

REQUEST FOR PROPOSALS
MAINE TURNPIKE AUTHORITY
Sealed Proposals will be received by the Maine Turnpike Authority for:
RFP # 2026.104

Safety Service Patrol Sponsorship & Operation

Issuing Agency:	Maine Turnpike Authority
RFP Number:	2026.104
Issued:	June 15, 2026
Questions Due:	June 25, 2026 by 4:00 PM EST
Proposals Due:	July 16, 2026 by 2:00 PM EST
Purchasing Manager:	Nathaniel F. Carll
Contact Email:	ncarll@maineturnpike.com
Mailing Address:	Maine Turnpike Authority, 2360 Congress Street, Portland, ME 04102

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Section I: Introduction

This contract bid document is issued by the Maine Turnpike Authority (MTA) to seek an official sponsor and/or operator of the MTA Service Patrol program. It is the intent of the MTA to enter into an agreement for a period of (2) two years with the option for the MTA, at its discretion, to extend the term for (2) two additional years.

The official sponsorship of the program will include the logo/trademark/branding/wrapping and/or marketing message (Advertising) of the Vendor, or an approved third part with whom the Vendor has a contractual relationship, on MTA Service Patrol vehicles located in York and South Portland, Maine.

The Vendor's Advertising will be officially included in or on the following:

- Three service patrol vehicles.
- Eight mainline highway signs, located at mile 2.73 northbound, mile 32.67 northbound, mile 41 northbound, mile 54 northbound mile, mile 62 southbound, mile 49.6 southbound, mile 41.75 southbound and mile 24.46 southbound.
- Reference to the Service Patrol program on the Maine Turnpike Authority's website. (<http://www.maineturnpike.com>)
- All written material where the Service Patrol program is featured.
- All press/media releases issued by the Maine Turnpike Authority involving the Service Patrol program.
- Customer Satisfaction Feedback postcards will note the sponsorship.

Prospective bidders may alternatively submit proposals for Safety Patrol sponsorship only, sponsorship and Safety Patrol operation and/or Safety Patrol operation only.

Service Patrol Introduction and History

From October 2016, through present, the MTA has contracted with Traveler's Marketing and Autobase Corporation for the provision of the Safety Service Patrol. It is the intention of the MTA to expand the current scope of this service.

Safety Service Patrol

The Safety Service Patrol Program will consist of a minimum of (3) Service Patrol vehicles, including all equipment, supplies, and trained personnel, to perform the below defined services with the ultimate objective of promoting safety on the Turnpike, congestion relief, and highway assistance to motorists and their vehicles. Such services include:

- Providing motorists with light service (fuel stalls, flat tires, jump starts, overheats, etc.)
- Coordinating for a tow, if necessary
- Providing emergency transportation off the highway, as needed
- Traffic control for disabled vehicles and minor crashes
- Removal of debris and hazards from the Turnpike

- In patrol areas without sufficient shoulder, relocation of disabled vehicles to designated areas.

Coverage Areas and Hours

Safety Service Patrol drivers will be responsible for fully functional patrol coverage over MTA-established routes in communication with and under the direct control of MTA during the established contract hours and days, which are defined as follows:

1. The MTA will operate three (3) Safety Service Patrol vehicles Monday through Friday one between the Maine/New Hampshire Border on the Piscataqua River Bridge to Mile 19 in Wells, one from Exit 32 in Biddeford to Exit 46 in Portland, and one from Exit 46 in Portland to Exit 63 in Gray. Operation will be twelve (12) hours per day, from 7:00AM -7:00PM.
2. In addition to the above coverage, the MTA will operate two (2) Safety Service Patrol vehicles Saturday through Sunday: one between the Maine/New Hampshire Border on the Piscataqua River Bridge to Mile 19 in Wells and one from Exit 32 in Biddeford to Exit 53 in Falmouth. Operation will be eight (8) hours per day, from 11:00 AM to 7:00 PM.

Alternatives to the scope of coverage, in both geography and hours of operation may be proposed by a respondent and the MTA reserves the right to consider or dismiss any such alternatives. The MTA service vehicle provides immediate service to disabled vehicles inside the patrol route.

The MTA may wish to add additional hours in the future, and the proposal should address how costs would will be calculated for hours above, or below, what is listed here.

Section II: General Requirement and Conditions of the MTA Service Patrol Sponsorship Proposal

Questions Regarding the Contract bid document:

Potential vendors should carefully examine the requirements of this contract bid document.

Potential vendors may request clarification of any provision of this contract bid document.

Questions on the part of prospective vendors shall be sent in writing to the MTA no later than (June 25,2026 @ 4:00PM) and please send these questions to:

**Nate Carll,
Purchasing Manager, MTA
(207) 871-7771 ext. 115
ncarll@maineturnpike.com**

Failure on the part of any Vendor to receive an answer to any such question or request for clarification shall not relieve such respondents from the requirements of this Contract bid document.

Bid Preparation

Proposals in response to this contract bid document must be received no later than (July 16, 2026 at 2 PM) at the following address or email address:

**Purchasing Manager
Maine Turnpike Authority
2360 Congress Street
Portland, ME 04102
ncarll@maineturnpike.com**

Qualifications

Proposers shall provide qualifications for operating patrol trucks including but not limited to experience in Maine or other states operating a similar program.

Sponsorship Fee

The Vendor will be responsible for an annual sponsorship fee to the MTA, in consideration. In consideration for this fee, the Vendor, or a third party with which the Vendor has a contractual relationship, will receive the advertising rights described in section one.

The minimum annual guarantee amount is \$90,000.

The winning Vendor will be responsible for paying the Authority the annual sponsorship fee within (5) five business days after being given notice to proceed. For all remaining years, the sponsorship fee will be paid to the MTA prior to the anniversary date of the effective contract date.

All potential vendors will include the identity of the proposed advertiser and the basic content of the

proposed advertising with their proposal. The MTA will give preference to advertisers whose primary business directly relates to the transportation, automobile or insurance industry and it is the MTA's intent to select a Vendor that is the highest eligible responsive and responsible bidder above the minimum guarantee amount that provides an advertiser with a primary business that, in the MTA's sole opinion, is directly related to one or more of these industries. In the absence of such a bidder, it is the MTA's intent to enter into a contract with the highest eligible responsive and responsible bidder above the minimum guarantee amount.

The MTA reserves the right to suspend, withdraw, amend or supplement this document contract including all appendices, exhibits, and addenda, at any time prior to the opening of bids. Bidders are hereby notified that no officer, agent or employee of the Maine Turnpike Authority is authorized to amend any provision contained in the proposal unless such amendment is put into the form of an addendum and posted on our website. The MTA reserves the right to reject any bid not submitted in conformance with the requirements stated herein or which it deems non-responsive.

A responsive bidder is one who has submitted a bid which conforms in all material respects with the MTA's stated specifications, terms and conditions, evaluation criteria and the proper completion of any necessary submissions, documents and forms. A responsible bidder is one who has demonstrated the capability to perform fully all of the bid requirements with the integrity and reliability to ensure good faith performance. Current ability to perform and past performance will be taken into consideration in determining responsibility.

The MTA reserves the right to waive any deviation or defect in a bid if, in the MTA's sole judgment, such deviation or defect is not material to the substance of the bid.

This bid document is not an offer. The MTA reserves the right to reject any and all bids if it is in the MTA's interest to do so. The MTA's decision with respect to the award of a contract under this bidding process shall be final.

Advertising Message

The Vendors are responsible for the creation, production, installation and maintenance of all advertising on the MTA vehicle(s). The MTA and the Vendor will schedule when advertising can be installed and/ or changed on the Service Patrol vehicles. The advertisement must be removable and will not be allowed on the passenger and driver's side door. This area is reserved for the MTA logo.

Advertising Approval

All advertising will be submitted to the MTA for approval fifteen (15) days prior to installation. No advertising will be permitted on an MTA vehicle that has not been reviewed and approved in writing by the MTA.

The MTA will have the unconditional right to approve the actual content and design of the advertising that is eventually used, and would ideally prefer to agree on that initial content and design before a contract is entered into. Potential vendors are therefore encouraged, in their initial proposal, to submit as much detail as possible on the proposed content and design of the advertising.

Advertising text shall consist solely of the Sponsor's name and a description of the Sponsor's

business, which may include a motto regularly used to promote Sponsor's business, but will in no event express an opinion of any kind beyond promotion of the Sponsor's business or contain any language designed to do anything other than describe the services provided by the Sponsor, including but not limited to any language intended to or tending to promote any particular religion, political viewpoint, lifestyle or ideology. Images in the Advertising shall be limited to the Sponsor's logo or trademark and inoffensive images that in the MTA's sole judgment are suitable to be viewed by children and adults travelling the Maine Turnpike.

In no event will obscene or sexually suggestive wording or imagery be allowed on any advertising.

Safety Restrictions

Service Patrol vehicles will need identification, conspicuity markings and emergency lighting at all times. The MTA will work cooperatively with Vendor regarding all necessary markings and placement of advertising. Advertising will not be allowed that would, in the MTA's judgment, impair the functioning of safety lighting, devices or markings.

Section III: Sponsorship/Operation Selection Process

First, a review of all proposals will be conducted in order to determine the greatest value relative to sponsorship and operation costs. The Authority may disqualify proposals that are deemed incomplete or non-responsive.

Second, a verification of Surety Bond and I or Letter of Commitment from an insurance Company will be acquired.

If multiple responsive bids are received the MTA may, in its sole discretion, award multiple sponsorships, or a combination of a sponsorship and operator.

The MTA reserves the right to negotiate with one or more potential vendors before selection. In the event this negotiation fails to achieve a result satisfactory to the MTA, the MTA reserves the right to negotiate with one or more of the remaining potential vendors, or to reject any and all bids.

Section IV: Service Patrol and MTA Statistics

Maine Turnpike/GEICO Safety Service Patrol

The MTA /Geico Safety Service Patrol responded to:
2025 – 1793 Incidents
2024 – 1306 Incidents
2023 – 1096 Incidents

The breakdown of calls was roughly 77% disabled vehicles, 10% crashes/scene protection, and 8% removal of debris in roadway and 5% miscellaneous calls for assistance.

Maine Turnpike Traffic Statistics: 2025**AADT**

Piscataqua River Bridge to Kittery, Exit 1	80,228
Kittery Exit 1 to Kittery Exit 3	76,324
Kittery Exit 2 to York	67,108
York to Wells	54,327
Wells to Kennebunk	56,199
Kennebunk to Biddeford	59,577
Biddeford to Saco (Exit 36)	76,352
Saco (Exit 36) to Scarborough	85,544
Scarborough to I-295	84,927
I-295-Maine Mall	55,182
Maine Mall to Jetport	58,129
Jetport to Rand Rd.	64,888
Rand Rd. to Westbrook	58,937
Westbrook to Falmouth	53,254
Falmouth to West Falmouth	41,926
West Falmouth to Gray	35,775

Appendix A – Proposal Cover Page



PROPOSAL COVER PAGE –Safety Service Patrol Sponsorship & Operation

Bidder’s Organization Name: _____

Headquarters Address: _____

Lead Point of Contact for Proposal: _____

Telephone: _____ **Email:** _____

Address: (Street/City/State/Zip Code) _____

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- This proposal and the pricing structure contained herein will remain firm for a period of 180 days from the date and time of the bid opening.
 - No personnel currently employed by MTA, or any agency of the State of Maine, participated, either directly or indirectly, in any activities relating to the preparation of the Bidder’s proposal.
 - No attempt has been made, or will be made, by the Bidder to induce any other person or firm to submit or not to submit a proposal.
 - The above-named organization is the legal entity that will enter into the resulting contract with MTA if they are awarded the contract.
 - The undersigned is authorized to enter contractual obligations on behalf of the above-named organization.

To the best of my knowledge, all information provided in the enclosed proposal, both programmatic and financial, is complete and accurate at the time of submission.

Name: _____ **Title:** _____

Authorized Signature: _____ **Date:** _____

Appendix B – Sponsorship Proposal Form



SPONSORSHIP PROPOSAL FORM

Safety Service Patrol Sponsorship & Operation

Annual Sponsorship Amount and/or Operation Proposal, in words and numbers (this proposal should include an hourly operation cost per vehicle for the times and locations described in the “Hours of Operation” section:

Operating Patrol trucks \$ _____ per hour x 11,024 hours = \$ _____

Less

Sponsorship \$ _____ Annually

Minimum annual amount = \$90,000

Equals

Total Bid \$ _____ Annually

Appendix C – Responsible Bidder Certification



RESPONSIBLE BIDDER CERTIFICATION

Safety Service Patrol Sponsorship & Operation

Bidder's Organization Name: _____

By signing this document, I certify to the best of my knowledge and belief that the aforementioned organization, its principals and any subcontractors named in this proposal:

- 1) Are not presently debarred, suspended, proposed for debarment, and declared ineligible or voluntarily excluded from bidding or working on contracts issued by any governmental agency.
- 2) Have not within three years of submitting the proposal for this contract been convicted of or had a civil judgment rendered against them for:
 - i. Fraud or a criminal offense in connection with obtaining, attempting to obtain, or performing a federal, state, or local government transaction or contract.
 - ii. Violating Federal or State antitrust statutes or committing embezzlement, theft, forgery, bribery, falsification or destruction of records, making false statements, or receiving stolen property.
- 3) Are not presently indicted for or otherwise criminally or civilly charged by a governmental entity (Federal, State or Local) with commission of any of the offenses enumerated in paragraph (b) of this certification.
- 4) Have not within a three (3) year period preceding this proposal had one or more federal, state, or local government transactions terminated for cause or default.
- 5) Have not entered into a prior understanding, agreement, or connection with any corporation, firm, or person submitting a response for the same materials, supplies, equipment, or services and this proposal is in all respects fair and without collusion or fraud. The above-mentioned entities understand and agree that collusive bidding is a violation of state and federal law and can result in fines, prison sentences, and civil damage awards.
- 6) Is not a foreign adversary business entity (<https://www.maine.gov/oit/prohibited-technologies>).
- 7) Is not on the list of prohibited companies (<https://www.maine.gov/oit/prohibited-technologies>) or does not obtain or purchase any information or communications technology or services included on the list of prohibited information and communications technology and services <https://www.maine.gov/oit/prohibited-technologies> (Title 5 §2030-B).

Appendix D – Qualifications and Experience Form



QUALIFICATIONS and EXPERIENCE FORM

Safety Service Patrol Sponsorship & Operation

Bidder's Organization Name: _____ Present a brief statement of qualifications, especially regarding skills pertinent to the specific work required by the RFP and any special or unique characteristics of the organization which would make it especially qualified to perform the required work activities. You may expand this form and use additional pages to provide this information.

Provide a description of projects that occurred within the past five (5) years which reflect experience and expertise needed in performing the functions described in Part II – Scope of Services to be Provided of the RFP. Contract history with MTA, whether positive or negative, may be considered in evaluating proposals even if not provided by the Bidder. Please note that if the Bidder has not provided similar services, describing experience with projects that highlight the Bidder's general capabilities. You may expand this form and use additional pages to provide this information. For each project use the format shown below:

Project No.

Client Name:

Client Contact Person:

Telephone:

Email:

Brief Description of Project

