

Transportation Public Relations RFP Kit

The following pages contain standard key documents from Seventh Point to assist with the public relations section of your RFP response. These materials also provide an overview of Seventh Point and our capabilities in transportation public relations.

The kit includes a firm profile, project experience and our public relations team. Also included is a sample commitment letter and information regarding additional forms, certifications and specific documentation as required by a transportation project RFP.



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Firm Profile

Seventh Point Transportation PR is a DMBE-certified SWaM marketing and public relations agency specializing in transportation marketing. In recent years, Seventh Point has spearheaded results-driven public relations and community outreach programs for some of Virginia’s most complex transportation projects, including the **Gilmerton Bridge Replacement Project**, **Hampton Roads District-Wide IV, I-64 Battlefield Boulevard** and the **Downtown Tunnel/Midtown Tunnel/MLK Freeway Project**.

Seventh Point Transportation PR understands road construction and how to mitigate impact at every level. We know how to define the key stakeholders, build a project brand for consistent communications and engage motorists, surrounding resident and business communities in two-communications. Using informational meetings, direct mail, websites, web outlets, email notices, subscriber updates, advertising, social media (and every medium in between), we understand how to provide information, hear concerns and respond on behalf of the project owner. Seventh Point builds support for transportation projects before, during and after the design-build process.

Additionally, Seventh Point Transportation PR provides strategic marketing services, advertising, media planning and buying for major highway construction, bridge and lane closure projects. In collaboration with the project owner, Seventh Point has designed a wide range of communications strategies to effectively inform, raise awareness, mitigate impact and generate positive opinion of transportation projects by motorists, the community and all associated stakeholders.

Transportation Project Experience

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Elizabeth River Tunnels: Downtown/Midtown/MLK

Seventh Point works with Southeastern Transportation Partners (STP) to provide public relations support for VDOT. Our full-time dedicated public information officer works directly with VDOT to



manage PR, marketing and community relations. We also developed, launched and maintain a custom communications dashboard, which tracks all PR activities in accordance with the client's agreement and technical requirements. Our community outreach efforts bring all key stakeholders to the table, including legislators, municipalities, civic leagues, military and business organizations. Special consideration was given to proactively managing community relations throughout the right-of-way acquisitions process, addressing citizens' concerns to avert negative sentiment toward the project.

Gilmerton Bridge Project

Managing public affairs for all aspects of the Gilmerton Bridge Project in Chesapeake, Virginia, Seventh Point works in partnership with concessionaire Parsons Brinckerhoff and the VDOT Hampton Roads District Public Affairs office. Our dedicated public information officer manages all community outreach and media relations in collaboration with VDOT. The communications plan, media training for key



engineering staff and advertising — including maintaining the project website, electronic and direct mail communications, community and business outreach, surveys, press releases, media relations and legislative updates — focuses on effectively communicating the innovative approach of the project (building a new bridge over an existing bridge) and managing the inconveniences of reduced lanes and nightly closures. National recognition for the project has included a visit from FHWA Administrator Victor Mendez and a feature story in *Engineering News-Record*.

VDOT District-Wide Contract IV: Advertising and Awareness

As part of the District-Wide Contract IV, Seventh Point works alongside the VDOT Public Affairs department to execute targeted advertising for various transportation projects across Hampton Roads.



Our advertising and marketing efforts to motorists and key stakeholders about roadway and bridge construction projects effectively raise awareness and inform. Specific initiatives include comprehensive placed media campaigns in print, internet and broadcast. The campaigns are designed to mitigate impact to allow the engineer to remain focused on the construction. Seventh Point also delivers consultative marketing services as needed, including research, branding, strategy and creative design.

I-64 Battlefield Boulevard Project

When the Hampton Roads District needed a strategic plan to manage public opinion regarding the I-64 Battlefield Boulevard Project in Chesapeake, Virginia, Seventh Point collaborated with the VDOT Public Affairs department, the engineers and the City of Chesapeake to create and execute a multi-tiered communications plan and advertising materials. The plan included outreach to businesses, residents,



motorists and key elected officials. Advertising included print, broadcast, direct mail and online campaigns. We provided media training for key communicators and remained focused on internal communications to successfully deliver the public relations components. This successful campaign, which also included innovative use of public meetings and “information breakfasts,” garnered favorable news coverage in the local media and a prestigious Pinnacle Award from the Public Relations Society of America.

Public Relations Team



Mike Carosi, Vice President of Public Affairs

Over 20 years of experience in Advertising, Marketing, Client Relations and Public Relations

Current Projects

Gilmerton Bridge Replacement Project, Chesapeake, Virginia
VDOT District-Wide Contract IV, Hampton Roads District, Virginia
Elizabeth River Tunnels/STP Downtown/Midtown/MLK, Norfolk/Portsmouth



Shellee Casiello, Public Affairs Specialist

Shellee's experience as a communications director in higher education brings a unique skill set to our Seventh Point Transportation team. With an extensive background in corporate communications, she commands a competitive level of expertise in strategic planning, public relations and multi-channel marketing.

Current Projects

Elizabeth River Tunnels/STP: Downtown/Midtown/MLK, Norfolk/Portsmouth: PIO



Lynn Polizos, Public Affairs Specialist

Over 20 years of experience in Advertising, Public Relations, Media Relations and Event Planning

Current Project

Gilmerton Bridge Replacement Project: PIO

For complete project resumes and additional staff, please contact Mike Carosi at Seventh Point:

Mike Carosi

Vice President of Public Affairs
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mcarosi@seventhpoint.com

Sample Commitment Letter

Below is sample commitment letter for your reference. Please contact Seventh Point for a specific commitment letter for your firm and transportation project.

June 1, 2013

Steve Jones
President
Construction Company, Inc.
123 Transportation St.
Suite 100
Town, State 12345

RE: CONSTRUCTION ENGINEERING SERVICES FOR XDOT PROJECT, TOWN, USA

Dear Mr. Jones:

Seventh Point, Inc. is pleased to confirm our commitment to work with Construction Company, Inc. on the above-referenced project as a sub-consultant partner. As a DMBE-certified SWAM (673380) vendor, our firm will provide public relations, media purchasing and/or outreach services to assist in managing community and motorist impact.

We look forward to working with your firm on this project, and we commit to providing these services throughout the duration of this contract.

Sincerely,



Mike Carosi
Vice President of Public Affairs
Seventh Point Advertising, Marketing and Public Relations

Additional Forms and Certifications

Seventh Point can provide additional forms and certifications as required by the Transportation Project RFP. The additional materials and documentation can include, but are not limited to, the following:

- STANDARD FORM (SF) 254 Architect-Engineer and Related Services Questionnaire
- STANDARD FORM (SF) 255, Section 8: Work by firm relevant to the project
- STANDARD FORM (SF) 255, Section 9: Work currently being performed by firm
- Certification Regarding Debarment/Lower Tier Covered Transaction
- Firm Data Sheet
- SCC Certificate of Authority
- SWaM Certification

For Specific documentation, please contact Mike Carosi at Seventh Point:

Mike Carosi

Vice President of Public Affairs

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