

REQUEST FOR PROPOSALS

On-Call Public Transit Outreach and Marketing Support Services

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

RFP issued Friday, January 11, 2019

**Proposals must be received no later than
5:00 PM PDT on Monday, February 11, 2019**

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



Introduction

The 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.

SRTA seeks proposals from qualified consultants to provide on-call public transit outreach and marketing support services.

Public funds will be used to finance the project through multiple federal, state and local sources.

Background

Residents of the Shasta Region need to be informed of public transportation projects funded by SRTA. As noted in the [Shasta Participation and Partnership Plan](#), “without early and ongoing public involvement, SRTA may miss opportunities to add value to projects; or worse, bring the wrong mobility solutions to market.”

SRTA is expected to launch several new regional transit initiatives in the near future. Building public awareness and having engaging brand identities for these services is expected to be critical to their success. The immediate need is to market ShastaConnect, a demonstration project that will provide on-demand general public transit services within the Shasta Region on Sundays. SRTA anticipates having the bulk of the ShastaConnect marketing tasks completed in the Spring and Summer of 2019 as part of a planned July 2019 launch of the service.

An additional longer-term need will be marketing for the Salmon Runner, an intercity zero-emission bus service between Redding and Sacramento. This service already has some high-level marketing material, but SRTA will require additional marketing services as we draw nearer to the anticipated of a December 2019 launch date.

These launch dates are subject to many variables and may be delayed by several months. SRTA provides other existing public transportation services. All existing and future public transportation services require branding, promotion and education regarding the type of services offered, routes, and new ways of fare payment and ticketing.

Finally, SRTA conducts planning studies and annual reviews that include public outreach. SRTA requires assistance with various forms of public engagement such as social media, on-line information, press releases and public workshops.

Geography & Study Area

Shasta County is located at the geographic center and transportation crossroads of California's North State. The nearest large city is Sacramento, 150 miles to the south on the Interstate 5 (I-5) corridor, while the Oregon state line lies 100 miles due north. The county occupies the northern part of the Sacramento Valley and includes southern portions of the Cascade mountain range. The county has an area of 3,785 square miles. Shasta County has an urbanized area which contains the cities of Anderson, Redding and Shasta Lake. The county is home to approximately 180,000 residents, about 80% of which live in the south-central urbanized area along I-5. Redding is the county seat and the region's primary socio-economic center.



View of Lassen Peak from
State Route 44

The region is largely rural in character and geographically separated from other California metropolitan regions. Its population is one of the most dispersed in the state, having 49 persons per square mile compared to the statewide average of 239.¹

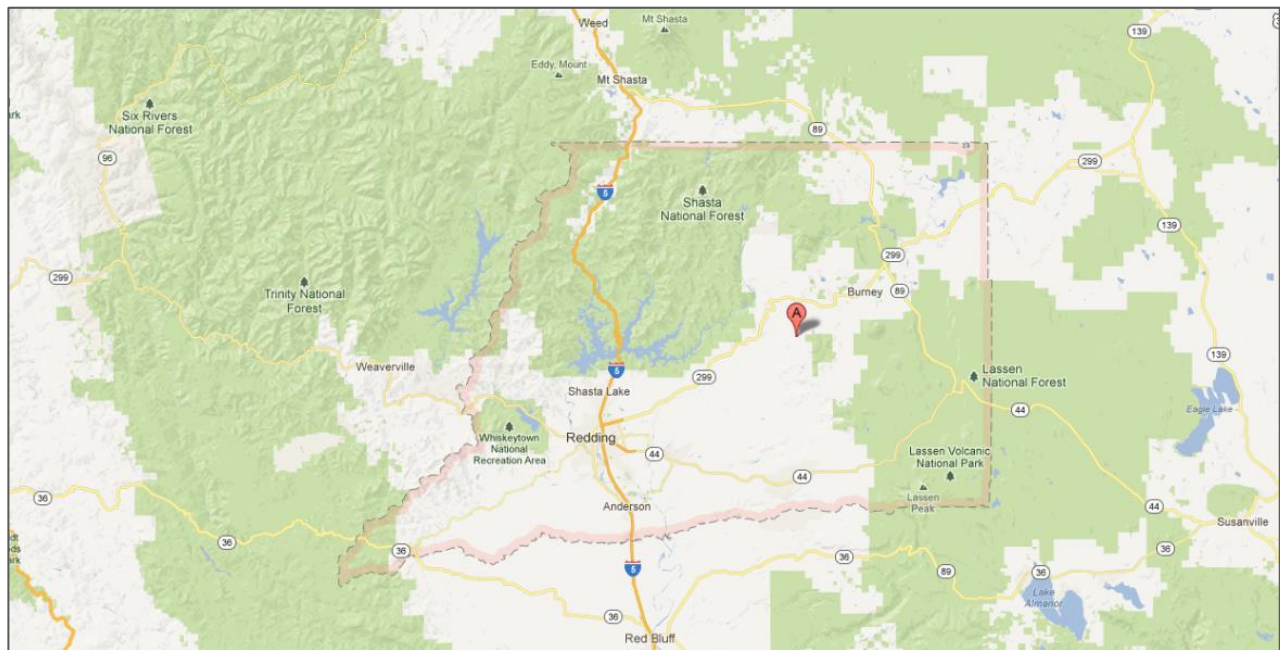
Along with the primary I-5 corridor, state highways in the county include State Routes (SRs) 36, 44, 89, 151, 273, and 299.

Geographic elevations range from 425 feet on the valley floor to over 10,000 feet in Lassen Volcanic National Park. The region is surrounded by mountains to the west, north, and east. The Sacramento River flows through the center of the county and down the Sacramento Valley to the south. These attributes have contributed to the region's establishment as a center for recreation and tourism.

Public transportation currently funded by SRTA include services provided by the Redding Area Bus Authority (RABA) (fixed route and paratransit service in the urban areas Monday thru Saturday), and service to and from rural areas provided by Dignity Health Connected Living.

¹ Shasta Regional Transportation Agency, FY 2015-16 Overall Work Program, <http://www.srta.ca.gov/148/Overall-Work-Program>, May 27, 2015.

Figure 1 – General Study Area



Vendor Service Capabilities

SRTA is seeking a qualified consultant to provide on-call transit public outreach and marketing support services, with an emphasis on engaging and effective public outreach that meets applicable state and federal guidelines. SRTA is particularly interested in finding consultants with previous experience working with public agencies and transit providers.

The listing below represents broad functional categories where consultant services may be needed and is not comprehensive. Other services to accomplish the desired results outcomes consistent with this solicitation may be recommended by the vendor as part of their proposal:

Category 1: Brand Creation and Development

SRTA anticipates the need to build at least two unique brands over the planned three-year life of the contract.

Example tasks may include, but not be limited to:

- Create a cohesive brand identity for new public transportation services. This may include:
 - Develop visual logo(s).
 - Develop audio logo(s).
 - Develop color palette(s).
 - Develop jingle(s).
 - Develop font(s).
- Develop branding themes and slogans.

- Develop and implement market and/or customer surveys.

Category 2: Graphic Design

Although graphic design is a component of brand creation, it is also required to maximize effectiveness of day-to-day operations.

Example tasks may include, but not be limited to:

- Create vehicle wraps.
- Create passenger guides and displays.
- Create service information posters.
- Create templates for reports, plans, flyers, et cetera.
- Create custom graphics for reports, plans, posters, web content, media outreach materials, et cetera.

Category 3: Content Development

In addition to effective design, engaging content is another key component of marketing and outreach. SRTA values clear and concise content that avoids unnecessary planning and legal jargon.

Example tasks may include, but not be limited to:

- Develop and issue press releases.
- Develop direct mailings.
- Develop media kits.
- Develop and evaluate social media strategies.
 - Produce social media content (text, infographics, photos).
- Develop online story maps using ArcGIS.
- Develop interactive maps for public feedback.
- Write FAQs.
- Produce short videos to be released on social media, community television, or other platforms.

Category 4: Website Design & Development

The consultant may be asked to develop and a design one or more website(s) to help market SRTA's transit services. Any website developed, regardless of scope or scale, should be a responsive design that works on a variety of devices and meets all current laws and regulations regarding accessibility, privacy, security, et cetera.

Example tasks may include, but not be limited to:

- Design and develop a full-fledged website with its own domain that may include service maps, schedules, fares, or other features.
- Provide integration with third-party software (e.g. Routematch or Google Maps).
- Design and develop a simple "landing page" for a particular service within the existing [SRTA website](#).

Category 5: Advertising Assistance

The consultant will assist SRTA with advertising its services to the public. SRTA is interested in exploring innovative platforms such as pre-film advertising at cinemas or on streaming services such as Spotify and/or YouTube. Consultant should have familiarity with modern advertising platforms and mediums, as well as current best practices.

Example tasks may include, but not be limited to:

- Identify target markets and demographics.
- Create advertising campaigns including content and deployment strategies.
- Evaluate effectiveness of campaigns and identify ways to improve future campaigns.
- Provide guidance and assistance in identifying more effective ways to use advertising as part of our ongoing outreach efforts.

Although SRTA anticipates tasks that fit within the above five categories will comprise the majority of the on-call services to be provided, we acknowledge that there may be ideas we have not thought of, and we encourage the vendor to SRTA identify other innovations that accomplish the desired results stated in this solicitation.

Options

SRTA intends to contract for an initial term of three years but requests the option to extend the contract annually for up to an additional two years beyond the initial three-year period, provided there is no change to the maximum contracted compensation. Such extensions would not be automatic and would be entered into writing by both parties before becoming effective.

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 can contractually bind the business, containing the following elements:
 - a) statements that:
 - i) the vendor is capable of performing the services requested,
 - ii) the proposal shall be a firm offer for a minimum of 45 days, and
 - iii) all activities performed within the proposed scope of work, notwithstanding SRTA unforeseen needs, will be performed at a not-to-exceed price;
 - b) a description of the firm;
 - c) Identification of ongoing consultant commitments and how SRTA's needs and schedule fit within those commitments; and
 - d) how the respondent heard of the procurement.
- 2) Statement demonstrating the consultant's expertise in transit marketing.

- 3) List of the primary 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) Representative list of similar projects completed within the last five years including: project description and services provided, budget and schedule performance, and contact information for the client reference.
- 5) Cost proposal worksheet, including: fee schedule (by role or title) on a time and materials basis; cost by task; and total cost to complete the project. The cost proposal shall be fully inclusive of all services, overhead, and direct expenses. Any cost escalation factors over the maximum five-year term of the contract shall also be identified.
- 6) Representative work examples (links to public web content acceptable).

RFP Questions, Contact Person, and Schedule

Questions

Questions concerning this RFP will be responded to collectively and made available to all interested applicants via the SRTA website. All email inquiries must be submitted no later than 5:00 PM PST on Monday, January 28, 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) no later than 5 PM PST on Tuesday, January 29, 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

Michael Kuker, Assistant Transportation Planner
srta@srta.ca.gov

Schedule

The RFP schedule follows:

Tasks	Deadline
Release RFP	Friday, January 11, 2019
Interested Vendor Questions Due	5:00 PM PST, January 28, 2019
SRTA Response to Vendor Questions	5:00 PM PST, January 29, 2019
Vendor Proposals Due	5:00 PM PST, Monday, February 11, 2019
Evaluation and Ranking of Proposals	Monday, February 11-12, 2019
Interviews (if necessary)	February 12-14, 2019
Consultant-SRTA Contract, including Budget and Scope of Work	Negotiations completed by Wednesday, February 20, 2019

SRTA Board of Directors Approval	Tuesday, February 26, 2019
Contract Start	Friday, March 1, 2019

Written Proposal Evaluation

Responsiveness

A responsible proposer is one that demonstrates the capability to satisfy the commercial and technical requirements set forth in the RFP. A proposer's failure to demonstrate that it is responsible may result in the proposal being rejected.

Any proposal found to be nonresponsive or proposer found to be non-responsible will not be considered further for award. Proposals that do not comply with the RFP instructions and requirements or do not include the required information may be rejected as insufficient and may not be further considered. SRTA reserves the right to request that a proposer provide additional information and/or clarify information. SRTA's determination regarding the responsiveness of a proposal and the responsibility of a proposer shall be final.

Scoring

A panel will be formed to evaluate the responsive proposals and make a consensus scoring recommendation to the executive director. The executive director will then make a recommendation to the SRTA Board of Directors for approval.

The proposal evaluation will be based on the scoring criteria presented below:

Figure 2 – Proposal Scoring Criteria

Criteria	Points
Thoroughness of proposal and meeting the requested vendor service capabilities and the project's overarching objectives	30
Qualifications and similar experience of the consulting firm and project team	20
Cost/Rates	30
Innovative ideas to meet RFP objectives	10
DBE participation level	5
References	5

Interview Evaluation (if needed)

Where a recommendation cannot be made based on the proposals alone, the three highest-ranked consultants will be invited to a panel interview.

Presentations may be allowed, with a specified time limit. Interviews will be evaluated and assigned a consensus score using the criteria presented in Figure 3. Final selection of the

consultant will be determined by the highest combined score of both the written proposal and the interview.

Figure 3 – Interview Scoring Criteria

Criteria	Points
Does overall presentation and clearly explain how the proposal meets stated RFP needs?	20
Does overall presentation clearly explain who will work on project, to what extent, and their relevant experience to stated RFP needs?	20
Does overall presentation clearly illustrate directly related experience and project examples consistent with stated RFP needs?	20

Contract Amount and Award

The anticipated start date is Friday, March 1, 2019, with a March 1, 2022 contract expiration. Additionally, SRTA seeks the option to annually extend the contract for up to an additional two years, provided there is no change the maximum compensation. The contract amount is currently estimated to not exceed \$250,000 over the full term.

Barring any delays (i.e. the need for a budget amendment, extension of the RFP response date, etc.), the SRTA Executive Director will schedule the proposed technical services agreement for consideration by the SRTA Board of Directors on Tuesday, February 26, 2019. The agreement is not in force until approved by the SRTA Board of Directors and signed by all parties with written authorization to proceed.

Standard Consulting Agreement

SRTA's standard [Technical Services Agreement \(TSA\)](#) will be used for the agreement between SRTA and the selected consultant.

Protest Procedure

Please refer to Section 2.35.040 (L)(9) in the [SRTA policies and procedures](#) document, available on our website.

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

To respond to this RFP, please email a PDF of consultant proposal, or link to where proposal can be found (such as Dropbox), to srta@srta.ca.gov with the subject line: "RFP: On-Call Public Transit Outreach and Marketing Support Services."

Submittals must be received at the SRTA office before **5:00 PM PST on February 11, 2019**. No proposals will be accepted after this time. 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.

Insurance Requirement: Consultant and any subcontractor will be required to obtain Commercial General Liability Insurance to protect SRTA and the public with limits of liability of not less than \$1 million combined single limit bodily injury and property damage. Please see Section 11 of the [Technical Services Agreement \(TSA\)](#) for more details.

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. Qualified DBE firms will be required to submit a DBE Utilization Report ([ADM-3069](#)) with every invoice in accordance with the MFTA. For more information, please visit the [Caltrans DBE website](#).

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.