



**OHIO TURNPIKE AND
INFRASTRUCTURE COMMISSION**

ADDENDUM NO. 1
ISSUED JANUARY 6, 2025

to

RFP NO. 31-2024
**TO PERFORM MARKETING AND ADVERTISING SALES AND SERVICES FOR THE OHIO
TURNPIKE SERVICE PLAZAS, TOLL PLAZAS, AND TURNPIKE MAINLINE ROADWAY**

PROPOSAL DUE DATE: 5:00 P.M. (EASTERN TIME) JANUARY 17, 2025

ATTENTION OF RESPONDENTS IS DIRECTED TO:

ANSWERS TO QUESTIONS RECEIVED THROUGH 5:00 PM ON DECEMBER 20, 2024

Issued by the Ohio Turnpike and Infrastructure Commission through Aimee W. Lane, Esq, Director of Contracts Administration.

Aimee W. Lane

Aimee W. Lane, Esq.,
Director of Contracts Administration

January 6, 2025
Date

ANSWERS TO QUESTIONS RECEIVED THROUGH 5:00 P.M. ON DECEMBER 20, 2024:

Q#1 To ensure the Commission achieves the most cost-effective solution and duplicative investments are minimized, can the Commission confirm whether the existing infrastructure and equipment, including the Turnpike Television Network monitors, the Service Plaza Board Display, and the InfoCenter Kiosks, developed or implemented under the current contract will be available for use by the successful bidder under the new agreement, particularly if the incumbent is not selected? If so, could you provide details on any potential buyout options or conditions that would apply to facilitate this transition?

A#1 Television monitors, the Board Display and InfoCenter Kiosks are owned by the incumbent firm. Should a new firm be selected, they may negotiate a mutually agreeable buyout with the incumbent. However, the Commission bears no responsibility and will not be involved, or participate in, the negotiation or buyout of existing equipment between operators. If a mutually agreeable buyout cannot be achieved, the selected firm would be responsible for providing those assets and services. Please note that the Commission owns all backlit signage within the service plazas and the existing inventory will be made available to the selected firm.

Q#2 To ensure bidders can accurately assess the opportunity and develop proposals that align with the Commission's operational priorities and revenue share expectations, it is important to understand the current advertising rates, revenue share model, and revenue distribution across programs. Could the Commission provide current rate cards for each program offering as well as a breakdown of the current revenue shares by program/service under the existing agreement?

A#2 Revenue Shares are as follows:
Service Plaza Signs: 65% Commission
Brochure Program: 50% Commission
Ticket Machines: 65% Commission
Toll Booth Windows: 60% Commission
Turnpike Map Ads: 20% Commission
Turnpike Television: 12% Commission
InfoCenter Program: 15% Commission
Logo Program: 50% Commission on Logo plus
Construction Assessment for the cost of any new Blue signs, as approved by the Commission.

Q#3 Appendix G provides sales data and revenue by program. Can the Commission clarify whether these figures represent gross or net revenue? Will the Commission provide both gross and net revenue figures?

A#3 The figures provided in Appendix G are Gross Revenues.

Q#4 The current logo sign program includes lodging and attractions. Expanding the program to include signage for food and fuel establishments could provide an opportunity to grow revenue while enhancing the overall service offerings for motorists. Recognizing that not all motorists will choose to stop at service plazas for food and fuel, adding these categories could help address the needs of those seeking off-turnpike options. Would the Commission consider adding signage for food and fuel establishments to support additional revenue growth while maintaining balance with service plaza offerings?

A#4 No. Service Plaza Operators for Fuel, Food and Retail generate substantial revenues and occupancy fees for the Commission. It is the goal of the Ohio Turnpike to provide all of the necessary services to keep passenger and commercial vehicles on the roadway as long as possible to maximize both concession and toll revenues.

Q#5 The Commission requires audited financial statements to be submitted with the bid proposal. Would the Commission consider accepting a financial compilation report prepared by the company's firm as an alternative?

A#5 The Commission will accept a financial compilation report or other financial statement(s) if it is accompanied by a statement from respondent's chief financial officer or similar representative attesting that the documents are true and accurate copies of respondent's business records.

Q#6 Part III - D. The Respondent's financial ability to perform the Scope of Services requested by this RFP, including audited financial statements from each Respondent. We are a privately held company and do not have audited financial statements. What can we provide instead of "audited financial statements"?

A#6 See A#5.

Q#7 Appendix C, Article 4 - A 5. Any maintenance, repairs or replacements, or the furnishing of any equipment owned by the Commission for use as contemplated under this Contract for which the responsibility is not allocated herein shall be the responsibility of the Firm at its sole expense. Please clarify the above. Can the Commission provide an example of the circumstances under which Commission-owned equipment needing repairs or replacement is the responsibility of the selected Firm?

A#7 An example would be where the selected firm's employees damage Commission equipment or other property while performing the services under the contract. The repairs or replacement would be the responsibility of the selected firm.

Another example may be if newer marketing and advertising technology emerges that the selected operator prefers or is required to utilize; or new marketing and advertising programs emerge during the term of the agreement that are not offered currently, these improvements would be the responsibility of the selected operator. Also, for example, if the Commission's WiFi services are not adequate to support the selected operator's marketing program, the selected operator would be responsible to contract with their own provider.

Ultimately, the provision at issue is meant to be a "catch-all" for anything not covered elsewhere in the RFP documents.

END OF ADDENDUM NO. 1