



NOTICE OF INTENDED FINAL RANKING

Date: 1/6/2026

Project: Communications, Marketing and Public Engagement
RFP: C-0825

On December 16th, 2025, five (5) firms presented on the above-referenced project.

On January 6th, 2026, the Evaluation Committee met to discuss and confirm the ranking of the respondents. The scores are listed below.

Firm Name

Avg. Score:

Playbook	93
Quest	90.67
Vistra	84.67
Valerin	84
Versant	74

The Tampa-Hillsborough County Expressway Authority staff intends to recommend award of contract to the two (2) highest ranked firms, Playbook Public Relations and Quest Corporation of America at the Authority's Board of Directors meeting scheduled for Monday, January 12th, 2026.

All notices are posted on the Authority's website (www.tampa-xway.com) and on the DemandStar system. For questions regarding this notice, please contact the Authority's Procurement Office, Procurement@tampa-xway.com.