

# Rest Area and Welcome Center Project

Public Private Partnership (P3) Committee  
September 17, 2014



# Agenda

## Rest Area and Welcome Center Project

- Review Project
- Activities Update
- Evaluation Results
- HERO/511 Sponsorship



# Review

## **-Rest Areas and Welcome Centers-**

- This project is being procured as a Public Private Partnership.
- The project consisted of the Private Partner providing the custodial services and landscape services for 17 Rest Areas and 9 Welcome Centers.
- The project also allowed the Private Partner to offset some of the cost of the requested services by selling sponsorship and advertising while complying with Federal and State regulations.
- GDOT allowed the term of 5 years due to a ramp up period required to bring on sponsors and advertisers.
- In accordance with FHWA Order 5160.1A, GDOT obtained all necessary approvals from FHWA to move forward with the procurement.

# P3 Procurement Activities

## -Rest Areas and Welcome Centers-

- RFP Issued to Short-Listed Teams July 1, 2014
- RFP Questions Due July 15, 2014
- One on One Meetings July 16-21, 2014
- Q and A Matrix Issued July 21, 2014
- Addendum 1 Issued July 22, 2014
- Proposals Due August 1, 2014
- Executive Summaries Posted August 11, 2014
- Public Hearings/Comment Period August 11-September 10, 2014
- Proposal Evaluations September 11-16, 2014
- GDOT Steering Committee Review September 17, 2014
- P3 Committee Presentation September 17, 2014

# Evaluation Results

## -Rest Areas and Welcome Centers-

- The Evaluation for this project was based largely on the financial proposals of the short listed teams since they had been previously qualified through an RFQ process.
- The weighting was:
  - 50 points maximum for the Executive Summary (ES)
  - 50 points maximum for the Technical Proposal (TP)
  - 900 point maximum for the Financial Proposal (FP)
- The scoring was:
  - DBI: 43 (ES) + 43 (TP) + 872.43 (FP) = 958.43 total points
  - ICA: 43 (ES) + 39.5 (TP) + 900 (FP) = 982.5 total points

# Recommendation

## -Rest Areas and Welcome Centers-

- The goal of this procurement was to reduce the cost to the Department for Operating and Maintaining the Rest Areas and Welcome Centers.
- The Evaluation Team compared the apparent best value proposal to the current cost for the same services requested in the RFP.
- The financial proposal received for this project were in excess of the current cost for the services. Below is a summary of the 5 year totals:
  - DBI: \$37,683,309.56
  - ICA: \$36,529,150.16
  - GDOT: \$27,812,248.40
- GDOT is currently paying \$8,716,901.76 less for the services requested, Therefore the recommendation to not award the contract was made to the Steering Committee who concurred. So, there is no action required by the Committee at this time.
- GDOT will continue looking at ways to develop sponsorship/advertising at the Rest Areas and Welcome Centers in order to reduce cost.

# Evaluation Results

## -HERO and 511 Sponsorship

- All Sponsorship Procurements have been moved to the Public Private Partnership Division.
- Recently the HERO and 511 Sponsorship was put out for bid.
- The contract was awarded to Travelers Marketing who is the agent for State Farm in all matters pertaining to DOT sponsorships which includes HERO safety patrol and 511 programs.
- The amount for the HERO and 511 Sponsorship is \$1,950,000.00 per year for 5 years. Total value of the agreement is **\$9,750,000.00** plus revenue sharing from 511 signage which is utilized to offset the cost of the programs.

# Rest Areas and Welcome Centers HERO and 511 Sponsorship

Questions?