

**Request for Proposal – RFP#F-19-001**  
**Digital Marketing Services**

The Chesapeake Bay Bridge and Tunnel District is requesting a proposal for Digital Marketing Services.

Proposals will be received no later than 4:30 p.m. on **Monday, April 15, 2019**. Please submit your proposal in hard copy to the following:

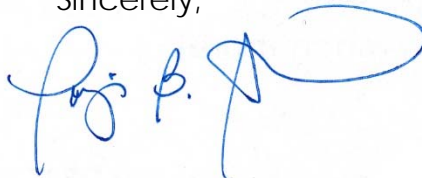
Attn: Paige B. Addison  
Marketing Specialist  
Chesapeake Bay Bridge and Tunnel District  
32386 Lankford Highway  
Cape Charles, VA 23310

Please note "Digital Marketing Proposal RFP#F-19-001" in the lower right corner of your envelope.

We request that your proposal be delivered no later than 4:30 p.m. on Monday, April 15, 2019. (NOTE: Due to our location on the lower Delmarva Peninsula, Federal Express and similar courier services do not guarantee overnight delivery to the Chesapeake Bay Bridge-Tunnel Administrative Offices; therefore, proposers should not expect one-day service.) Proposals received after the designated date and time will not be considered. After we have reviewed the proposals, you may be asked to meet with us.

Questions regarding this request for proposal should be directed to Paige Addison at [paddison@cbbt.com](mailto:paddison@cbbt.com) no later than Monday, April 8, 2019. All responses will be made by Tuesday, April 9, 2019.

Sincerely,



Paige B. Addison  
Marketing Specialist

/pba

**CHESAPEAKE BAY BRIDGE AND TUNNEL DISTRICT**

**RETURN ONE COPY OF THIS PAGE WITH ORIGINAL  
SIGNATURE TO EACH PROPOSAL AND COPY**

In compliance with the Request for Proposal (RFP#F-19-001), and subject to all conditions imposed therein, the undersigned offers and agrees to furnish the services in accordance with the attached proposal or as mutually agreed by subsequent negotiation.

Name and Address of Firm:

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Telephone No. \_\_\_\_\_ Fax No. \_\_\_\_\_

Email Address of Contact: \_\_\_\_\_

Date: \_\_\_\_\_

By: \_\_\_\_\_

(Signature in Ink)

Name: \_\_\_\_\_

Title: \_\_\_\_\_

**CHESAPEAKE BAY BRIDGE AND TUNNEL DISTRICT  
REQUEST FOR PROPOSALS  
DIGITAL MARKETING SERVICES**

**RFP# F-19-001**

**I. Purpose and Intent of Proposal**

The purpose of this Request for Proposal is to enter into a contract for digital marketing services for the Chesapeake Bay Bridge and Tunnel District, hereafter referred to as "the District," for a one-year period, with the option to renew the contract for up to three annual renewals.

**II. Description of Facility**

The facility is a four-lane, 20-mile vehicular toll crossing that traverses the mouth of the Chesapeake Bay and connects Virginia's Eastern Shore with the Virginia Beach/Norfolk area. The facility opened to traffic in April 1964 and today, consists of two tunnels, low-level trestles, four bridges, causeway and approach roads. A parallel tunnel is under construction at Thimble Shoal Channel. In 1965, in worldwide competition with more than a hundred other major projects, the Bridge-Tunnel was selected as one of the Seven Engineering Wonders of the Modern World, and the American Society of Civil Engineers recognized it with the award of Outstanding Civil Engineering Achievement.

The Chesapeake Bay Bridge and Tunnel District is a political subdivision of the Commonwealth of Virginia and is committed to providing the traveling public with a safe, cost effective, and unique driving experience across the scenic Chesapeake Bay.

The CBBT is tolled in each direction of travel and has a toll schedule that features seasonal pricing. Peak Season pricing is defined as any Friday thru Sunday during the period of May 15 thru September 15. Off-Peak Season is any other time. A complete toll schedule can be viewed at [www.cbbs.com/travel-information/toll-schedule/](http://www.cbbs.com/travel-information/toll-schedule/). Vehicle statistical information can be found in the quarterly reports that are also available on the website at [www.cbbs.com/investor-relations/](http://www.cbbs.com/investor-relations/).

**III. Objectives**

The District seeks a partner with a proven track record to assist in the creation of dynamic, flexible and informative digital strategy and media to promote travel

across this facility. The District seeks a partner who will provide regular review and analysis of media opportunities and to design and secure the purchase of any agreed-upon digital media. Offerors should assume a project budget of \$50,000 for the initial campaign. Objectives include, but are not limited to:

- Through digital marketing, significantly increase new and continuing usage of the Chesapeake Bay Bridge-Tunnel by all classes and types of motor vehicles, with a focused campaign on the summer season, beginning in May and continuing through September and possibly into the shoulder season.
- To promote the CBBT as the most competitive and economical highway artery between selected origins and destinations.
- Maintain a positive image of the CBBT, realizing that this facility is not just a transportation facility but an attraction to many who visit the surrounding areas.

#### **IV. Proposals**

Each Offeror shall supply the following information for evaluation. This information is merely a tool in the decision process and we may utilize all or any part of it as we believe will best serve the District's interest.

- A. Submit a brief history and description of you and/or your business.
- B. Describe the capabilities of you and/or your business.
- C. Explain how you will handle the District account and why you feel you and/or your business is best qualified.
- D. Project Approach: Describe in narrative form, your approach/philosophy for providing services to the CBBT.
- E. Identify digital marketing tools that will be used to target potential travelers to this region, including but not limited to social media platforms.
- F. Identify a digital marketing plan to build upon the CBBT's brand image, and promote positive awareness and target potential customers.
- G. Identify a data measurement and optimization plan.
- H. Identify personnel who will have primary responsibility of the District account and also provide their qualifications and experience.
- I. Give descriptions of your experience with accounts or industries similar to the Bridge-Tunnel, specifically travel advertising.
- J. Provide at least three client references.
- K. Project Budget: Offeror should assume a total project budget of \$50,000. Offeror should provide an itemized schedule detailing an estimated allocation of the project budget for the initial campaign. (The District acknowledges that this is for estimation purposes only. The budget

allocation will be refined on an ongoing basis as the digital marketing strategies are optimized throughout the campaign.)

- L. List all services provided internally and services provided by any outsourced consultants. If outsourced consultants are used, please provide a brief description of each, its role and capabilities.
- M. Furnish information on any other services you may be able to provide the District.
- N. Offerors may be called upon to make formal presentations to a District evaluation committee.
- O. All proposals must be signed by an authorized official and their signature appears on the first page of the RFP.

## **V. Evaluation Criteria**

The District seeks to contract for services described herein with the responding Offeror who submits the best proposal. The written proposals and any oral presentations will be evaluated by the District based on the following criteria:

- A. Compliance with Proposal criteria/Comprehensiveness (10%)  
Proposal satisfies all legal and procedural requirements of the District and this RFP.
- B. Scope of Work (60%)
  - Offeror's background
  - Ability to provide services
  - Responsiveness and thoroughness of proposal
  - Description of proposed methods of providing services
    - Proposed digital marketing plan
    - Understanding of desired market penetration
    - Identifiable target markets
  - Demonstrates a knowledge and understanding of our brand in the marketplace and the shifting dynamics of how customers receive and use information today
- C. Experience and Expertise in Similar Projects (30%)
  - Experience
  - Qualifications of personnel
  - Certifications
  - References

## **VI. Format of Response**

Proposals shall be prepared simply and economically, providing a straightforward, concise description of the Offeror's (or team's) capabilities to satisfy the requirements of this Request for Proposal. Emphasis should be on completeness and clarity of content. Responses should be organized in a

manner that allows for easy identification of all required items listed under Section IV. – Proposals.

## **VII. Schedule**

	<b>Description</b>	<b>Date</b>
1.	Issuance of Request for Proposals	Monday, March 25, 2019
2.	Question Period Ends	Monday, April 8, 2019
3.	Final Response to any Questions	Tuesday, April 9, 2019
4.	Proposal Due Date	Monday, April 15, 2019
5.	Interviews	Monday, April 22 – Friday, April 26, 2019
6.	Intent to Award	Wednesday, May 1, 2019

## **VIII. Clarification Process**

Information from Offerors may be requested by the District for the purpose of clarifying ambiguities or questioning information presented in the proposal. Clarifications may be sought throughout the process of evaluation. It is incumbent on the Offeror to respond adequately and in a timely fashion to these requests.

The District may require telephone conference(s), meeting(s), and/or an oral presentation from one or more Offerors as part of the evaluation process. Any such meetings or presentations shall take place at the District Administration Office, 32386 Lankford Highway, Cape Charles, VA.

## **IX. Proposal Acceptance Period**

The proposal and any modifications thereof shall be binding upon the Offeror for 90 days following the proposal due date. Any proposal on which the Offeror shortens the acceptance period may be rejected.

## **X. Rejection/Negotiation of Proposals**

The District reserves the right to reject any or all proposals, to waive any informality in proposals received, and to negotiate and to accept the proposal which shall be in its best interest.

## **XI. Cost Liability**

The District assumes no responsibility and no liability for cost incurred by any firm prior to the issuance of an agreement or contract.

## **XII. Termination of Contract**

The District reserves the right to terminate, without reason, any contract entered into as a result of this RFP, provided written notice is given to the firm at least thirty (30) days prior to such proposed termination date.

### **XIII. Ownership of Materials**

Ownership of all data, material and documentation originated and prepared for the District with this Request for Proposal shall belong exclusively to the District and be subject to public disclosure under the Virginia Freedom of Information Act.

### **XIV. Miscellaneous Provisions**

#### **a. Non-Discrimination**

During the timeframe of this contact, the Offeror agrees as follows:

- i. Offeror will not discriminate against any employee or applicant for employment because of race, religion, color, sex, or national origin, except when religion, sex, or national origin in a bona fide occupational qualification reasonable necessary to the normal operation of the Offeror. The Offeror agrees to post in conspicuous places, available to employees and applicants for employment, notices setting forth the provision of this non-discrimination clause.
- ii. The Offeror, in all solicitations or advertisements for employees placed by or on behalf of the Business, will state that such Business is an equal opportunity employer.
- iii. Notices, advertisements, and solicitations placed in accordance with Federal law, rule or regulations shall be deemed sufficient for the purpose of meeting the requirements of this section.
- iv. The Offeror shall include the provisions of the foregoing Paragraphs i, ii, and iii in every subcontract or purchase order of over \$10,000, so that the provisions will be binding upon each Subcontractor vendor.

#### **b. Drug-Free Workplace**

The following shall apply for every Contract over \$10,000 in value:

- i. During the performance of this Contract, the Offeror agrees to (1) provide a drug-free workplace for the Business' employees; (2) post in conspicuous places, available to employees and applicants for employment, a statement notifying employees that the unlawful manufacture, sale, distribution, dispensation, possession, or use of a controlled substance or marijuana is prohibited in the Business' workplace and specifying the actions that will be taken against employees for violations of such

prohibition; (3) state in all solicitations or advertisements for employees placed by or on behalf of the Offeror that Offeror maintains a drug-free workplace; and (4) include the provisions of the foregoing clauses in every subcontract or purchase order of over \$10,000, so that the provisions will be binding upon each Sub-consultant or Vendor.

- ii. For the purposes of this section, "drug-free workplace" means a site for the performance of work done in connection with a specific Contract awarded to the Offeror in accordance with these Miscellaneous Provisions, the employees of whom are prohibited from engaging in the unlawful manufacture, sale, distribution, dispensation, possession or use of any controlled substance or marijuana during the performance of the Contract.

### **c. Insurance**

Prior to the start of any work under the contract, the Offeror shall provide to the District Certificate of Insurance Forms approved by the District and maintain such insurance throughout the contract period. The minimum limits of liability shall be:

- i. Certificate of Insurance for a general liability policy, including products liability on an occurrence basis:
  1. Combined Single Limit           \$1,000,000
  2. General Aggregate Limit       \$2,000,000
- ii. Certification of Insurance for a Worker's Compensation Insurance policy, meeting the requirements of the Worker's Compensation Laws of the Commonwealth of Virginia.
- iii. Certificate of Insurance for an automobile liability policy for vehicles:
  1. Combined Single Limit           \$1,000,000
  2. General Aggregate Limit       \$2,000,000

## **XV. Award of Contract**

The Executive Director of the Chesapeake Bay Bridge and Tunnel District will award the contract to the Offeror selected in accordance with the Virginia Public Procurement Act.