

**TAMPA-HILLSBOROUGH COUNTY EXPRESSWAY AUTHORITY (THEA)  
REQUEST FOR QUALIFICATIONS (RFQ)  
MARKETING AND COMMUNICATION SERVICES  
RFQ No. C-00815**

Tampa-Hillsborough County Expressway Authority (THEA) is soliciting responses from qualified firms interested in providing innovative marketing and communications services that will inform current customers and the general public of THEA's activities and provide support to THEA's Communications Director. The work will be assigned on an as-needed basis by issuance of a Task Work Order.

The procurement process that will be utilized for this project will a Request for Qualifications (RFQ) consisting of two steps. For Step 1 of the RFQ process, firms shall submit a Step 1 Response Package that includes a Letter of Interest, Statement of Qualifications, Experience, Work Samples, Innovative Ideas and completion of the RFQ Documents and Forms. The THEA Evaluation Committee will evaluate the Step 1 Response Packages and rank firms based on the Step 1 Evaluation Criteria identified in the RFQ Instructions and Submittal Documents.

For Step 2 of the RFQ process, the top ranked firms will provide a presentation, interview/Q&A and fee schedule.

A **NON-MANDATORY** Pre-Proposal Conference will be held **May 18, 2015 at 9:00 a.m.** in the THEA Board Room on the 1<sup>st</sup> Floor of the Transportation Management Center located at 1104 East Twiggs Street, Tampa, Florida 33602. Prospective Respondents are **strongly encouraged** to attend.

Interested firms shall obtain a copy of the RFQ Instructions and Submittal Documents and submit a completed Step 1 Response Package to THEA at 1104 East Twiggs Street, Suite 300, Tampa, Florida 33602. Submittals are due by **2:00 pm, June 8, 2015** at which time THEA will publicly open the responses.

Firms failing to submit the required RFQ Documents and Forms may be deemed non-responsive to the RFQ. The Schedule of Events containing additional important deadlines for this RFQ is located in the RFQ Instructions and Submittal Documents at Section A, Paragraph 1.4. The RFQ Instructions and Submittal Documents are available through the DemandStar System ([www.demandstar.com](http://www.demandstar.com)) or through a link on the THEA web site ([www.tampa-xway.com](http://www.tampa-xway.com)). **RESPONDENTS WHO OBTAIN THE RFQ INSTRUCTIONS AND SUBMITTAL DOCUMENTS FROM SOURCES OTHER THAN DEMANDSTAR OR FROM THEA ARE CAUTIONED THAT THE DOCUMENTS MAY BE INCOMPLETE.**

THEA encourages the use of registered or certified SBE firms to the greatest extent possible and requires nondiscrimination on the basis of race, color, sex and national origin in its employment and contracting practices.

Questions concerning this RFQ should be directed by email to Man Le, THEA Procurement Manager at [Man.Le@tampa-xway.com](mailto:Man.Le@tampa-xway.com) .

**[END OF ADVERTISEMENT]**

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***Posting on DemandStar, THEA's website and on THEA's Public Information Monitor begins May 8, 2015.***