

ICA Proposal for Arizona Rest Areas Executive Summary

“Greater highway safety is the major benefit in establishing rest areas, through safe off –road locations for motorists to rest, sleep, change drivers and check vehicle loads and/or minor mechanical problems. Additional benefits for motorists are relief from extended travel period time, increased comfort and convenience, and locations for public agencies to communicate with travelers.”

—*Guide for Development of Rest Areas on Major Arterials and Freeways*
American Association of State Highway and Transportation Officials, 2001

Infrastructure Corporation of America (ICA), the country’s leading provider of performance based highway asset maintenance management services, is proposing to enter into a contract with the Arizona Department of Transportation (ADOT), for the purpose of operating, maintaining, and improving all of the Department’s 25 Safety Rest Areas. Under the terms of this proposal, ICA would assume responsibility for the operations and maintenance on behalf of ADOT for a period of eight years.

This proposal will benefit ADOT by:

- Reducing and limiting the Department’s overall operational expenditures and guaranteeing fiscal predictability by establishing a pre-determined annual cost of operations for the Safety Rest Areas;
- Creating a new source of recurring revenues for the Department through an innovative “first-in-the-nation” targeted marketing proposal;
- Eliminating long-and-short-term personnel costs for the Department;
- Instituting a performance-based criteria system to ensure the quality of the Department’s Safety Rest Areas;
- Providing customer-oriented service to the commercial, commuter, and tourism motoring public;
- Offering the opportunity for additional revenues to the Department through the expansion and improvement of services available at Safety Rest Areas;
- Integrating and introducing environmentally friendly services to Safety Rest Areas;
- Increasing value for the Department and the motoring public by expanding the services offered at Safety Rest Areas;
- Creating a positive public image for the Department and the State among vehicular tourist: and
- Establishing accountability for the operation of Safety Rest Areas to ensure the Department receives full value for the contract throughout its duration.

As demonstrated by the details contained herein, ICA is ideally suited and uniquely qualified to offer and fulfill the terms of this proposal. With extensive experience in the operation of Safety Rest Areas, ICA is prepared to integrate every resource available to maximize the utility of the Department’s facilities, providing value to the Department and the motoring public it serves.

With this proposal, ICA is offering ADOT the opportunity to create a new and innovative model – the first of its kind in the nation – for the successful operation of Safety Rest Areas. By proposing a model for facility operations that limits costs and provides new opportunities for additional revenues to ADOT, this proposal will set a new standard for the operation of these facilities, which, when fully implemented, will be emulated by other states.