

REQUEST FOR PROPOSALS

Installation of Vehicle Wraps on ShastaConnect Vehicles

Interested applicants must [subscribe](#) to SRTA's bid posting webpage to receive notices when information and possible RFP addenda become available.

RFP issued July 18, 2019

Proposals must be received no later than
3:00 PM on Thursday, August 1, 2019

Shasta Regional Transportation Agency
1255 East Street, Suite 202
Redding, CA 96001
(530) 262-6190



2019 SRTA Board Members and Agency Partners

Board Members

Baron Browning
Julie Winter
Joe Chimenti
Leonard Moty
Mary Rickert
Greg Watkins
Kristen Schreder

Affiliation

City of Anderson
City of Redding
County of Shasta, District 1
County of Shasta, District 2
County of Shasta, District 3
City of Shasta Lake
Redding Area Bus Authority

Agency Partners

Caltrans, District 2
City of Anderson
City of Redding
City of Shasta Lake
County of Shasta
Redding Area Bus Authority (RABA)
Dignity Health Connected Living (DHCL)
Healthy Shasta
North State Super Region (NSSR)
Pit River Tribe
Redding Rancheria (Yana, Wintu, Pit River)

Introduction

Shasta Regional Transportation Agency (SRTA) is the designated Metropolitan Planning Organization (MPO) for the Shasta County region. Member agencies are the cities of Anderson, Redding, and Shasta Lake, the county of Shasta and the Redding Area Bus Authority (RABA). Information regarding SRTA, regional plans and programs, and this procurement are available online at www.srta.ca.gov.

Dignity Health Connected Living (DHCL) is a provider of specialized transportation services in Shasta County, including providing public transportation for: 1) individuals 60 years of age and older; 2) individuals 18 years of age and older who are mobility impaired; and 3) social service transportation services (as the designated Consolidated Transportation Services Agency (CTSA) provider). SRTA contracts with DHCL to provide CTSA services in Shasta County. DHCL's facilities are located in Redding, California.

SRTA and DHCL seek proposals from qualified consultants to install ShastaConnect branded vehicle wraps on a mix of public transportation vehicles including:

- Starcraft Allstar E-450 cutaway buses with rear passenger side wheelchair lift;
- Ford Transit 350EL high-roof vans with bus door and rear wheelchair lift; and
- Other yet to be determined vehicles not purchased yet.

Maximum compensation under this procurement is \$50,000.

Background

SRTA contracts with Dignity Health Connected Living (DHCL) to provide specialized public transportation services in Shasta County. As part of a rebranding effort related to these services we have renamed the services as "ShastaConnect." This effort requires new vehicle wraps or decals to be installed on existing and new vehicles before the launch of a new service anticipated for September 8, 2019. Additionally, we may need to install additional ShastaConnect graphics on future purchased vehicles.

SRTA has contracted with a marketing consultant to assist with this rebranding effort. The marketing consultant is assisting SRTA and DHCL in preparing sets of vehicle wrap/decals specifications for each type of vehicle that needs new branding added. We're nearing completion of those designs and need a sign company familiar with installing vehicle decals/wraps to coordinate the final setup of the specifications and to prepare and install the vehicle decals/wraps.

Initially, a total of six vehicles (3 Starcraft Allstar buses and 3 Ford Transit vans) will need vehicle decals/wraps installed by September 1, 2019. Installing vehicle decals/wraps will require coordination between the chosen vendor, SRTA and DHCL because not all vehicles have been delivered as of the date of this RFP. The three cutaway buses are 12-passenger (plus two

wheelchairs) vehicles. They are on-site at DHCL's transportation facility in Redding, California and ready for decals/wraps. See Attachment A for pictures of existing Starcraft buses.

Two of the Ford Transit vans are anticipated to be delivered by the beginning of August 2019. The third Ford Transit van is anticipated to be delivered by mid/late-August. However, due to the uncertainty of delivery it is possible this final vehicle may not be ready for delivery by September 1, 2019, and may need to be wrapped after this date, once delivered. See Attachment B for examples of Ford Transit Van photos and an example vehicle template.

Three additional cutaway buses may require wrapping at a future date. This includes two (2) 12-passenger plus two wheelchairs and one (1) eight-passenger plus one wheelchair bus. SRTA and DHCL would like the option to be able to wrap these existing vehicles, or future acquired buses/vans, at their discretion after the initial task to wrap six vehicles is complete. See more details under the Options section below.

Project Scope of Work

SRTA is seeking a qualified consultant to install new ShastaConnect branded vehicle wraps on public transportation buses and vans. Details related to this project are provided in the Background section of this RFP.

Submitted proposals must include the tasks outlined below, including items listed under the Options section of this RFP. Failure to include Tasks 1-3 and Optional items may constitute a proposal being considered unresponsive.

Task 1: Finalize Vehicle Specifications

SRTA's marketing consultant is preparing draft vehicle decal/wrap specifications. The chosen vendor would work with our marketing consultant to finalize the vehicle specifications to ensure they properly match the chosen vehicles to be wrapped and provide the vendor with the information necessary to prepare and install the wraps. This is the time for the vendor to provide any additional information they need or possibly any preferred vehicle specification templates that work with vendors equipment or machines. Vendors should be prepared to install full vehicle wraps that wrap around the cab and possible top of the vehicles.

Vendors may choose to also come on-site to take pictures of vehicles and measure, if desired, to ensure accuracy of vehicle wrap design since there are several different types of vehicles that need to be wrapped.

Deliverables:

- Review draft vehicle wrap specifications with SRTA's marketing consultant
- Finalize vehicle wrap specifications

Task 2: Scheduled, Prepare, and Install Vehicle Decals/Wraps

Consistent with the final vehicle decal/wrap specifications, the vendor will prepare, furnish, and install the specified quantity of vehicle wraps on an as-needed basis. The vendor will also remove any prior decals on the vehicles and prep vehicles for the application of the new wraps.

The vendor will need to work with DHCL or SRTA staff to coordinate the delivery of vehicles to the vendor for the new wraps in a manner that does not impact existing public transportation services. This may require delivery and application of wraps to vehicles outside of DHCL's operating hours of 7:30 AM to 3:30 PM, including weekends. Vendors should indicate whether they will come on-site to install the wraps or will install wraps at their facility. Vendors must also indicate if they expect vehicles to be delivered or if they can pick-up and drop-off the vehicles.

Deliverables:

- Schedule vehicles for the application of decals/wraps.
- Prepare vehicle decals/wraps
- Install vehicle decal/wraps on vehicles

Task 3: Inspect and Deliver Wrapped Vehicles

The vendor shall prepare the vehicles for inspection by DHCL and/or SRTA staff to ensure vehicles are wrapped per specifications and delivery.

Deliverables:

- Prepare vehicles for inspection
- Deliver fully-wrapped vehicles

Options

SRTA and DHCL desire to have the following options:

1. **Additional Vehicle Wraps** – Vendors should include pricing for wrapping of additional vehicles at our sole discretion. Additional vehicles to be wrapped include the three extra vehicles described in the Background Section as well as possible future vehicles similar to the existing vehicles. Vendors must provide a per-unit cost for each vehicle type. Vendors should also indicate if the per-unit cost is fixed for the life of the contract or if there is an inflation factor for future years. If there is an inflation factor, vendors must indicate what that increased cost is and when it would be effective.
2. **Temporary Materials** – Special temporary advertising may be requested to be installed over existing wraps for a period of four to eight weeks. Vendors should include pricing information for temporary advertising materials and costs.

Quality of Work

The vendor workmanship should be of the best quality and of the highest standard of commercially acceptable practice for the class of work. Vehicle wraps should be neat, clean

and have a finished appearance. All materials used should be new and have a life expectancy of at least two to three years. Vendors should indicate the general life expectancy of their proposed products.

Vehicles returned to SRTA should be in the same working order as they were delivered.

Timeline

It's anticipated that vehicle wraps would be installed on the six initial vehicles by September 1, 2019. Three additional existing cutaway vehicles, as described in the Background section, may need to be wrapped within two to twelve months of the initial project being completed. Additional new vehicles may be requested to be wrapped at SRTA's sole discretion during the remainder of the contract period, up to the contract limit.

SRTA requests that vendors be able to indicate whether they can turnaround a vehicle wrap install within 10 days or less, from time of having the vehicle in hand.

Proposal Contents

Written proposals shall not exceed 35 pages (including attachments). At a minimum, the following information should be included and clearly labeled:

1. Transmittal letter--signed by an officer who may contractually bind the business, including a description of the firm. The proposal shall be a firm offer for a minimum of 60 days and contain a statement to that effect. The proposal shall contain a statement that all activities performed within the proposed scope of work, notwithstanding SRTA unforeseen needs, will be performed at a not-to-exceed price.
2. Statement of understanding of the scope of work.
3. List of the personnel on the project team, including a summary of their qualifications and work experience (resumes may be included as an attachment). This includes sub-consultants proposed for use.
4. A representative list of similar projects (no more than five) completed within the last five years including: project description and services provided, budget and schedule performance, and contact information for the client reference. Pictures of similar project deliverables must be provided. Examples of before/after work is desired.
5. Work plan and schedule to complete the project scope of work identifying milestones and deliverables.
6. Cost proposal worksheet, including: fee schedule on a time (by personnel) and materials basis; and cost by task (if applicable). The cost proposal shall be fully inclusive of all services, overhead, and direct expenses.
7. How the respondent heard of the procurement.

Site Visits

If desired, vendors may send an email to the contact person below to schedule an in-person site visit to look at, take pictures of, and/or measure the existing vehicles. Site visits would be scheduled when the facility manager is available. There will be no discussion of the RFP or answering of questions during a site visit. Site visits would be limited to thirty minutes.

RFP Questions, Contact Person, and Schedule

Questions

Questions concerning this RFP will be responded to collectively and made available for interested applicants via the SRTA website. All email inquiries must be submitted no later than 5:00 PM on July 24, 2019, to the below contact person. **Questions taken from prospective vendors, and responded to by SRTA staff, will be reported on SRTA's bid posting webpage.** All responses to questions will be posted on the [SRTA website](http://www.srta.ca.gov/bids.aspx) no later than 5:00 PM on Thursday, July 25, 2019. Interested applicants must subscribe to SRTA's bid posting webpage at <http://www.srta.ca.gov/bids.aspx> so that they are notified of any addenda to the RFP, or for responses to questions received.

Contact Person

Sean Tiedgen, AICP
Senior Transportation Planner
stiedgen@srta.ca.gov
530-262-6185

Schedule

The RFP schedule follows.

Tasks	Deadline
Release RFP	July 18, 2019
Interested Vendor Questions Due	5:00 PM, July 24, 2019
SRTA Response to Vendor Questions	No later than July 25, 2019
Vendor Proposals Due	3:00 PM, August 1, 2019 (no postmarks accepted)
Evaluation and Ranking of Proposals	August 2 - 6, 2019
Interviews (if necessary)	August 5 or 6, 2019
Consultant-SRTA Contract, including Budget and Scope of Work	August 6-9, 2019
SRTA Executive Directors Approval	August 9, 2019
Contract Start	August 9, 2019

Proposal Evaluation

A panel will be formed to evaluate the proposals and make a recommendation to the executive director for approval. The proposal evaluation will be based on the scoring criteria presented in Figure 2. In unusual circumstances where a recommendation cannot be made based on the proposals alone, the highest-ranked consultants may be invited to an interview. Should interviews be held, SRTA will provide a list of questions and evaluation criteria before the interviews. Presentations will be allowed, with a specified time limit.

Figure 2 – Proposal Scoring Criteria

Criteria	Scoring Weight %
Thoroughness of proposal and meeting the RFP project scope of work	30
Qualifications and experience, including references	25
Capacity to perform in a timely manner	25
Overall Cost	15
DBE participation level	5

The following criteria will be used in evaluating each proposal:

- **Thoroughness of proposal** – This refers to the vendor's ability to understand the proposal and provide all required submittal information.
- **Qualifications and experience** – This refers to the vendor's prior experience performing the services requested.
- **Capacity to perform** – This refers to the vendor's capacity to provide the services requested in the timeline required.
- **Overall Cost** – This refers to the professional fees and expenses.
- **DBE participation level** – This refers to whether the vendor is a certified disadvantaged business enterprise (DBE).

Contract Amount and Award

The anticipated start date is August 9, 2019, with a June 30, 2022, contract expiration. Consultant selection will be based on a combination of funding availability and the value of the services to be provided. A maximum of \$50,000 is available under this contract.

Barring any delays (i.e. the need for a budget amendment, extension of the RFP response date, etc.), the SRTA Executive Director will consider approved the proposed technical services agreement by August 9, 2019. The agreement is not in force until approved by the SRTA Executive Director and written authorization to proceed is provided to the selected consultant.

Standard Consulting Agreement

SRTA's standard Technical Services Agreement (TSA) will be used for the agreement between SRTA and the selected consultant. SRTA's TSA template is provided by separate attachment to the RFP distribution.

Protest Procedure

All protests, signed by the protesting party, must be in writing within three (3) business days from the results notification and be addressed to the SRTA Executive Director. Include a description of the expected relief or corrective action in the protest. The protest should stipulate an issue of fact concerning the following points:

- A matter of bias, discrimination, or conflict of interest on the part of an evaluator(s);
- Errors in computing the score; and/or
- Non-compliance with procedures described in this RFP or SRTA's established policies.

SRTA will only consider protests based on the above points. SRTA will reject protests without merit if they address issues such as an evaluator's professional judgment on the objective quality of a proposal. The SRTA Executive Director will review and respond to protests within five (5) business days from receipt. Protests considered unresolved by the protesting party will be forwarded to the SRTA Board of Directors either at the meeting at which the subject contract is under consideration or at a subsequent meeting.

Debriefing

SRTA will provide an informal debriefing to interested consultants not selected for this contract, once a final contract has been negotiated and executed.

Proposal Submittal

Please submit consultant proposals to:

Shasta Regional Transportation Agency
Attn: Sean Tiedgen
1255 East Street, Suite 202
Redding, CA 96001
stiedgen@srtc.ca.gov

Submittals must be received at the SRTA office before **3:00 PM PST on Thursday, August 1, 2019**. No proposals will be accepted after this time. **Postmarks are not acceptable.** Consultants may forward their proposal by email or by mail, or delivery service. Proposal receipt will be acknowledged by email.

The cost of preparing and submitting a proposal, pre-contract meetings, and participating in an interview—if held—are at the sole expense of the proposer. SRTA reserves the right to reject any or all proposals, and to waive any informality, technical defect, or clerical error in any proposal at SRTA's discretion. Solicitation of proposals in no way obligates SRTA to contract with any firm or individual. The decision to approve and award a contract is at the discretion of SRTA.

Public Records Act: All proposals submitted in response to the RFP will become the exclusive property of SRTA. At such time as a contract award is recommended to the agency, all bids and

proposals become a matter of public record and will be regarded as public records and subject to the Public Records Act (Gov. Code Section 6254 et. seq.).

In the event of litigation concerning the disclosure of any records, SRTA's sole involvement will be as a stakeholder, retaining the records until otherwise ordered by a court. The proposer, at its sole expense and risk, shall be fully responsible for any, and all, fees for prosecuting or defending any action concerning the records and shall indemnify and hold SRTA harmless from all costs and expenses, including attorney's fees, in connection with, any such action.

Modification or Withdrawal of Proposal: Any proposal received prior to the deadline may be withdrawn or modified either personally, through e-mail, or by written request of the consultant. To be considered, the modification must be received in writing (email acceptable) prior to the deadline. Proposals may be withdrawn following the proposal deadline for good cause; please consult with the RFP contact person to discuss this.

RFP Addendum or Addenda: Any changes to the RFP will be made by written addenda issued by SRTA and shall be considered part of the RFP. The RFP deadline may be extended dependent upon the nature of the changes issued. Upon issuance, such addenda shall be incorporated into the agreement documents, and shall prevail over inconsistent provisions of earlier issued documentation. Any addenda will be posted on-line only. It will be the consultant's responsibility to assure that all addenda are incorporated into the proposal as required according to all the terms and conditions for submittal of the proposal. In no event will SRTA modify the RFP with less than five (5) days remaining to the deadline, without extending the RFP deadline.

Verbal Agreement or Conversation: No prior, current, or post-award verbal conversations or agreement(s) with any officer, agent, or employee of SRTA shall affect or modify any terms or obligations of this RFP, or any contract resulting from this procurement.

Special Funding Considerations: Any contract resulting from this RFP will be financed with funds available to SRTA. The contract for this service is contingent upon the provision of these funds to SRTA. In the event these funds are reduced or eliminated, SRTA reserves the right to terminate or revise any contract.

DBE Requirement: SRTA has determined that disadvantaged business enterprises, as defined in 49 CFR Part 26, will have the opportunity to compete fairly for contracts financed, in whole or in part, with federal funds. SRTA has a disadvantaged business enterprise (DBE) goal of 4.8% for federal fiscal years 2018/2019/2020. SRTA encourages respondents to include the participation of DBE businesses within your proposal.

Equal Employment Opportunity/Affirmative Action: In awarding a contract to a consultant, SRTA includes language within the contract which requires the consultant to certify their compliance with federal regulations.

Attachment A – Example StarCraft Allstar Vehicle Images





Attachment B – Example Ford Transit Van Specs and Images



