matter.

21. INTERPRETATION

For purposes of this Contract, the singular shall include the plural, and the plural shall include the singular, unless the context clearly requires otherwise. Except for reference to women's business enterprises and matters relating thereto, reference to one gender shall include all genders. Reference to statutes or regulations include all statutory or regulatory provisions consolidating, amending, or replacing the stated statute or regulation. Words not otherwise defined and that have well-known technical, industry, or legal meanings, are used in accordance with such recognized meanings, in the order stated. References to persons include their respective permitted successors and assigns and, in the case of governmental persons, persons succeeding to their respective functions and capacities. If CONSULTANT discovers any material discrepancy, deficiency, or ambiguity in this Contract, or is otherwise in doubt as to the meaning of any provision of the Contract, CONSULTANT may immediately notify AUTHORITY and request clarification of AUTHORITY's interpretation of the Contract. The Contract Documents, together with and including all exhibits, comprise the entire agreement of the parties and supersedes and nullifies all prior and contemporaneous negotiations,

representations, understandings, and agreements, whether written or oral, with respect to the subject matter hereof.

21. WAGE RATES AND TRUTH-IN-NEGOTIATIONS CERTIFICATE

The CONSULTANT hereby certifies, covenants and warrants that wage rates and other factual unit costs as shown in attached documentation supporting the compensation are accurate, complete and current as of the date of this Contract. It is further agreed that said price shall be adjusted to exclude any significant sums where the AUTHORITY shall determine the price was increased due to inaccurate, incomplete or non-current wage rates and other factual unit costs. All such adjustments shall be made within one year following the date of final billing or acceptance of the work by the AUTHORITY, whichever is later.

22. SURVIVAL OF EXPIRATION OR TERMINATION

Any clause, sentence, paragraph, or section providing for, discussing or relating to any of the following shall survive the expiration or earlier termination of the Contract:

22.1 Trademarks, service marks, patents, trade secrets, copyrights, publicity, or other intellectual property rights, and terms relating to the ownership, security, protection, or confidentiality thereof; and

22.2 Payment to CONSULTANT for satisfactory work performed or for termination expenses, if applicable; and

22.3 Prohibition on non-competition agreements of CONSULTANT's employees with respect to any successor of CONSULTANT; and

22.4 Obligations upon expiration or termination of the Contract; and

22.5 Any other term or terms of this Contract which by their nature or context necessarily survive the expiration or earlier termination of the Contract for their fulfillment.


23. OBLIGATIONS UPON EXPIRATION OR TERMINATION OF CONTRACT

23.1 Immediately upon expiration or termination of this Contract CONSULTANT shall submit to AUTHORITY, upon request, a report containing the last known contact information for each subcontractor or employee of CONSULTANT who performed work under the Contract; and

23.2 CONSULTANT shall initiate settlement of all outstanding liabilities and claims, if any, arising out of the Contract and any subcontracts or vending agreements to be canceled. All settlements shall be subject to the approval of AUTHORITY.


IN WITNESS WHEREOF, the authorized signatures named below have executed this Contract on behalf of the parties as of the day and year first above written. This Contract was awarded by the Authority's Board of Directors at its meeting on December 12, 2013.

ORLANDO-ORANGE COUNTY EXPRESSWAY AUTHORITY

By: 
Director of Procurement

Print Name: Claude Miller

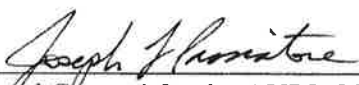
DAY COMMUNICATIONS, INC.

By: 

Print Name: Amanda Day
President
Title

ATTEST:  (Seal)

Approved as to form and execution, only.


General Counsel for the AUTHORITY

SCOPE OF SERVICES
COMMUNICATION AND MARKETING CONSULTANT SERVICES

1.0 DESCRIPTION

- 1.1 The Orlando-Orange County Expressway Authority (Authority) requires the services of a Communications and Marketing Consultant (Consultant) to provide innovative communication and marketing services which will enhance the operations and image of the Authority. Specific areas of services required consist of, but are not necessarily limited to, communication planning and implementation, marketing services, advertising services, public relations support, preparation of print materials, preparation of audio, video and slide presentations, and project planning, coordination and implementation.
- 1.2 The Authority has established the following goals and objectives for its communication and marketing program including:

- Increase public awareness of Authority programs
- Communicate the benefits of using the Authority system
- Increase use of the Authority system
- Reach out to local communities with information about Authority programs and services
- Increase communication and outreach to minority communities
- Manage ongoing market research to determine customer profile, needs, and expectations
- Manage the Authority's image campaign for Authority programs and services
- Develop and coordinate buys for television, radio, print, billboard, and other materials typical to a comprehensive long term communication and marketing program
- Increase the Authority's reach through social media platforms

Anticipated projects include, but are not limited to, the following:

- PSA Campaigns such as Designate a Texter
- Electronic Transponder Marketing
- Centralized Customer Service Center Initiative
- Customer Appreciation Program
- Customer Opinion Surveys

The Consultant shall make available the personnel, facilities, supplies, materials and resources necessary to enable the Authority to achieve its communication and marketing goals. The Consultant shall work closely with Authority staff in providing the support

services included in this project scope as directed by the Authority. The Consultant shall be responsible to ensure that sufficient staff or other resources are available to service multiple projects in progress concurrently.

- 1.3 The Authority does not guarantee that all of the services described in this Scope of Services will be assigned during the term of the Contract. Further, the Consultant is providing these services on a non-exclusive basis. The Authority, at its option, may elect to have any of the services set forth herein performed by other consultants or Authority staff.

2.0 CONSULTANT SERVICES

- 2.1 The Consultant shall provide qualified professional, technical and support personnel to perform the work and provide the technical expertise and resources required by the Authority to support the Authority's communication and marketing program. The Authority, at its option, may elect to expand, reduce or delete the extent of the work described herein. As used in the context of this Scope of Services, support shall be defined to include advising, informing, suggesting, evaluating, reviewing, recommending and planning the entire range of activities associated with communication and marketing. All work subcontracted by the Consultant shall be specifically authorized and approved in advance by the Authority.

- 2.2 Specific responsibilities of the Consultant shall include, but are not necessarily limited to: developing marketing plans; developing and producing display ads; developing and producing radio commercials; coordinating remote radio events; buying radio time; developing direct mail concepts; coordinating direct mailings; developing video concepts, writing scripts and producing videos; developing and producing computer generated and/or slide presentations; writing news articles for various publications; developing social media strategy; and providing photographic services.

3.0 SPECIAL TASKS ALLOWANCE

Special tasks may be assigned to the Consultant in accordance with the Contract and this Scope of Services. No special tasks shall begin without prior written authorization to the Consultant to perform the work.

4.0 COMPENSATION

Compensation to the Consultant will be made in accordance with the Method of Compensation. The Consultant shall pay all applicable sales tax charged by outside vendors/ subconsultants for goods/services purchased by the Consultant in the performance of its responsibilities under the Contract. Any such sales tax paid by the Consultant will be reimbursed by the Authority. However, the Authority is exempt from sales tax billed directly to the Authority.

5.0 TERM OF CONTRACT AND RENEWAL OPTIONS

Work shall commence upon issuance of the written Notice to Proceed from the Authority's Director of Public Affairs and Communication. The term and renewals options shall be as specified in the Contract.

END OF SCOPE OF SERVICES

**METHOD OF COMPENSATION
COMMUNICATIONS AND MARKETING CONSULTANT SERVICES
CONTRACT NO. 001002**

1.0 PURPOSE

This Exhibit describes the limits and method of compensation to be made to the Consultant for the services set forth in the Scope of Services. The services shall be provided over the duration of the work specified in the Contract.

2.0 COMPENSATION

For the satisfactory completion of the services detained in the Scope of Services, the Consultant will be paid up to a total not-to-exceed amount of \$987,625.00 for a three (3) year term. The total amount shall consist of an amount for labor of \$387,625.00 and an Allowance for Printing, Expenses and Media Buys of \$600,000.00. Consultant shall provide detailed estimates at the onset of each assignment. All expenditures from the Allowance will require specific authorization by the Authority before any costs are incurred by the Consultant and paid by the Authority. Subcontractor fees for printing and expenses as authorized by the Authority, will be passed through the Consultant at cost. Authorized media buys will also be paid for from the Allowance and passed through the Consultant at cost with no additional fees (percentage of buy) included.

3.0 METHOD OF COMPENSATION

- 3.1 In general, payment will be made to the Consultant not more than once monthly unless otherwise agreed to by the Authority prior to the start of an authorized work assignment. The Consultant shall prepare and submit an invoice to the Authority in a format acceptable to the Authority. The invoice shall be submitted in duplicate. The Consultant shall have a documented invoice procedure.
- 3.2 The Authority has a Purchasing Card Program (PCP) and an EFT wire transfer system in addition to the normal checking process. The Consultant may select at its convenience the appropriate method of payment and coordinate with the Authority the payment of the invoices. The Authority highly recommends the use of the PCP or the EFT method for the payment of invoices.
- 3.3 Payment for work completed by the Consultant and accepted by the Authority under the Allowance for Printing, Expenses and Media Buys will be made not more than once monthly unless otherwise agreed to by the Authority prior to the start of an authorized work assignment. No work paid for under the Allowance shall be performed until written authorization is given, or forwarded

via email, to the Consultant by the Authority. Any amounts remaining in the Allowance upon completion and acceptance of the project remain the property of the Authority and the Consultant acknowledges that it has no entitlement to the remaining funds.

- 3.4 The Consultant shall promptly pay all subcontractors their proportionate share of payment received from the Authority.
- 3.5 The Authority reserves the right to withhold payment or payments in whole or in part, and to continue to withhold any such payments for work not completed, completed unsatisfactorily, work that is behind schedule or work that is otherwise performed in an inadequate or untimely fashion as determined by the Authority. Any and all such payments previously withheld shall be released and paid to Consultant promptly when the work is subsequently satisfactorily performed.

4.0 PROJECT CLOSEOUT

The Consultant shall permit the Authority to perform, or have performed, a final audit of the records of the Consultant and any or all of its subcontractors to support the compensation paid the Consultant. The audit will be performed as soon as practical after completion and acceptance of the contracted services. In the event funds paid to the Consultant under the Contract are subsequently properly disallowed by the Authority because of accounting errors or charges not in conformity with the Contract, the Consultant agrees that such disallowed amounts are due the Authority upon demand. Further, the Authority shall have the right to deduct from any payment due the Consultant an amount sufficient to satisfy any amount due and owing the Authority by the Consultant under the Contract. Final payment to the Contract will be adjusted for audit results.

END OF SECTION

November 13, 2013

Orlando-Orange County Expressway Authority
1974 Orl Tower Road
Orlando, Florida 32807

RF# Communications and Marketing Consultant Services
CONTRACT NO. 001002

Dear Review Committee:

The Day Team is pleased to submit this Technical Proposal along with the required forms for the above referenced project. Day Communications - with the team of subconsultants (Day Team) have successfully provided similar services on numerous transportation related communications and marketing projects and look forward to serving the Orlando-Orange County Expressway Authority (Authority) in delivering the results that meet your stated objectives.

The Day Team has assembled a team of professionals tailored to the specific contract requirements. These team members possess proven expertise in their respective fields and have an understanding of transportation issues, challenges and opportunities in Central Florida. More importantly, the majority of the team has a proven work history with the Authority and a keen knowledge of your protocols, processes and corporate culture. The Day Team has been supporting the Authority in the marketing, media buying, social media and tracking efforts for the public service safety campaign, Designated Texter. Our experience and knowledge on similar projects in Central Florida will prove to be valuable for your projects listed within the RFP.


The Day Team's project manager is Amanda Day. She has over 20 years of experience, including work with the Authority. Ms. Day will manage projects as designated by the Authority from The Day Team's office located at 501 S. New York Avenue, Suite 200 in Winter Park. She can be reached at 407-716-8221 or by email at aday@daycommunications.com.

Our team includes subconsultants such as Evolve for creative, graphic design, and web development; Right Creative for copywriting support; Julie Fletcher for photography; and Salton Mitchell for market research. It should be noted that all of the subconsultants are small businesses firms.

The attached Technical Proposal outlines the The Day Team's awareness of the transportation issues, approach to the scope of services, details management and staffing capabilities and includes the required documentation. We believe our Technical Proposal will demonstrate that The Day Team, along with the team of respected and experienced subconsultants, will deliver quality communication and marketing solutions to the Authority. Our goal is to provide you with the best possible service by always adhering to your protocols, quality standards and delivering on time and within the allocated budget.

We look forward to your favorable consideration of the The Day Team.

Sincerely,
The Day Team, Inc.



Amanda Day
President and Founder, Project Manager



A dark gray, speech bubble-shaped graphic containing the text "TABLE OF contents" in white, uppercase letters. The bubble has a tail pointing downwards and to the right.

TABLE OF contents

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Understanding & Approach	6
Experience of Firm & Ability of Staff	14
Organization & Management	18
Appendix	21

3.1 TECHNICAL PROPOSAL

Proposals shall address each section listed below and how the Proposer intends to achieve the desired performance levels. The required information shall be clear, concise and understandable. The Technical Proposal shall identify the "prime" consultant and the subconsultant(s) and the services to be provided by each. Where subconsultant services are proposed they shall be specifically identified and the information required below for the Proposer shall also be furnished for the subconsultant firm.

No cost information or prices shall be included in the Technical Proposal. Inclusion of cost information or prices in the Technical Proposal may be sufficient cause for rejection of the submittal. The Technical Proposal includes the following sections:

- Executive Summary
- Understanding and Approach
- Experience of Firm and Ability of Staff
- Organizational Management

A. Executive Summary

The Executive Summary shall be written in non-technical language to summarize the Proposer's overall capabilities and approaches for accomplishing the services specified in the Scope of Services. The Executive Summary shall be limited to no more than two (2) pages.

Five Decades of Connecting Communities and Commerce.

No question the Orlando Orange County Expressway Authority (Authority) is vital to our region's economic growth and quality of life. "When they want and where they want" embodied the bold thinking in the 1960's when the 2.4 mile Bee Line was the only link between the Cape and Orlando to what Orange County is today with six expressways connecting communities and commerce. Broken down in numbers, the expressways comprise of 100 miles of roadway, 59 interchanges, 255 bridges and 14 mainline toll plazas. It's a \$6 billion asset, linking airports, a spaceport, cruise port, businesses, schools, neighborhoods and the world's largest tourist attractions.

The Authority has proven to be a good steward of our community's local asset with sound fiscal strategies designed to lead us through the next fifty years. This is made possible because the transportation needs are in the community's hands and decisions are made by a local agency that receives no tax dollars, is unencumbered by state government and personally welcomes customers at your two customer service centers. You have a remarkable history and great story tell. The Day Team is the team to get this story heard.

That's why The Day Team, an integrated marketing communications firm in Orlando, has assembled communications specialists in marketing, advertising, public relations, storytelling, social media and more to design cohesive marketing communications programs with messages people will **hear**. At a time they'll **respond**. We say it's communications you will take to the bank and people will **trust**.

Meet The Day Team: Joining The Day Team is Evolve Design Group, providing creative, web and graphics support. There is Right Creative for copywriting, Julie Fletcher for photography and Sallor Mitchell for market research. You will find in the submitted Technical Proposal, our team stands out in both experience and local knowledge. People know us. Respect our work. And see us as passionate advocates in making our community go for just like the Authority.

With The Day Team, you've recruited proven professionals who have a history of working with the Authority. Expect no learning curve. The execution of our marketing communications programs will mirror business strategy. Creative, analytics, grassroots and cutting-edge communication practices. We have a reputation for quick delivery, quality control, consistency of message, and the ability to get the most competitive vendor prices.

Our team's approach will focus on accomplishing these 5 objectives:

- Increase awareness of the Authority's programs, mission and your commitment to quality of life.
- Grow the Authority brand where it is recognized as a local, valuable asset and good stewards of the community.
- Increase customer use of the expressways and boost transponder sales.
- Drive the momentum to increase outreach and communications in minority communities.
- Tell the Authority story by anchoring it with your mission.

Our capabilities and approaches can be summed up this way. We have the transportation experience. We've developed marketing programs for the nation's biggest agencies and smallest businesses. Our all caps drive to build patron-welcomed community delivering results you deserve. Resulting in a reputation for community trust and loyalty together our work accomplishes it will be our legacy and a part of this smart, forward-thinking agency's future. Come, people, connect and move forward.

B. Understanding and Approach

Proposer shall describe its knowledge of Authority and related transportation issues in Central Florida. Provide information detailing experience working on transportation related projects.

The Orlando-Orange County Expressway Authority (Authority) started in 1963 with inevitable exponential population growth, a 24-mile road and a community skeptical about residents' willingness to pay tolls to cross town. Today, the Authority represents a 109-mile system with over 800 million customer transactions last year. It's a roadway system that is vital to residents' commute to work, to area businesses' ability to move people and goods, and to millions of visitors seeking convenient access to our world-renowned theme parks.

And, the Authority's role ahead is even more vital to the region's future. With more than 16,000 jobs anticipated via the current five-year work plan, and continued regionalization from coast to coast, the Authority's expressways and related customer connections are tied to quality of life. As the Authority continues to put needed resources into place to provide exceptional value and customer service, including the centralization of customer service centers with the three major toll agencies and the Florida Turnpike by 2015, your stake in choosing the right marketing and communications partner is high.

Day Communications – with the team of subconsultants (The Day Team) – is that partner. The Authority and other important regional organizations know us on a first-name basis, return our phone calls and understand we take our responsibilities as serious as you do. Our local knowledge and contacts run deep. They enable us to create the targeted, innovative marketing programs needed to break through to all customer segments.

Transportation Experience

Notable communications and marketing project experience for the Authority include:

- FY14 Integrated Marketing Communications Plan, includes monthly goals, timelines and marketing messages
- Electronic Transponder Marketing
- Multiple CAFE designs, copywriting and print production
- Bilingual media buy for *Designated Driver*, the public service campaign
- Drafting of press releases, opinion pieces, and articles
- Social media planning, information and measurement
- Developing on-line display advertising and marketing graphics

Besides a keen and intimate grasp of the Authority's past, present and future challenges, the subconsultant, Esolve, is responsible for the strategic marketing and project budget management for SunRail, the \$1.6-billion commuter rail system from Volusia and Orange County. As for the core consultant we have been serving as the integrated marketing communications agency for more than 100 years for Vanasse Hangen Brustlin, Inc. (VHB), national transportation and engineering firm, VHB's Central Florida transportation team is working on some of Florida's most progressive transportation projects including CDK's Alternatives Analysis for U.S. 1 and 2, to improve mobility, connectivity and accessibility and economic development; the Altamonte Springs RBD Plan for the SunRail Station; and FRA ISB support for the all-Access Florida project. VHB looks to The Day Team as the trusted partner, providing a seasoned, local perspective that is focused on the end game – to position VHB as an highly recognized, reputable transportation engineering firm in Central Florida.

B. Understanding and Approach *(continued)*

Proposer shall describe its ideas and plans for market research. Describe the firm's previous experience with coordinating and/or conducting market research.

During the next two years, the Authority will embark on a number of customer-focused initiatives including the centralization of their customer service centers. Such large-scale programs require a comprehensive communication strategy based on solid market research. The Day Team employs a unique blend of traditional and cutting-edge technologies to answer such key questions as:

- 1) How does the audience want to receive information?
- 2) Is the messaging easy or challenging for customers to comprehend?
- 3) How often do consumers want to receive information?

Accurately collecting and translating consumer feedback into effective marketing tactics requires an experienced team with a long-standing history of local transportation insight. The Day Team has lead multiple transportation research projects for such brands as the Florida Department of Transportation Intermodal Division, SunRail, Orlando, Orange County Expressway Authority and Melbourne International Airport.

Our Market Research Techniques include, but are not limited to:

- **WebDigg** – Geo-targeted technology that scrapes open forum data, including all RSS feeds, Facebook, Twitter, etc. and then organizes the audience feedback based on predetermined criteria.
- **Stakeholder Surveys** – Individual interviews with key stakeholders to solicit project buy-in and identify potential concerns in advance of planning.
- **Customer Surveys** – Timely online surveys embedded in newsletters or eblast for a pulse check.

Proposer shall provide information about the firm's involvement in the local community. Explain any added benefits that the firm can offer the Authority in the Authority's efforts to communicate with the local community.

We know Central Florida. We were either born in the Orlando area or have worked in this region for more than twenty years. You can say we are invested and committed to making our world a better place. This means we volunteer at homeless shelters, hold leadership and volunteer positions at our children's public schools, serve on non-profit boards dedicated to education, work to preserve our environment, and actively participate and volunteer at our places of worship. This passion of making our world a better transition into taking on pro-bono projects, where we leverage creative talents, marketing skills and hours of time to advance organizations goals. Some previous examples of clients we've provided pro-bono services for include The Orlando Ballet, Hug Childrens and Second Harvest Food Bank.

Most of our community work is done side-by-side with leaders. Let's work at some of the region's top companies. We have created valued personal relationships in the area of transportation, public safety and local governments, which we are excited to share to further the goals of the Authority. Our team is prepared to explore how our relationships with local, national and global partners can create mutually beneficial opportunities for the Authority.

B. Understanding and Approach (continued...)

The Proposer shall demonstrate its understanding of the projects objectives referenced in the Scope of Services and shall discuss the means by which the projects may be executed.

PART 1: UNDERSTANDING AND APPROACH TO SERVICES LISTED IN SCOPE OF SERVICES

The Day Team experience is ideally aligned with the scope of the Communication and Marketing Services RFP demonstrated below. You will note below that both services (1.1) and specific responsibilities (2.2) under those services are referenced in this section.

Communication Planning & Implementation

In order for the Authority to generate greater engagement, visibility and loyalty for the expressways moving people throughout our region, we will design a communications plan and manage against it.

The Day Team will start by setting goals, establishing success measurements and then seek a detailed understanding of the Authority's primary and secondary audiences for that particular project, or for the Authority as a whole. Armed with this foundation, we will evaluate the audiences' needs and where they receive information. What evolves from this planning process will be an integrated communications and marketing program that impacts short-term behavior, while building long-term loyalty. You can expect this process to be employed in all Authority projects.

Marketing Services

Often marketing consultant teams offer communications or advertising backgrounds which only relate to the delivery of written or visual output, but fail to link their efforts to a business return on investment. Our team offers clients something different – the right combination of business acumen and creativity. It's a business-driven approach to building marketing communications programs that generate equity long after our work is complete.

Our approach to marketing services is one we field you put effective strategies in place during the communication planning process, we will create individualized marketing plans for each project with objectives, measurements, audiences, messages, communication tools, timelines, and responsible parties, to be implemented on time and within budget.

The Day Team has handled all aspects of marketing for a wide array of clients ranging from the MCA of Central Florida and Simon Properties to the Florida Department of Transportation (FDOT) and Darden Restaurants. We shall provide the following marketing services to the Authority:

- Market research/field surveying
- Advertising services
- Public Relations
- Customer support
- Sales strategies
- Community involvement

Media Buy Schedule and Budget for Designated Texter Campaign											
Florida Turnpike Authority Expressway Authority											
Line Item		Media Type	Start Date	End Date	Days	Spots/Week	Rate	Total Spots	Total Cost	Comments	Notes
Expressway Authority											
1	Expressway Authority	Radio	1/1/12	12/31/12	MTWTFSS	1	\$1,000	52	\$52,000	Expressway Authority	
2	Expressway Authority	Radio	1/1/12	12/31/12	MTWTFSS	1	\$1,000	52	\$52,000	Expressway Authority	
3	Expressway Authority	Radio	1/1/12	12/31/12	MTWTFSS	1	\$1,000	52	\$52,000	Expressway Authority	
4	Expressway Authority	Radio	1/1/12	12/31/12	MTWTFSS	1	\$1,000	52	\$52,000	Expressway Authority	
5	Expressway Authority	Radio	1/1/12	12/31/12	MTWTFSS	1	\$1,000	52	\$52,000	Expressway Authority	
6	Expressway Authority	Radio	1/1/12	12/31/12	MTWTFSS	1	\$1,000	52	\$52,000	Expressway Authority	
7	Expressway Authority	Radio	1/1/12	12/31/12	MTWTFSS	1	\$1,000	52	\$52,000	Expressway Authority	
8	Expressway Authority	Radio	1/1/12	12/31/12	MTWTFSS	1	\$1,000	52	\$52,000	Expressway Authority	
9	Expressway Authority	Radio	1/1/12	12/31/12	MTWTFSS	1	\$1,000	52	\$52,000	Expressway Authority	
10	Expressway Authority	Radio	1/1/12	12/31/12	MTWTFSS	1	\$1,000	52	\$52,000	Expressway Authority	
11	Expressway Authority	Radio	1/1/12	12/31/12	MTWTFSS	1	\$1,000	52	\$52,000	Expressway Authority	
12	Expressway Authority	Radio	1/1/12	12/31/12	MTWTFSS	1	\$1,000	52	\$52,000	Expressway Authority	
13	Expressway Authority	Radio	1/1/12	12/31/12	MTWTFSS	1	\$1,000	52	\$52,000	Expressway Authority	
14	Expressway Authority	Radio	1/1/12	12/31/12	MTWTFSS	1	\$1,000	52	\$52,000	Expressway Authority	
15	Expressway Authority	Radio	1/1/12	12/31/12	MTWTFSS	1	\$1,000	52	\$52,000	Expressway Authority	
16	Expressway Authority	Radio	1/1/12	12/31/12	MTWTFSS	1	\$1,000	52	\$52,000	Expressway Authority	
17	Expressway Authority	Radio	1/1/12	12/31/12	MTWTFSS	1	\$1,000	52	\$52,000	Expressway Authority	
18	Expressway Authority	Radio	1/1/12	12/31/12	MTWTFSS	1	\$1,000	52	\$52,000	Expressway Authority	
19	Expressway Authority	Radio	1/1/12	12/31/12	MTWTFSS	1	\$1,000	52	\$52,000	Expressway Authority	
20	Expressway Authority	Radio	1/1/12	12/31/12	MTWTFSS	1	\$1,000	52	\$52,000	Expressway Authority	
21	Expressway Authority	Radio	1/1/12	12/31/12	MTWTFSS	1	\$1,000	52	\$52,000	Expressway Authority	
22	Expressway Authority	Radio	1/1/12	12/31/12	MTWTFSS	1	\$1,000	52	\$52,000	Expressway Authority	
23	Expressway Authority	Radio	1/1/12	12/31/12	MTWTFSS	1	\$1,000	52	\$52,000	Expressway Authority	
24	Expressway Authority	Radio	1/1/12	12/31/12	MTWTFSS	1	\$1,000	52	\$52,000	Expressway Authority	
25	Expressway Authority	Radio	1/1/12	12/31/12	MTWTFSS	1	\$1,000	52	\$52,000	Expressway Authority	
26	Expressway Authority	Radio	1/1/12	12/31/12	MTWTFSS	1	\$1,000	52	\$52,000	Expressway Authority	
27	Expressway Authority	Radio	1/1/12	12/31/12	MTWTFSS	1	\$1,000	52	\$52,000	Expressway Authority	
28	Expressway Authority	Radio	1/1/12	12/31/12	MTWTFSS	1	\$1,000	52	\$52,000	Expressway Authority	
29	Expressway Authority	Radio	1/1/12	12/31/12	MTWTFSS	1	\$1,000	52	\$52,000	Expressway Authority	
30	Expressway Authority	Radio	1/1/12	12/31/12	MTWTFSS	1	\$1,000	52	\$52,000	Expressway Authority	
31	Expressway Authority	Radio	1/1/12	12/31/12	MTWTFSS	1	\$1,000	52	\$52,000	Expressway Authority	
32	Expressway Authority	Radio	1/1/12	12/31/12	MTWTFSS	1	\$1,000	52	\$52,000	Expressway Authority	
33	Expressway Authority	Radio	1/1/12	12/31/12	MTWTFSS	1	\$1,000	52	\$52,000	Expressway Authority	
34	Expressway Authority	Radio	1/1/12	12/31/12	MTWTFSS	1	\$1,000	52	\$52,000	Expressway Authority	
35	Expressway Authority	Radio	1/1/12	12/31/12	MTWTFSS	1	\$1,000	52	\$52,000	Expressway Authority	
36	Expressway Authority	Radio	1/1/12	12/31/12	MTWTFSS	1	\$1,000	52	\$52,000	Expressway Authority	
37	Expressway Authority	Radio	1/1/12	12/31/12	MTWTFSS	1	\$1,000	52	\$52,000	Expressway Authority	
38	Expressway Authority	Radio	1/1/12	12/31/12	MTWTFSS	1	\$1,000	52	\$52,000	Expressway Authority	
39	Expressway Authority	Radio	1/1/12	12/31/12	MTWTFSS	1	\$1,000	52	\$52,000	Expressway Authority	
40	Expressway Authority	Radio	1/1/12	12/31/12	MTWTFSS	1	\$1,000	52	\$52,000	Expressway Authority	
41	Expressway Authority	Radio	1/1/12	12/31/12	MTWTFSS	1	\$1,000	52	\$52,000	Expressway Authority	
42	Expressway Authority	Radio	1/1/12	12/31/12	MTWTFSS	1	\$1,000	52	\$52,000	Expressway Authority	
43	Expressway Authority	Radio	1/1/12	12/31/12	MTWTFSS	1	\$1,000	52	\$52,000	Expressway Authority	
44	Expressway Authority	Radio	1/1/12	12/31/12	MTWTFSS	1	\$1,000	52	\$52,000	Expressway Authority	
45	Expressway Authority	Radio	1/1/12	12/31/12	MTWTFSS	1	\$1,000	52	\$52,000	Expressway Authority	
46	Expressway Authority	Radio	1/1/12	12/31/12	MTWTFSS	1	\$1,000	52	\$52,000	Expressway Authority	
47	Expressway Authority	Radio	1/1/12	12/31/12	MTWTFSS	1	\$1,000	52	\$52,000	Expressway Authority	
48	Expressway Authority	Radio	1/1/12	12/31/12	MTWTFSS	1	\$1,000	52	\$52,000	Expressway Authority	
49	Expressway Authority	Radio	1/1/12	12/31/12	MTWTFSS	1	\$1,000	52	\$52,000	Expressway Authority	
50	Expressway Authority	Radio	1/1/12	12/31/12	MTWTFSS	1	\$1,000	52	\$52,000	Expressway Authority	
51	Expressway Authority	Radio	1/1/12	12/31/12	MTWTFSS	1	\$1,000	52	\$52,000	Expressway Authority	
52	Expressway Authority	Radio	1/1/12	12/31/12	MTWTFSS	1	\$1,000	52	\$52,000	Expressway Authority	
53	Expressway Authority	Radio	1/1/12	12/31/12	MTWTFSS	1	\$1,000	52	\$52,000	Expressway Authority	
54	Expressway Authority	Radio	1/1/12	12/31/12	MTWTFSS	1	\$1,000	52	\$52,000	Expressway Authority	
55	Expressway Authority	Radio	1/1/12	12/31/12	MTWTFSS	1	\$1,000	52	\$52,000	Expressway Authority	
56	Expressway Authority	Radio	1/1/12	12/31/12	MTWTFSS	1	\$1,000	52	\$52,000	Expressway Authority	
57	Expressway Authority	Radio	1/1/12	12/31/12	MTWTFSS	1	\$1,000	52	\$52,000	Expressway Authority	
58	Expressway Authority	Radio	1/1/12	12/31/12	MTWTFSS	1	\$1,000	52	\$52,000	Expressway Authority	
59	Expressway Authority	Radio	1/1/12	12/31/12	MTWTFSS	1	\$1,000	52	\$52,000	Expressway Authority	
60	Expressway Authority	Radio	1/1/12	12/31/12	MTWTFSS	1	\$1,000	52	\$52,000	Expressway Authority	
61	Expressway Authority	Radio	1/1/12	12/31/12	MTWTFSS	1	\$1,000	52	\$52,000	Expressway Authority	
62	Expressway Authority	Radio	1/1/12	12/31/12	MTWTFSS	1	\$1,000	52	\$52,000	Expressway Authority	
63	Expressway Authority	Radio	1/1/12	12/31/12	MTWTFSS	1	\$1,000	52	\$52,000	Expressway Authority	
64	Expressway Authority	Radio	1/1/12	12/31/12	MTWTFSS	1	\$1,000	52	\$52,000	Expressway Authority	
65	Expressway Authority	Radio	1/1/12	12/31/12	MTWTFSS	1	\$1,000	52	\$52,000	Expressway Authority	
66	Expressway Authority	Radio	1/1/12	12/31/12	MTWTFSS	1	\$1,000	52	\$52,000	Expressway Authority	
67	Expressway Authority	Radio	1/1/12	12/31/12	MTWTFSS	1	\$1,000	52	\$52,000	Expressway Authority	
68	Expressway Authority	Radio	1/1/12	12/31/12	MTWTFSS	1	\$1,000	52	\$52,000	Expressway Authority	
69	Expressway Authority	Radio	1/1/12	12/31/12	MTWTFSS	1	\$1,000	52	\$52,000	Expressway Authority	
70	Expressway Authority	Radio	1/1/12	12/31/12	MTWTFSS	1	\$1,000	52	\$52,000	Expressway Authority	
71	Expressway Authority	Radio	1/1/12	12/31/12	MTWTFSS	1	\$1,000	52	\$52,000	Expressway Authority	
72	Expressway Authority	Radio	1/1/12	12/31/12	MTWTFSS	1	\$1,000	52	\$52,000	Expressway Authority	
73	Expressway Authority	Radio	1/1/12	12/31/12	MTWTFSS	1	\$1,000	52	\$52,000	Expressway Authority	
74	Expressway Authority	Radio	1/1/12	12/31/12	MTWTFSS	1	\$1,000	52	\$52,000	Expressway Authority	
75	Expressway Authority	Radio	1/1/12	12/31/12	MTWTFSS	1	\$1,000	52	\$52,000	Expressway Authority	
76	Expressway Authority	Radio	1/1/12	12/31/12	MTWTFSS	1	\$1,000	52	\$52,000	Expressway Authority	
77	Expressway Authority	Radio	1/1/12	12/31/12	MTWTFSS	1	\$1,000	52	\$52,000	Expressway Authority	
78	Expressway Authority	Radio	1/1/12	12/31/12	MTWTFSS	1	\$1,000	52	\$52,000	Expressway Authority	
79	Expressway Authority	Radio	1/1/12	12/31/12	MTWTFSS	1	\$1,000	52	\$52,000	Expressway Authority	
80	Expressway Authority	Radio	1/1/12	12/31/12	MTWTFSS	1	\$1,000	52	\$52,000	Expressway Authority	
81	Expressway Authority	Radio	1/1/12	12/31/12	MTWTFSS	1	\$1,000	52	\$52,000	Expressway Authority	
82	Expressway Authority	Radio	1/1/12	12/31/12	MTWTFSS	1	\$1,000	52	\$52,000	Expressway Authority	
83	Expressway Authority	Radio	1/1/12	12/31/12	MTWTFSS	1	\$1,000	52	\$52,000	Expressway Authority	
84	Expressway Authority	Radio	1/1/12	12/31/12	MTWTFSS	1	\$1,000	52	\$52,000	Expressway Authority	
85	Expressway Authority	Radio	1/1/12	12/31/12	MTWTFSS	1	\$1,000	52	\$52,000	Expressway Authority	
86	Expressway Authority	Radio	1/1/12	12/31/12	MTWTFSS	1	\$1,000	52	\$52,000	Expressway Authority	
87	Expressway Authority	Radio	1/1/12	12/31/12	MTWTFSS	1	\$1,000	52	\$52,000	Expressway Authority	
88	Expressway Authority	Radio	1/1/12	12/31/12	MTWTFSS	1	\$1,000	52	\$52,000	Expressway Authority	
89	Expressway Authority	Radio	1/1/12	12/31/12	MTWTFSS	1	\$1,000	52	\$52,000	Expressway Authority	
90	Expressway Authority	Radio	1/1/12	12/31/12	MTWTFSS	1	\$1,000	52	\$52,000	Expressway Authority	
91	Expressway Authority	Radio	1/1/12	12/31/12	MTWTFSS	1	\$1,000	52	\$52,000	Expressway Authority	
92	Expressway Authority	Radio	1/1/12	12/31/12	MTWTFSS	1	\$1,000	52	\$52,000	Expressway Authority	
93	Expressway Authority	Radio	1/1/12	12/31/12	MTWTFSS	1	\$1,000	52	\$52,000	Expressway Authority	
94	Expressway Authority	Radio	1/1/12	12/31/12	MTWTFSS	1	\$1,000	52	\$52,000	Expressway Authority	
95	Expressway Authority	Radio	1/1/12	12/31/12	MTWTFSS	1	\$1,000	52	\$52,000	Expressway Authority	
96	Expressway Authority	Radio	1/1/12	12/31/12	MTWTFSS	1	\$1,000	52	\$52,000	Expressway Authority	
97	Expressway Authority	Radio	1/1/12	12/31/12	MTWTFSS	1	\$1,000	52	\$52,000	Expressway Authority	
98	Expressway Authority	Radio	1/1/12	12/31/12	MTWTFSS	1	\$1,000	52	\$52,000	Expressway Authority	
99	Expressway Authority	Radio	1/1/12	12/31/12	MTWTFSS	1	\$1,000	52	\$52,000	Expressway Authority	
100	Expressway Authority	Radio	1/1/12	12/31/12	MTWTFSS	1	\$1,000	52	\$52,000	Expressway Authority	

B. Understanding and Approach (continued...)

Advertising Services

The Day Team loves to create and tell stories – both digital and non-digital – that can be distributed across screens, channels, paper, and digital platforms. Expect advertising efforts to be collaborative where we create powerful messages using words and images to inspire conversations and spark action, while remaining true to the Authority's voice. From there, we shall recommend communication channels to reach your audiences and manage the distribution of content and creative images. Each week, The Day Team will deliver tracking reports that will evaluate the advertising performance and budget spent against plan objectives.

The Day Team has experience serving clients with the advertising services listed below in the private, non-profit, municipal, and transportation sectors. Most recently, we supported the Authority with media buying, television spot writing, social media management, graphics, and photography services related to your Fifty Year Anniversary and the Designated Driver public service campaign.

- Brand development
- Message development
- Print production
- Radio and television production
- Website design
- Social media strategy and management
- Email marketing
- Media buying
- Presentation design
- Photography services

Communications Vehicle Matrix

The portfolio shall demonstrate examples of advertising services noted above.

Public Relations Support

As you seek to increase awareness and broaden overall brand visibility, Public Relations is a vital tool in your marketing plan. The Day Team shall provide compelling, integrated public relations program support that focuses on raising awareness among customers, prospects, relevant media and influential decision makers.

Our approach is to just tell your story. Let your story tell for you. We are customers and customers tell the best listening. Because of this, we bring to the public relations arena a deep and wide network of local media relationships, industry contacts and community partnerships. This helps us anticipate trends and understand unique opinions to craft engaging messages, allowing you to lead the way in connecting with your community.

Critical industry relationships mean we are called on during times of crisis for clients like Sunoco, Procter & Gamble, McDonald's, and Ford in a global real-time industry. For Bright House Networks, they looked to us to create new system-wide programs and plans to roll out new products and service lines and primary ways to plan and roll out the marketing of new day statewide corporations.

B. Understanding and Approach *(continued...)*

For the Authority, we will collaborate with you to create a customized, compelling mix of media relations, seeking engagements, community events, social media strategies, and outreach initiatives in key communities. The Day Team will work with you to make meaningful connections to minority communities to create relationships of mutual respect. Some of the tactics and support services we shall consider include:

- Copywriting for news articles and various publications
- Message development for both traditional and non-traditional media
- Journalist pitch support
- Press release drafting and media kit preparation
- Speechwriting
- Special event coordination, including radio shows
- Presentation development and video concepts/production

With all the Public Relations support services listed, what remains critical in all communications is ensuring the Authority's voice is captured and transmitted across all activities. This team "gets" your voice. Understands your protocols. And, we are sensitive to the communication practices related to public agencies.

Preparation of Printed Material

The Day Team has a graphic designer on staff that will work directly with the Authority to prepare all printed materials. We also have a partnership with a number of printing vendors that are known for value, quality and speed. We will always seek a minimum of three quotes for all print jobs.

Preparation of Audio, Video and Slide Presentations

The Authority shall have access to the above-mentioned graphic designer to prepare audio, video and slide presentations, using a wide array of in-house technology to assist with these requests.

Project Planning, Coordination and Implementation

The Day Team employs the latest technologies to assure the Authority's program are delivered on time and on budget. Given the magnitude of the Authority's communication and marketing projects, we recommend using the web-based project management tool, BaseCamp, to properly review, plan and execute all initiatives and to assure all information is accessible and transparent to the Authority.



SIMPLE LOGIN

"Remember Me..." and helping with username/password make logging in effortless.



DASHBOARD

See recent project activity and contacts in one clean, user-friendly interface.



TO-DO LISTS

View and manage all tasks on a project stage basis.

B. Understanding and Approach (continued...)

PART 2: UNDERSTANDING AND APPROACH TO LINKING OBJECTIVES TO IMPLEMENTING SPECIFIC PROJECTS IMPLEMENTATION (1.2)

The Authority has set goals and objectives for its marketing and communication program:

- Increase awareness of programs
- Increase use of the system
- Increase outreach to minority communities
- Communicating the benefits of the system
- Outreach to local communities about the Authority's programs and services
- Manage ongoing market research
- Manage the brand image for Authority programs and services
- Evaluate and coordinate media buys, and increase social media reach

To achieve these objectives and goals, The Day Team shall make available the personnel, facilities, supplies, materials and resources needed to enable the Authority to achieve intended results. Expect us to be available 24/7 to provide the support services, which are listed in Exhibit A, Scope of Services section 1.1, and sufficiently staff or locate other resources to service multiple projects in progress concurrently. The Day Team has the proven experience advancing the Authority's marketing and communications goals and looks forward to confirming this trusted working partnership.

Project Approach & Implementation

We will deliver the projects listed in the Scope of Services using a four-phase approach. All projects will involve (1) pre-communications planning, (2) implementation, (3) ongoing tracking, and (4) post-launch review.

PSA CAMPAIGNS: DESIGNATED TEXTER

As Chairman Walter Ketchum remarked at the State of The Expressway, "Building and rebuilding trust has been a priority for the Authority." Rebuilding trust involves demonstrating in a consistent and timely manner how the Authority exercises its mission. With the Authority celebrating its golden anniversary, it was an opportunity to reintroduce the agency to the public and they looked to the The Day Team for marketing and communications support. Through proactive collaboration, we developed a public service campaign that sought to bring attention to a serious road safety problem in Central Florida: texting and driving.

The Day Team created the message around the Designated Texter instead of the group-focused message launched in February 2011. This campaign was a success with national and nationwide media coverage (Wash Post, CNN, USA Today, Super Bowl commercial, Twitter will be back in 10 min only, market via television, radio, and community events) in the fall 2012, with the Orlando Magic as an affiliated partner.

The Day Team began by supporting your efforts to take this campaign to the next level, specifically to focus on local outreach to communities and efforts, expanding partnerships, plan, execute and manage this message to minority communities. A key partnership to consider is leveraging America's Day, your major outreach and marketing work with a statewide pedestrian safety initiative, called Best Foot Forward, a program of MetroPlex Orlando, City of Orlando, Orange County Government and, etc. Hereto, we want to commend the Authority for any sponsorship and any message to frame external associations, groups, events, car seat, software, transportation planning, signage, etc., or business process, etc. and many individuals by linking the two safety messages of responsible driving, safe road behaviors, followed by the Authority's message that all users will benefit from a safe and quality of life in our community. The safety is a just one example.

B. Understanding and Approach *(continued...)*

The Day Team shall provide the following services to support the Designated Texter Campaign and other public service campaign initiatives as required by the Authority:

- Communications planning
- Budget monitoring
- Creative concepts
- Media buy and ongoing tracking: TV, radio (English and Spanish), digital and print
- Script writing
- TV and radio production assistance
- Radio remote coordination
- Drafting of news articles, press releases, talking points and website copy
- Social Media management
- Community partnership development
- Weekly reporting on the effectiveness of the campaign and identify new areas of opportunity

CENTRALIZED CUSTOMER SERVICE CENTER INITIATIVE

The three major local Florida toll agencies and the Florida Turnpike have entered into a Memorandum of Understanding to evaluate the merits of combining customer service operations for both electronic toll collection and violation enforcement/collection. The process from evaluation to implementation is likely to take 24 to 36 months, with goal of consolidation by July 2013.

The Authority recognizes the urgent and proactive need for an integrated marketing communications plan by year end. The Day Team will advise, recommend, develop and support the implementation of a strategic Centralized Customer Service Center marketing communications program that will start with employee education and then evolve to customer outreach to accomplish the following objectives:

- Maximize collaboration with the three main tolling agencies and the Florida Turnpike
- Establish on current customer surveys and anecdotal feedback
- Develop content and messages that addresses employees' anxieties and communicates the benefits of the initiative
- Provide clear, direct, relevant content that addresses customer questions, such as service center location changes, modifications to violation enforcement and collections, updated contact numbers and/or payment procedures
- Work with team on messages tailored to specific clients and staff, addressing what the consolidated companies mean for constituents
- Coordinate with the teams on the use of communications platforms to reach employees, customers and stakeholders (websites, newsletters, service centers, e-mail, etc., article placement, community presentations)
- Proactively communicate changes for customers to be heard clearly via various channels and outreach
- Develop email marketing toolkits a USA, facts about tolling and timeline to be used across multiple platforms (websites, newsletters, handouts, mailings, etc.)
- Identify marketing opportunities that offer the greatest value
- Develop and maintain a communication updates calendar and overview of all initiatives
- Identify the benefits of a centralized tolling and tolling enforcement, tolling and toll collection and toll collection

B. Understanding and Approach *(continued...)*

CUSTOMER APPRECIATION PROGRAM

Maintaining strong ties to the people you serve engenders trust and builds long-term loyalty. With more than 280,000 E-Pass customers in the database, a Customer Appreciation Program will be ideal to serve this purpose. Developing a program such as this starts with assessing the results from the current and previous customer service surveys, newsletter open rates, and feedback received from the customer service centers.

As noted in the section describing our team's plans for market research, we will employ the use of WebDigg geo-targeted technology – as an additional data point to customize the customer appreciation program. Armed with this information, The Day Team will develop and implement a program that accomplishes the following objectives:

- Identify community partnership opportunities that are mutually beneficial to your customer and the business or organization.
- Develop a comprehensive marketing and communications plan that includes message development, creative concepts, collateral templates, communication platforms (newsletters, website, mailers, word of mouth, social media, event marketing, media relations, etc.) and customer tracking throughout the duration of the program.
- Generate a detailed project plan to include timelines, budget, messages and responsible parties.
- Measure effectiveness of the program on a monthly or quarterly basis and identify new areas of opportunities.
- Drive customer retention, increase customer use of the system and position the Authority as a trusted partner, always seeking to surpass expectations of customers.

ELECTRONIC TRANSPONDER MARKETING

The Authority processed more than 200 million transactions last year and seeks to increase this number in 2014. Using similar strategies, our partner Evolve, implemented the migration from consumer toll transponders to new digital tags in years prior. We will develop month-by-month marketing plans targeted at potential users and businesses that clearly states the benefits of using the electronic transponder in ways that truly resonate.

The plan shall accomplish the following objectives:

- Analyze performance of all current and past Electronic Transponder Marketing programs to identify the best opportunities for optimization.
- Gain market intelligence via market research and review of customer opinion surveys to become the expert on your customers: how they buy and their driving criteria.
- Establish Electronic Transponder customer acquisition and retention goals.
- Identify value proposition and key messages, ensure messages are in the Authority's voice, consistent across all channels and resonate with potential customers and are bilingual, understood by multiple Spanish dialects.
- Develop creative concepts that impact short-term behavior, builds long-term loyalty.
- Maximize cost-efficient communication channels to deliver these messages.
- Establish goals and milestones, analyze what's used, are aligned.

B. Understanding and Approach *(continued...)*

CUSTOMER OPINION SURVEYS

Every two years the Authority is required to conduct a customer satisfaction survey to be reported to the Florida Transportation Commission. The next survey is due in 2015. The Day Team will properly construct and measure customer satisfaction surveys that evaluate service performance, identify reasons for failed customer expectations, measure overall satisfaction and customer loyalty and identify the frequency and nature of customer problems.

We will work alongside your team to ensure the survey accomplishes the following objectives:

- Develop questions that aligns with your vision and communicates the customer experience.
- Accurately estimate your population (survey sample) based on experienced respondents', margin of error and confidence rate.
- Methodological, sound approach to randomly sampled sets and response rates.
- Determine survey type (online or print) based on customer profile, current database and budget.
- Identify the customer drivers behind loyalty and satisfaction that will give you a significant advantage.
- Monitor performance and provide immediate tactical feedback to help you shape short and long term strategies.
- Manage any on-going research needed to track customer needs and expectations throughout the year.

The Proposer shall demonstrate an understanding of the potential difficulties and methods for solution and the probable effectiveness of the Proposer's approach.

Amanda Day is well-known by your team and has earned your confidence as a reliable and detailed leader and project manager, having capably navigated and managed the successful Designated Texter public service campaign for the Authority. She proved to be an effective point of contact with a proactive approach with daily morning and afternoon calls to collect updates, share information, and find solutions to challenges. Her accessibility, transparency and open communication style minimize the possibility that small challenges turn into big problems. You can expect the same collaborative approach moving forward.

For each task assignment, the objectives, schedules and budgets shall be discussed with The Day Team, ensuring that assigned personnel meet the Authority's needs. We will work to minimize costs and make sure the team members have the tools and resources to complete the task, ensuring the highest quality of standards. The Day Team will be available 24 hours a day and will follow the Authority's communication protocols. If we are contacted by the media or elected officials, we will report to you immediately so a response strategy can be developed, if needed. This type of approach minimizes difficulties and proves effective.

C. Experience of Firm and Ability of Staff

The Proposer shall demonstrate a minimum of two (2) years of experience in providing communication and marketing services. The Proposer shall demonstrate its governmental experience including references with the name of the governmental agency contact person, telephone number and physical address.

There are two types of integrated marketing or communications companies. One is where creative drives strategy and the other where business drives results. Each approach is valid. Which do you prefer? The second name

C. Experience of Firm and Ability of Staff *(continued...)*

The Day Team was launched in 2006. We are an integrated marketing communications firm that pulls from a diverse team of right and left brain professionals - veteran marketers, brand specialists, former journalists, creative strategists and market research practitioners - to match our best talent to a client's strategic marketing communications program - on their terms, their schedule and without adding overhead.

The Day Team and the team of subconsultants have extensive experience in solving complex communication problems for municipal, transportation and private sector clients, whose objectives fall in one of four buckets - increase awareness, drive sales or retain customers (loyalty). Specifically, the municipal and state agencies we have worked with include Orlando-Orange County Expressway Authority, City of Orlando, LYNx, and MetroPlan Orlando.

As for specific government and public agency experience, The Day Team is currently managing the grassroots efforts for a regional pedestrian safety campaign for MetroPlan Orlando, Orange County Government, City of Orlando, and Florida Department of Transportation (FDOT), where our team works with local governments and seeks and receives resolution support from seven municipalities in Orange County.

With Bike/Walk Central Florida, The Day Team is currently working with the MPO/TPOs across the I-4 Corridor (former Orange County Mayor Linda Chopin, Florida Greenways and Trails Foundation (affiliated with the Florida Department of Environmental Protection), FDOT and Florida State Senator Andy Cardenas's office in the effort to seek support for the more than 70 miles remaining to connect the 275 mile recreational trail from St. Petersburg to the Atlantic Ocean at Merritt Island. The Day Team is providing strategic communications, community outreach, partnership development and social media services to advance these efforts.

Governmental Agency References:

CITY OF ORLANDO

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Transportation Policy Advisor
Office of Mayor Buddy Dyer
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407-240-3261

ORANGE COUNTY GOVERNMENT

Carla SalJohnson
Assistant to the Director
Orange County Government
Office of Regional Mobility
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Orlando, FL 32802
407-853-5214

METROPLAN ORLANDO

Harry Borge
Executive Director
One Leewardmark Center
115 East Popkisson Street, Suite 310
Orlando, FL 32801
407-431-6672

FLORIDA DEPARTMENT OF TRANSPORTATION

Billy Halloway
District One Secretary
401 North Broadway Avenue, Easton, FL 32830
354-519-2201

FORMER ORANGE COUNTY MAYOR

Linda Chopin
2012 Homer Avenue
Belle Isle, FL 32809
407-252-1358

C. Experience of Firm and Ability of Staff (continued...)

The Proposer shall demonstrate adequacy of experience in the projects of similar scope and requirements; proven ability of Proposer staff to provide required services; time commitment of Proposer's staff to the project.

The Day Team has a combined fifty plus years of marketing, public relations, advertising and interactive experience in Central Florida giving us the know-how to approach the Authority's projects and a solid understanding of local transportation issues. You ask how we can demonstrate our adequacy in projects of similar scope. One notable example is we have successfully managed a \$2.5 million marketing budget for the YMCA of Central Florida and were responsible for leading five multi-lingual campaigns annually to deliver positive business results. Our partner and subconsultant, Evolve, is currently managing the SunRail marketing contract, where they handle the budget, market research, web development, graphic design and advertising for the commuter rail line to launch this Spring.

As for linking marketing/communication programs to business results, look no further than the launch of the Simon gift card program. The Day Team developed a marketing plan in Florida which, for the program's first three years, set the pace for the nation selling over two million cards a year out of the Florida Mall. For the national transportation and engineering firm, WAB, we developed market specific, integrated plans to support a series of mergers and acquisitions in New York, Virginia and Orlando to drive growth. With our aggressive positioning during the economic downturn, the company has emerged with record levels of contracts for industry-leading roadway, transit, corridor and bridge projects for Florida Departments of Transportation, Orange County, Lynx, and others.

Our marketing strategy behind Bike/Walk Central Florida created a snowball effect of awareness for the pedestrian/safety public service campaign, Best Foot Forward, that caught on like among local governments, enforcement agencies and transportation agencies and resulted in over \$200,000 media impressions in the metro area. Applying this bankable approach to the Authority's business, our team will realize your goals for customer retention, customer acquisition and positioning the Authority as a valuable, local partner committed to improving the quality of life.

Proposer shall furnish resumes of Proposer's Project Manager and other key staff presently employed by the Proposer who will be assigned to the project. The Proposer shall discuss past experience of each.

Account Manager and Media Buyer – The Day Team: Amanda Day has earned your confidence and respect as a reliable, detailed, strategic business marketer, having successfully managed the Authority's public service campaigns and produced the FY14 marketing plan. She will direct the The Day Team, interact daily with the Authority, manage the work task orders and ensure that all project plans are delivered on time and to budget. Amanda will manage the media buying activities. Availability: 75% for Account Management and 25% for Media Buying activities.

Marketing Specialists – The Day Team: Laura Kent has developed and managed marketing/communication plans for some of the strongest business brands in Orlando, including Epcot and Cassel Florida Hospital and the Metro-Orlando Economic Development Commission (EDC). She is currently managing the social media program for the Authority and shall oversee the development and coordination of creativity campaigns to build the Authority brand and increase customer retention. Availability: 60%.

Public Relations Specialists – The Day Team: Full-grad Filoy is an interpersonal who excels at generating positive publicity for clients to enhance their reputation and profitability. Her work has resulted in client satisfaction on the Today Show and the News 19 award as a fully coordinating the public relations activities, multi-media services, press releases, event coordination, ready-to-go press kits and will be joined by Amanda Day in media buy responsibilities. Availability: 80%.

C. Experience of Firm and Ability of Staff *(continued...)*

Graphic Designer – Evolve: Jessica Smith is an award-winning designer with the ability to create unique designs that align with a client's objectives. She has a BFA in Graphic Design from Florida State University. Jessica has designed infographics and display signage for the Authority. As a sub-consultant, she will be supervised under the close direction of the Account Manager, Amanda Day. Availability: 50%

Web Designer/Programmer – Evolve: David Galliford is a strategic thinker who is driven by form, function and organization. He has formal training as well as an innate eye for design that makes for a great web designer. He will produce audio and videos, support multi-media animation for presentations and websites, and provide support services on all web-related projects. Availability: 30%

Copywriter – Right Creative: Jane Harrison is the go-to copywriter for The Day Team's clients. She has worked on numerous projects for clients in need of compelling copywriting for print ad campaigns, billboards, brochures, website and executive newsletters. Some examples include the YMCA of Central Florida, L&G Constructors, and VHB, just to name a few. She will draft copy for marketing, public relations and advertising materials as the work task order outlines. Availability: 50%

Administrative Assistant/Clerical – The Day Team: Joan Oenagher shall serve as traffic coordinator, ensuring all projects run smoothly and on-time. Her responsibilities include work order follow-up, coordination with third parties, vendor quotes, print production and scheduling appointments. Availability: 50%

Administrative Assistant/Clerical – The Day Team: Betsy Holt is the glue that holds The Day Team together. She oversees the accounts payable/receivables, invoicing and other accounting tasks. She has over twenty years in payroll and accounting. Availability: 15%

Photographer: Julie Fletcher Photography is a veteran photo-journalist with over 30 years of experience with photography clients in Central Florida. Her clients include several companies such as Associated Press, The Day Team (Orlando-Orange County Expressway Authority), Visit Florida, Sea World and Florida Trend. She shall provide photographic services to support the advertising and marketing initiatives. Availability: 15%

SPECIAL SERVICES RESOURCES:

Marketing Specialist – Evolve: Heather Relling has a great understanding of the marketing process. Her keen attention to detail, project management skills, and energy for helping her clients create their marketing plan materials and plans makes her a valuable client resource. Heather graduated from The Ohio State University with a BA in Journalism specializing in Advertising. Availability: 40%

Public Relations Bilingual Coordinator – The Day Team: Katerina Santos will be called on if the Authority needs Spanish translation services. She is young, full of energy and eager to support Benjamin Riley and the entire Day Team team as needed basis. Availability: Determined by task order.

Market Researcher – Salter>Mitchell: Anaiswan is a market researcher and strategist and campaigner on all aspects of research and social marketing campaigns. She is a former Orlando Sentinel reporter and shall serve as a market researcher/strategist on an as needed basis. Availability: Determined by task order.

SEE APPENDIX FOR DETAILED RESUMES.

Proposer shall submit a portfolio including communications and marketing work completed by the Proposer of the type required in the Scope of Services.

SEE APPENDIX FOR PORTFOLIO.

D. Organization and Management

The Proposer shall submit a staffing plan which clearly illustrates the key elements of the organizational structure proposed to accomplish the services required. The Proposer shall describe the expected participation of any subconsultant(s) in the proposed activities.

The successful initiation, production and completion of any project requires an organizational structure and the assignment of highly skilled, experienced and trusted staff to meet the Authority's objectives and understands the Authority's corporate culture.

The staffing matrix graphic below demonstrates which key personnel are responsible for accomplishing the services outlined in the RFP scope. The Day Team's experience of each service is highlighted in the Experience of Firm and Ability of Staff section. The Organizational Chart on the following pages depicts graphically the structure and lines of responsibility to The Day Team (prime) and the subconsultants that encompass The Day Team.

	Project Planning & Coordination	Communication Planning	Marketing Services	Advertising	Public Relations	Print Materials	Audio, Video and Slide Presentation
Amanda Day Project Manager	•	•	•	•	•	•	•
Laura Korn Marketing Specialist	•	•	•			•	
Patricia Riley Public Relations Specialist	•				•		•
John Carragher Administrative	•						
Briana Holt Administrative/Bookkeeping	•						
Jessica Smith Graphic Designer	•	•	•	•		•	•
David Hallford Web Designer/Programmer		•	•	•			•
Jane Harrison Copywriter		•	•	•	•	•	•
Lisa Fletcher Photography				•	•		

• Executive/Proprietary Consultants • Outcomes Consultants

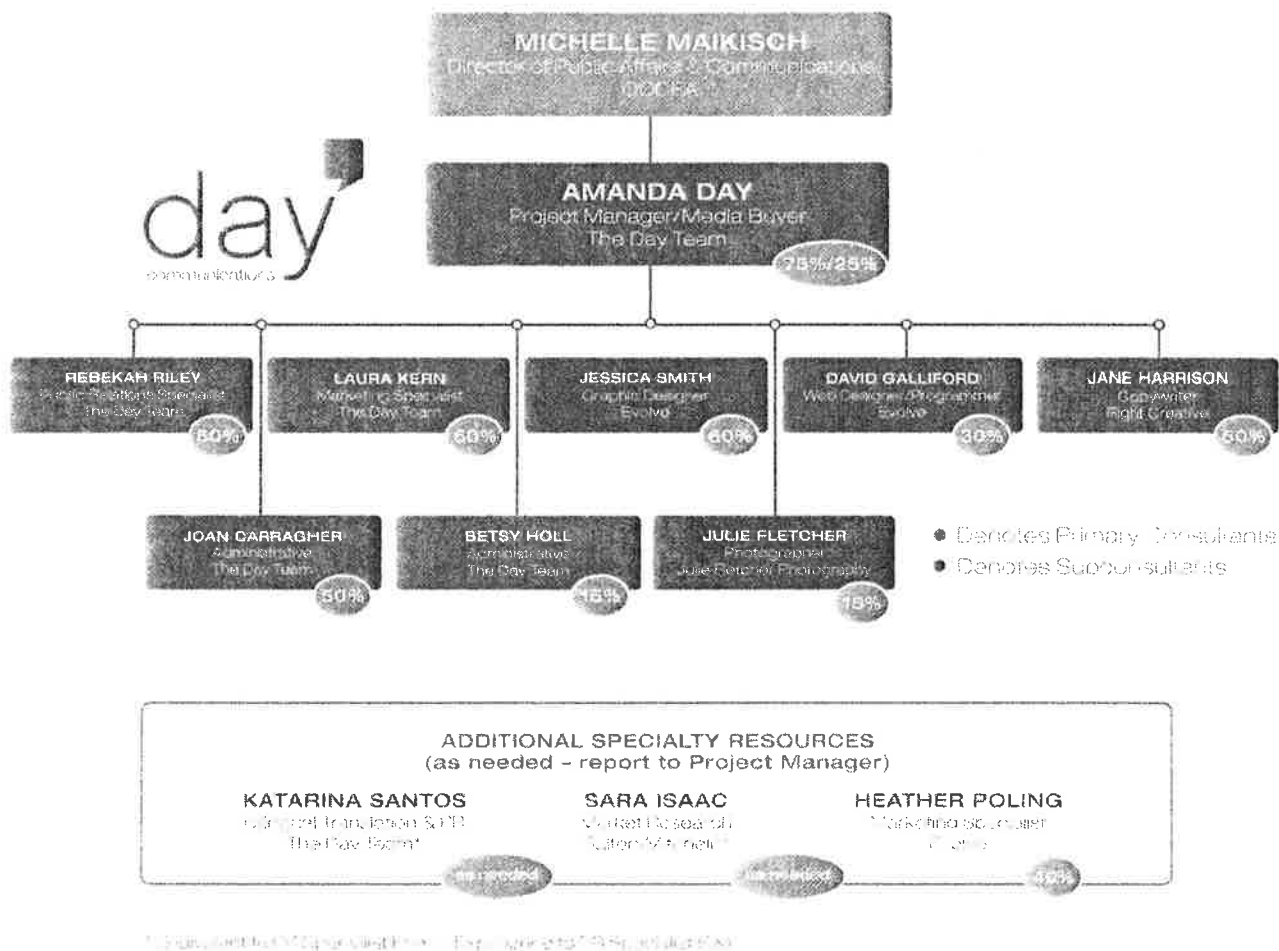
Administration and Management of Staff and Project Plan

With their assignment, the Project Manager, Amanda Day, will discuss the objectives, schedules and budgets with the Authority and decide upon the expected participation of personnel, including the subconsultants, to meet your needs and deliver the highest quality and customer service for the task work orders. Amanda will use detailed project management to track tasks, assign personnel, completion dates and weekly progress. During meetings with the Authority, project status of each project activity will be reviewed to ensure we are meeting deadlines and if need schedules be adjusted. Amanda will notify you immediately.

We will communicate through team meetings with The Day Team staff and subconsultants to report project activities, monthly and project status report to the Authority. Face-to-face weekly meetings are critical to our staff managing their processes.

D. Organization and Management

The Proposer shall provide an organizational chart showing the entire proposed organizational structure including subconsultant(s). A description of the Proposer's internal lines of responsibility and authority, and the interface relationships with the Authority and any subcontractors.



Description of Internal Lines of Responsibility

Amanda Day shall be the primary contact for the Authority and The Day Team staff. As the Organization Chart demonstrates, Amanda will coordinate all activities and serve as the vehicle to update the Authority on activity progress. She will work directly with the subconsultants to ensure the team is meeting the required deadlines and adhering to project priorities and budgets. The subconsultants will attend meetings as requested and will be available by phone or email.

D. Organization and Management

The Proposer shall address its quality control and specify the method by which project related information is received and processed by the Proposer.

Quality and timeliness are at the very core of The Day Team services. All graphics, reports and collateral will be reviewed by fellow team members prior to Authority review. Rest assured, no document shall be presented to the Authority without Amanda Day's approval.

The Day Team has worked with the Authority and other public transportation agencies and understand the rigorous standards, protocols and criteria for the approval process. We know all materials we create and submit are considered public record so we take every safeguard to get it right the first time. The Day Team adheres to strict financial accounting practices and our internal auditing system allows us to monitor task assignment, budgets and forecast expenses when directed by the Authority. As small businesses, we are budget conscious and do everything in our power to reduce cost by negotiating better rates, asking for a minimum of three quotes and thinking outside the box on ways to save you money.

But quality control can be summed up by the word - communicate. Your project manager, Amanda Day, has a reputation for "excessively" communicating. Similar to the *Designated Towler* campaign, expect morning and afternoon calls to review the status of activities and discuss project priorities. You can expect The Day Team to be available to serve the Authority 24 hours a day and are available, flexible and responsive to your needs. We will ask the Authority for monthly team performance reviews to gauge our progress and your customer satisfaction.

The result is building upon a trusted partnership where The Day Team works alongside you to achieve your objectives, ultimately rebuilding community trust and long term loyalty. It will be our privilege to serve and be part of this smart, forward-thinking agency who keeps people connected and moving every day.

E. Required Attachments to Proposal

The Proposer shall submit with the Technical Proposal the completed Conflict/Non-Conflict of Interest Statement and Litigation Statement form, the completed Drug-Free Workforce form, and the completed Code of Ethics form.

SEE APPENDIX.



AMANDA DAY

Project Manager and Media Buyer
 Freelance Consultant: The Day Team

Resumes

AREAS OF SPECIALIZATION:

- Marketing
- Branding
- Media Buying
- Public Relations
- Budget Management
- Project Management
- Quality Control

EDUCATION:

- Bachelor's Political Science, Minor Economics - Colorado State University
- Masters in International Business Management - Thunderbird School of Global Management

SPECIALTY: ONE PART RIGHT BRAIN. TWO PARTS MBA.

Meet Amanda Day, founder and president of Orlando-based Day Communications. Clients hire her because she brings the right combination of business intelligence and creativity. She calls it bankable communications. Clients call it ROI. They tell her it's the smartest way to deliver results.

EXPERIENCE (20 years): Day relishes at solving problems that require logical reasoning, creative thinking and comfort with numbers. She is always eager to break new ground, create opportunities for others and has the energy and tenacity to get things done. Best. Some notable highlights include:

- Oversees account management teams, budgets and guides all strategic planning and fulfillment for The Day Team clients.
- Produced the Academy's FY14 marketing communications plan; Managed marketing strategy and implementation for the Designated Tester public service campaign; Handled the bilingual media buy for the February 2013 launch; Negotiated with Orlando Magic to secure as a partner; Drafted TV scripts, articles for publications, press releases and copy for website.
- Developed the marketing and community outreach for the region's pedestrian safety public service campaign, called Best Foot Forward, for a coalition of partners: Orange County, Metroflor Orlando, City of Orlando, Orange County Public Schools, etc. Served as principal spokesperson and manage ongoing project implementation of the initiative with coordination of government, school, law-enforcement and health partners.
- Developed and implemented multi-scale marketing program for a 2000 employee engineering, transportation and land development company expanding along the eastern seaboard.
- Managed a \$2.5 million budget and oversaw 28 4M/Cas located in six proximity, where Day led five annual bilingual advertising campaigns to increase and retain members via market research, emotionally charged messaging, and employing traditional and nontraditional communication tools. Recognized the region's health crisis; Day launched multi-county fitness initiative with local partner, WFLA. Over 2,500 people lost over 11,049 pounds over 16 weeks, proving it a success.
- Led a state-wide public awareness campaign for Florida's 800 career colleges, collaborate with media, engage editorial boards, and address misconceptions to position the sector as a career-focused alternative for 1,700,000 enrolled Florida students.

Aside from running her firm, Day's career involve fulfilling high-level marketing communications and business development assignments for Johnson & Johnson, Motorola/Ericsson, as well as public police in Orlando, working as a holistic advisor for the U.S. House Judiciary and Veterans Committee.

PROFESSIONAL AFFILIATIONS & COMMUNITY INVOLVEMENT :

Appointed to Orange County's Sustainability Committee
 Board trustee - The Christ School
 Member, Florida Public Relations Association, Advertising Marketing Association of Central Florida, Winter Park Chamber of Commerce, League of Women Voters
 Graduate and Orlando Chisv89

Amanda Day will serve as the project manager for the Academy. As a head hunt consultant, Day will spend 75% of her time from July 2012 through October 2011 - as a senior manager for WFLA 33% of her time on media buying activities.

Resumes (continued.)

LAURA KERN, APR

Marketing Specialist

Primo Consultant: The Day Team

EDUCATION: University of Central Florida

AREAS OF SPECIALIZATION:

- Marketing
- Internal Communications
- Branding
- Project Management
- Social Media

SPECIALTY: Laura has the keen ability to take clients big ideas and objectives and structure a centralized communications and marketing plan that takes things such as budget, timing, audiences, communication tools and metrics into account. Laura is the enforcer of these plans. But, she will tell you her passion is helping clients conquer the digital environment of social media, digital marketing and marketing analytics.

EXPERIENCE (7 years): Laura is a talented marketer and has implemented marketing and communications programs for some of the strongest and well-known business brands in Orlando, including, Broad and Cassel, Florida Hospital, the Metro Orlando Economic Development Commission (EDC) and Lockheed Martin in Los Angeles. Some notable highlights include:

- The Day Team: Converts marketing communication strategies into action plans for clients; oversees project plans and controls projects to ensure engagement, commitment and timeliness; Manages vendor relationships as needed; Evaluates and communicates results of advertising, social media, and communication projects and initiatives; identifies implications for the client and provides recommendations for future actions; Experience in video production and knowledgeable of Adobe Creative Suites.
- The Authority: Responsible for the social media strategy, content, engagement and tracking of the Designated Tenter public service campaign for the Authority.
- Metro Orlando EDC: Developed and implemented the social media engagement program for Metro Orlando EDC; within one year increased Twitter engagement by 5,400 percent and was voted 3rd best Pinterest in Orlando by TheDailyCity.com readers; Managed the #WhyOrlando brand ambassador initiative with hashtag usage on social media increased 150+ in five months.

PROFESSIONAL AFFILIATIONS & COMMUNITY INVOLVEMENT:

Vice President, of Interactive Media, Florida Public Relations Association

Lead support role: Laura will spend 60% of her time working on Authority projects. She will serve as the Marketing Specialist for the Authority which includes providing social media engagement services as directed by the Authority.

Resumes (continued...)

REBEKAH RILEY

Public Relations Specialist
Prime Consultant: The Day Team

EDUCATION: Flagler College, Bachelors of Arts, Communications

AREAS OF SPECIALIZATION:

- Public Relations
- Event Planning
- Writing Press Releases
- Drafting Newsletters
- Media Pitching
- Project Administration

SPECIALTY: Rebekah is an image shaper. She excels at generating positive publicity for clients to enhance their reputation and boost visibility. Rebekah has the keen ability to cultivate relationships with journalists, communicate openly between many groups, and is a good communicator in print, in person and on the phone.

EXPERIENCE (4 YEARS): Rebekah's work includes assisting Day Communications clients with event coordination, drafting of newsletters, brochures, press releases, and media pitches as well as securing radio remotes, coordinating print production and developing slide presentations. Rebekah has seen success placing transportation related stories in publications like Engineering News Record (ENR), Mass Transit, CE News, Civil Engineering Journal and booked client appearances on TV news outlets including The Today Show and This Week with Neil Cavuto. Some notable clients include:

- Jacksonville Aviation Authority
- General Motors
- VHB (planning, transportation, land development and environmental firms)
- Eddy Grove International, LLC
- Regnery Publishing
- Hillcrest Media Group
- YMCA of Central Florida
- Healthcare Center for the Homeless

As a support role for the Authority, Rebekah will spend 50% of her time on Authority initiatives. She will serve as the Public Relations specialist for the Authority.

JESSICA SMITH

Graphic Designer
Subconsultant: Evolve

EDUCATION: BFA in Graphic Design from Florida State University

AREAS OF SPECIALIZATION:

- Annual Report
- Logo Development
- Website Design
- Print Ad Design/Production
- Editorial Development

SPECIALTY: Jessica is a talented visual designer with the ability to create unique designs in harmony with a client's objectives. Her awards include Gold, Silver and Bronze ADDYs in 2011 and 2013 as well as Aesop Awards in 2013.

EXPERIENCE (4 years): Jessica has been actively involved with development tradeshow display advertising for the Florida Department of Transportation Mobility and Trade Plan and the various collateral used throughout, as well as previous experience with designing the CALExpo, all reports, display signage and infographics for the Authority. Other notable client work includes SunRail, Health First and The Viera Company.

Jessica will be available to develop creative concepts for the Authority's projects and this includes, but is not limited to, the development and production of: web, sign displays, marketing materials, direct mail, on-site, website, graphic enhancements and video, audio and computer generated slide presentations and other advertising elements, directed by Amanda Day and approved by the Authority.

As a support role for the Authority, Jessica will spend 60% of her time working on Authority related projects.

Resumes (continued...)

DAVID GALLIFORD

Web Designer/Programmer
Subconsultant, Evolve

EDUCATION: Florida Metropolitan University

AREAS OF SPECIALIZATION:

- Multimedia Design
- Website Design/Programming
- Logo Development

SPECIALTY: Dave is a strategic thinker who is driven by form, function and organization. He has formal training as well as an innate eye for design that makes for a great web designer. He is the creative genius behind the majority of our work and is fully experienced in a wide variety of multimedia platforms and programming languages.

EXPERIENCE (10 years): Dave's work includes developing and maintaining websites for Melt-curve International Airport, Orlando-Orange County Expressway Authority, The Viera Company, HealthFirst and Darden Restaurants.

As a support role for the Authority, Dave will spend 30% of his time working on Authority related projects.

JANE HARRISON

Copywriter
Subconsultant, Right Creative

EDUCATION: University of Florida, College of Journalism

AREAS OF SPECIALIZATION:

- Creative Direction
- Brand Development
- Targeted Messaging
- Web Copywriting
- Scriptwriting
- Presentation Content

SPECIALTY: A true entrepreneur, Jane Harrison is marking her twenty-first anniversary as a freelance copywriter in Central Florida. Specializing in smart, strategic thinking, Jane has a reputation for raising the standards of the creative product. Her creative awards go beyond local and regional shows to include the exclusive national competition sponsored by Communication Arts Magazine (where her work has been published five times). Her complete list of awards include: The Addy's, Promax Film and Television, Print's Best Logos and Letterheads, Print Regional Design Annual, Step 100 and Communication Arts.

EXPERIENCE (25 years): Jane's experience includes a vast array of sectors such as brand management, print, video, print, broadcast, direct marketing, case studies, brochures, catalogs, editorial, social media and co-writing/editing two books for such recognizable brands as Turner Classic Movies, NBA City Circle & Wireless (Grand Cayman Island), Florida Film Festival and Walt Disney Imagineering.

Jane is the go-to copywriter for The Day Team's clients. She has worked on numerous projects for clients in need of compelling copywriting for printed campaigns, billboards, brochures, web sites and executive newsletters. Examples include the YMCA of Central Florida, TSG Constructors and VHE, just to name a few. Jane has worked on several transportation, municipal and public sector projects throughout the region including:

- Turn Transportation System (Multi-Part Corporate Account Development Campaign)
- Orlando Trade Show at Orlando International Airport
- University of Central Florida
- Seminole Community College
- City of Maitland
- Alachua County Children's Health Services

As a support role for the Authority, Jane will spend 50% of her time working on Authority related projects.

Resumes (continued...)

JULIE FLETCHER

Photographer

Subconsultant: Julie Fletcher Photography

EDUCATION: Southeast Center for Photographic Studies

SPECIALTY: Julie has captured some of the most memorable moments in the Orlando area's recent history. From presidential visits to NASCAR races, Julie catches the fleeting moments that set the foundation of the visual story. She comes equipped with the tools, experience and an ability to place her subjects in ways that allow her to immortalize them in thoughtful, inspiring and respectful ways.

EXPERIENCE (30 years): Julie is a veteran photo journalist and photography company owner. With over 30 years of experience photographing clients in Central Florida, her use of lighting and staging is key to evoking images that reflect the character and natures of subjects. And her agility and sense of awareness ensures that the most important image of the day will be captured in the context of the moment. After the photo shoot, her disciplined eye allows her to distill her images and select the most suitable photographs for clients that match the story in which they are conveying.

She has produced work with several companies, such as Associated Press, The Day Team (Orlando-Orange County Expressway Authority), Visit Florida, Sea World, Florida Trend, Universal, and Florida Hospital. She extends her talent and volunteers with Canine Companions for Independence and Flashs of Hope.

As a support role for the Authority, Julie will spend 10% of her time working on Authority related projects.

HEATHER POLING

Marketing Specialist

Subconsultant: Evolve

EDUCATION: BA in Journalism, The Ohio State University

AREAS OF SPECIALIZATION:

- Brand Management
- Marketing
- Project Management
- Advertising

If the Authority requires additional marketing resources for the coordination of a specific project, the team can tap into the talent and energy of Heather Poling, Marketing Assistant Specialist at Evolve. All marketing work by the subconsultant will have prior written approval and be managed by Amanda Day, of The Day Team, the prime consultant.

SPECIALTY: Heather brings great marketing talent to The Day Team. Recognized brands such as Lionel Lin Stearnhouse, Walt Disney World Parks & Resorts and Florida Blue have relied on her to shape marketing programs that engage their audiences, evoke action and build long-term loyalty.

EXPERIENCE (15 YEARS): Heather honed her marketing skills working at agency clients like The Martin Agency, J. Walter Thompson and Disney's Yellow Submarine. With over 15 years of experience, she has a reputation for possessing incredible attention to detail, meeting deadlines and providing unparalleled client service. This, coupled with her vast experience in launching products, consumer and B2B marketing provides the Authority access to a deep marketing resource to help achieve their objectives of growing the customer base and building a positive brand image.

She has spearheaded the creative and strategic marketing development of top American brands such as Olive Garden, Red Lobster, PF Chang's China Bistro, Inc., Walt Disney World Parks & Resorts, Universal Orlando, Florida Blue, and Club Ink.

As a support role for the Authority, Heather will spend up to 40% of her time supporting the marketing efforts of the Authority's initiatives with prior written approval.

Resumes (continued...)

SARA ISAAC

Market Research
Subconsultant: Salter+Mitchell

EDUCATION: Master's degree in International Relations from the Johns Hopkins University School of Advanced International Studies.

AREAS OF SPECIALIZATION:

- Market Research
- Social Marketing Campaigns
- Formulating Research-Based Strategies
- Focus Groups
- Moderator
- Writing

SPECIALTY: As a market researcher and strategist for Salter+Mitchell, Sara has worked on some of our most talked-about projects from the ground up. She pitches in on all aspects of social marketing campaigns, from conducting focus groups to assisting in survey instrument design to formulating research-based strategy and tactics that speak to the target audience and drive behavior change.

EXPERIENCE (20+ years): As a former Reporter, Editor and Online producer at the Orlando Sentinel, Sara is a skilled focus group moderator and an adept analyst, and can quickly synthesize findings in accessible written reports that are relevant to the project goals and easily understood by the client agency. Whether conducting focus groups with mothers of uninsured children for the Florida Healthy Kids Corporation, studying attitudes and behaviors around cycling and walking for the Winter Park Health Foundation, or conducting in-depth interviews with new Medicare enrollees for the Centers for Medicare and Medicaid Services, Sara remains firmly grounded in Salter+Mitchell's behavioral methodology.

Sara has a working knowledge of written and spoken Spanish and Hispanic culture and has assisted with Spanish-language research and creative for clients including Planned Parenthood, Florida Healthy Kids Corp., and Catholics for Choice. She has conducted field research in Guatemala and wrote about the evolution of democracy in Chile as an Inter American Press Association fellow.

As a support role for the Authority, her time spent on Authority projects will be determined by task order.

JOAN CARRAGHER

Administrative Assistant/Clerical
Prime Consultant: The Day Team

SPECIALTY: Joan works in the role as traffic coordinator ensuring all projects run smoothly and on time. Her duties include work order follow-up, coordination with third parties, vendor quotes and scheduling appointments. She spends 60% of her time in administrative work for The Day Team and the remaining 40% community outreach for the client, Bike+Walk Central Florida. Joan has over 25 years of experience in advertising, marketing and managing retail businesses.

As a support role for the Authority, Joan will spend 20 % of her time working on Authority projects.

Resumes (continued...)

BETSY HOLL

Administrative Assistant/Clerical
Prime Consultant: The Day Team

SPECIALTY: Betsy is the glue that holds The Day Team together. She oversees the accounts payable/receivables, invoicing and other accounting tasks. She has over twenty years in payroll and accounting.

As a support role for the Authority, Betsy will spend 15 % of her time working on bookkeeping for the Authority projects.

KATARINA SANTOS

Public Relations Bilingual Coordinator
Prime Consultant: The Day Team

SPECIALTY: Katarina's youth brings a new energy to public relations. Her passion is fueled by helping clients reach a level of understanding with their audiences, paving the way for better relationships, better cooperation and better success. She is fluent in Spanish and English, allowing clients to reach wider market in their native languages.

Katarina supports Rebekah Riley, the Public Relations Specialist. If the Authority needs translation services, Katarina can assist per work order tasks approvals.

As a support role for the Authority, her time spent on Authority projects will be determined by task order.



REQUIRED ATTACHMENTS TO PROPOSAL

**ORLANDO-ORANGE COUNTY EXPRESSWAY AUTHORITY
COMMUNICATIONS AND MARKETING CONSULTANT SERVICES
CONTRACT NO. 001002**

**ACKNOWLEDGMENT OF STANDARD OF CONDUCT AND
CODE OF ETHICS**

If awarded the Contract, the undersigned covenants and agrees that it and its employees shall be bound by the standards of conduct provided in Florida Statutes 112.313 as it relates to work performed under the Contract, which standards will by reference be made a part of the Contract as though set forth in full. The undersigned agrees to incorporate the provisions of this requirement in any subcontract into which it might enter with reference to the work performed or services provided.

The undersigned further acknowledges that it has read the Authority's Code of Ethics and, to the extent applicable to the undersigned, agrees to abide with such policy.

Day Communications, Inc.
Company Name
By: Amanda Duf
Title: President

(Note: Failure to execute and submit this form may be cause for rejection of the submittal as non-responsive.)

ORLANDO-ORANGE COUNTY EXPRESSWAY AUTHORITY
CONFLICT/NONCONFLICT OF INTEREST STATEMENT

CHECK ONE

☒ To the best of our knowledge, the undersigned firm has no potential conflict of interest due to any other clients, contracts, or property interest for this project.

OR

☐ The undersigned firm, by attachment to this form, submits information which may be a potential conflict of interest due to other clients, contracts or property interest for this project.

LITIGATION SUMMARY

PLEASE DISCLOSE AND PROVIDE A SHORT SUMMARY AND DISPOSITION OF ANY CIVIL LITIGATION IN FLORIDA INVOLVING THE FIRM AS A NAMED PARTY WITHIN THE LAST FIVE (5) YEARS.

ALSO DISCLOSE ANY ACTIONS AGAINST THE FIRM BY THE FLORIDA BAR, THE DEPARTMENT OF PROFESSIONAL REGULATION AND/OR ANY OTHER FEDERAL, STATE OR LOCAL REGULATORY AGENCY INCLUDING DISPOSITION OF SAME.

CHECK ONE

☒ The undersigned firm has had no litigation or any projects in the last five (5) years.

OR

☐ The undersigned firm, **BY ATTACHMENT TO THIS FORM**, submits a summary and disposition of individual cases of litigation in Florida during the past five (5) years; and actions by any Federal, State, and local agency.

Day Communications, Inc.
COMPANY NAME
Aisha Day
AUTHORIZED SIGNATURE
Amanda Day
NAME (PRINT OR TYPE)
President
TITLE

Failure to check the appropriate blocks above may result in disqualification of your proposal. Likewise, failure to provide documentation of a possible conflict of interest, or a summary of past litigation, may result in disqualification of your proposal.

ORLANDO-ORANGE COUNTY EXPRESSWAY AUTHORITY
DRUG-FREE WORKPLACE FORM

The undersigned, in accordance with Florida Statute 287.087 hereby certifies that

Day Communications, Inc. does:
Name of Business

1. Publish a statement of notifying employees that the unlawful manufacture, distribution, dispensing, possession, or use of a controlled substance is prohibited in the workplace and specifying the actions that will be taken against employees for violations of such prohibition.
2. Inform employees about the dangers of drug abuse in the workplace, the business's policy of maintaining a drug-free workplace, any available drug counseling, rehabilitation, and employee assistance programs, and the penalties that may be imposed upon employees for drug abuse violations.
3. Give each employee engaged in providing the commodities or contractual services that are under bid a copy of the statement specified in Paragraph 1.
4. In the statement specified in Paragraph 1, notify the employees that, as a condition of working on the commodities or contractual services that are under bid, the employees will abide by the terms of a statement and will notify the employer of any conviction of, or plea of guilty or nolo contendere to, any violation of Florida Statute 893 or of any controlled substance law of the United States or any state, for a violation occurring in the workplace no later than five (5) days after such conviction.
5. Impose a sanction of, or require the satisfactory participation in a drug abuse assistance or rehabilitation program if such is available in the employee's community, by any employee who is so convicted.
6. Make a good faith effort to continue to maintain a drug-free workplace through implementation of paragraphs 1 thru 5.

As the person authorized to sign this statement, I certify that this firm complies with the above requirements.

And Dyl
Proposer's Signature
11/13/13
Date

ORLANDO-ORANGE COUNTY EXPRESSWAY AUTHORITY
PRICE PROPOSAL
COMMUNICATIONS AND MARKETING CONSULTANT SERVICES - CONTRACT NO. 001002

ITEM NO.	QUANT.	UNIT	CLASSIFICATION	HOURLY RATE	TOTAL COST
1	500	MANHOURS	PROJECT MANAGER/ACCOUNT SERVICE	\$ 110.00	\$ 55,000.00
2	1,200	MANHOURS	GRAPHIC DESIGNER	\$ 85.00	\$ 102,000.00
3	300	MANHOURS	WEB DESIGNER/PROGRAMMER	\$ 90.00	\$ 27,000.00
4	75	MANHOURS	PHOTOGRAPHER	\$ 75.00	\$ 5,625.00
5	20	MANHOURS	COPYWRITER	\$ 90.00	\$ 1,800.00
6	60	MANHOURS	MEDIA BUYER	\$ 95.00	\$ 5,700.00
7	900	MANHOURS	PUBLIC RELATIONS SPECIALIST	\$ 80.00	\$ 72,000.00
8	1,200	MANHOURS	MARKETING SPECIALIST	\$ 95.00	\$ 114,000.00
9	75	MANHOURS	ADMINISTRATION/SUPPORT STAFF	\$ 60.00	\$ 4,500.00
10	N/A	N/A	ALLOWANCE FOR EXPENSES, PRINTING AND MEDIA BUYS	N/A	\$600,000.00
TOTAL PROPOSAL AMOUNT					\$ 987,625.00