



REQUEST FOR PROPOSAL

FOR

Marketing & Public Relations Services

**Solano County Transit (SolTrans)
Vallejo, California**

SOLICITATION NO. 2018-RFP-02

**PROPOSALS DUE
JUNE 22, 2018**

ISSUED FOR SOLICITATION

May 25, 2018

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I. NOTICE TO CONTRACTORS

NOTICE IS GIVEN that sealed proposals are requested by Solano County Transit (SolTrans), a Joint Powers Authority, for Marketing & Public Relations Services. All proposals shall be submitted in response to the conditions of this REQUEST FOR PROPOSALS for Marketing & Public Relations Services (hereinafter referred to as “RFP”),” dated May 25, 2018, said RFP being on file in the offices of SolTrans, located at 311 Sacramento Street, Vallejo, California, 94590.

Proposals must be contained in a sealed envelope and appropriately labeled as described in the Section entitled Schedule & Submittal Instructions. Proposals must be received at the offices of SolTrans at or before 5:00 p.m. PST on Friday, JUNE 22, 2018.

Proposals received after 5:00 p.m. PST on JUNE 22, 2018 may be returned unopened.

A. Obtaining Documents

Proposal documents may be obtained in person at the SolTrans office at 311 Sacramento Street, Vallejo, California, 94590, or electronically at:

<http://www.soltransride.com/about-soltrans/doing-business-with-soltrans/procurements>

Documents requested by mail will be packaged and sent postage-paid.

B. Validity of Proposals

Proposals and subsequent offers shall be valid for a period of not less than ninety (90) days after proposal deadline.

C. Pre-Proposal Conference

No pre-proposal conference will be held for this project.

D. Proposal Inquiries and Contacts

Inquiries may be submitted via email, personal delivery, by mail (return receipt requested), or by facsimile (fax). Proposal inquiries submitted by personal delivery shall be deemed received at the date and time of delivery. SolTrans is under no obligation to consider any proposal inquiries that are not submitted as provided herein.

More information, and all communications regarding this Request for Proposal, including those seeking clarification of the RFP documents, must be submitted in writing (email preferred), and directed to:

Beth Kranda, Executive Director
Attention: Larry Deleon Guerrero, Interim Program Analyst
311 Sacramento Street
Vallejo, CA 94590
larry@soltransride.com
(707) 736-6990

All emails sent to larry@soltransride.com will receive a brief confirmation email in return. PROPOSERS who do not receive a confirmation within one day of submitting questions or requests for clarification should contact Beth Kranda to confirm receipt or to resubmit questions and clarifications.

E. Equal Employment Opportunity and DBE/SBE Requirements

It is SolTrans' policy to ensure that Contractors shall not discriminate based on race, color, religious creed, national origin, ancestry, sex, physical disability or other protected class in the performance of SolTrans contracts.

Although there is no specific goal or requirement to include Disadvantaged Business Enterprises (DBEs) for this project, SolTrans highly encourages their participation. SolTrans encourages all prime Contractors to utilize qualified Small Business Enterprises (SBEs) sub-Contractors on SolTrans projects, and promotes the direct purchase of goods from qualified SBEs by utilizing SBE vendors when such vendors are available and the price of the goods or services sought is reasonable.

SECTION 1. GENERAL INFORMATION

1.1 Introduction

SolTrans is issuing this Request for Proposals (RFP) to select a Contractor using Best Value Procurement Guidelines for Marketing & Public Relations Services. The goal of this solicitation is to enter into a Contract with the firm that will be able to best meet SolTrans' needs.

SolTrans has prepared a Scope of Services (see Section 7) and a Standard Contract (see Appendix B) that define the scope of services, performance standards, term, compensation mechanism, insurance requirements, and other contractual issues.

PROPOSERS shall provide a clear, concise explanation of the PROPOSERS' capability to satisfy the requirements of this RFP and the attached Standard Contract. Each proposal shall be submitted in the requested format and shall provide all pertinent information, including but not limited to, information relating to the contractor's capability, experience, financial resources, management structure and key personnel, and other information as specified in Section 4 or otherwise required in this RFP.

Solano County Transit is referred to as "SolTrans". PROPOSERS are referred to as the "PROPOSER" or "Bidder" or "Contractor" or "CONTRACTOR".

1.2 Organization of the RFP

The RFP is organized into seven (7) sections, and includes Appendices A and B.

Section 1 consists of information regarding the introduction and purpose, RFP organization, SolTrans' rights, PROPOSER responsibilities, contact restrictions, consequence of proposal submission, and cost of submitting proposals.

Section 2 contains background information, including relevant project and other related information.

Section 3 identifies the procurement schedule and proposal submittal instructions.

Section 4 provides instructions on the required content of the proposals.

Section 5 describes the evaluation and selection process and criteria.

Section 6 identifies the protest procedures.

Section 7 describes the type of services SolTrans is requesting to be performed.

The appendices contain additional information required for proposal preparation, including the Required Forms, and the Standard Contract.

1.3 SolTrans' Rights

SolTrans' rights include, but are not limited to, the following:

- ❑ Issuing addenda to the RFP, including extending or revising the timeline for submittals.
- ❑ Withdrawing, reissuing or modifying the RFP.
- ❑ Requesting clarification and/or additional information from any PROPOSER at any point in the procurement process.
- ❑ Executing a Contract with a PROPOSER on the basis of the original written proposal (without conducting interviews) and/or any other information submitted by the PROPOSER during the procurement process.
- ❑ Rejecting any or all proposals, waiving irregularities in any proposals, accepting or rejecting all or any part of any proposals, waiving any requirements of the RFP, as may be deemed to be in the best interest of SolTrans.
- ❑ Proposals shall be evaluated on a “Best Value” basis. This solicitation will utilize the Federal Transit Administration’s (FTA) Best Practices Manual’s definition of “Best Value” as follows:
 "Best Value" is a selection process in which proposals contain both price and qualitative components, and award is based upon a combination of price and qualitative considerations. Qualitative considerations may include technical design, technical approach, quality of proposed personnel, and/or management plan. The award selection is based upon consideration of a combination of technical and price factors to determine (or derive) the offer deemed most advantageous and of the greatest value to the procuring agency.
- ❑ SolTrans may, but is not bound to, commence negotiations with selected PROPOSERS deemed by SolTrans to be within the “competitive range”. The “competitive range” will consist of those proposals which have a reasonable chance, following committee evaluation of proposals in accordance with the published RFP evaluation criteria, of being selected for award. The competitive range may be selected and refined by the selection committee at any time following initial review of the written proposals.
- ❑ SolTrans reserves the right to audio- and video-record any and all live meetings, including conferences and interviews, with potential and actual PROPOSERS and staff during any and all phases of this RFP process. All recordings shall be deemed confidential until after the notice of intent to award is issued with the exception of open public meetings.

1.4 PROPOSERS’ Responsibilities

It is the responsibility of each PROPOSER to:

- ❑ Examine this RFP, including all appendices and the attached Contract, thoroughly.
- ❑ Register as a SolTrans Vendor at www.soltransride.com/about-soltrans/doing-business-with-soltrans/vendor-registration-form.
- ❑ Become familiar with local conditions that may affect cost, permitting, progress, performance, or services described in this RFP.
- ❑ Consider all federal, state and local laws, statutes, ordinances, regulations and other applicable laws, rules and regulations that may affect costs, permitting, progress, performance, or services.

- ❑ Clarify, with SolTrans, any conflicts, errors, or discrepancies in this RFP prior to the Proposer Questions/Clarifications submission deadline, as provided in the RFP Schedule.
- ❑ Agree not to collaborate or discuss with other PROPOSERS the content of the proposal or service fees proposed.
- ❑ Prior to submitting a proposal, each PROPOSER will, at its own expense, make or obtain any additional examinations, investigations and studies, and obtain any additional information and data that may affect costs, permitting, progress, performance or furnishing of the project that PROPOSER deems necessary to determine its proposal.
- ❑ Each PROPOSER shall use mail, fax, email or other delivery method or mechanism at its own risk, and SolTrans shall not be obligated to accept or respond to any submission that is delayed due to delivery failures.
- ❑ PROPOSERS may submit proposals for one or more areas as described in the scope of work. A separate proposal must be provided for each Scope of Work Category in which the PROPOSER wishes to compete.

1.5 Consequence of Submission of Proposal

The submission of a proposal will constitute a binding representation and warranty by the PROPOSER that the PROPOSER has reviewed all aspects of the RFP and its proposal; that the PROPOSER is aware of the applicable facts pertaining to the RFP process, its procedures and requirements; that the PROPOSER has read and understands the RFP and has complied with every requirement; that without exception, the proposal is premised upon performing and furnishing the services and equipment required by this RFP and the attached Contract and such means, methods, techniques, sequences or procedures as may be indicated in or required by this RFP and the Contract; and that the RFP is sufficient in scope and detail to indicate and convey understanding of all terms and conditions for performance and furnishing of the project.

The submission of a proposal shall not be deemed an agreement between the PROPOSER and SolTrans. The proposal is a contractual offer by the PROPOSER to perform services in accord with the proposal. Specifically, the following provisions apply:

- ❑ SolTrans shall not be obligated to respond to any proposal submitted, nor be bound in any manner by the submission of a proposal.
- ❑ Acceptance of a proposal by SolTrans obligates the PROPOSER to enter into a Contract with SolTrans for the performance of the services chosen by SolTrans at its sole discretion.
- ❑ The Contract shall not be binding or valid against SolTrans unless and until it is executed by SolTrans and the selected PROPOSER, and any required bonding, insurance, or other surety guarantee has been accepted by SolTrans.
- ❑ The proposals received shall become the exclusive property of SolTrans. At such time as a Notice of Intent to Award is issued, all proposals submitted in response to this RFP shall become a matter of public record and shall be regarded as public record, with the exception of those elements in each proposal which are trade secrets as that term is defined in

Government Code section 6254.7 and which are so marked as “TRADE SECRET”, “CONFIDENTIAL” or “PROPRIETARY”. Every page of the proposal containing such information shall be clearly marked as such on the top of each page containing information corresponding to the designation. However, proposals that indiscriminately identify all or most of the proposal as exempt from disclosure with justification may be found technically unacceptable. SolTrans shall not in any way be liable or responsible to any PROPOSER or other person for any disclosure of any such records or portions thereof, whether the disclosure is deemed to be required by law, by an order of a court, or occurs through inadvertence, mistake, or negligence on the part of SolTrans or its officers, agents or employees.

1.6 Cost of Submitting Proposals

- The cost of investigating, preparing, and submitting a proposal is the sole responsibility of the PROPOSER and shall not be chargeable in any manner to SolTrans. SolTrans will not reimburse any PROPOSER for any costs associated with the preparation and submission of a proposal, including, but not limited to, expenses incurred in making an oral presentation, participating in an interview, or negotiating a Contract with SolTrans.

SECTION 2. BACKGROUND

This section includes background information relevant to the scope of services. Please note that the data provided is for informational purposes only. SolTrans does not certify the accuracy of the information provided. PROPOSER should not rely on this section for developing proposals and service costs.

2.1 Agency Description

SolTrans is a Joint Powers Authority that provides public transportation to the Southern Solano County Cities of Vallejo and Benicia.

The SolTrans Joint Powers Agreement was approved in the Fall of 2010 by the City of Benicia, the City of Vallejo, and Solano Transportation Authority to build a unified public transit system in Southern Solano County. On July 1, 2011, SolTrans officially assumed responsibility for transit operations and all its related public transit programs, previously provided for by its member Cities of Vallejo and Benicia.

SolTrans provides local and express bus service to the Solano County Cities of Vallejo, Benicia and Fairfield, with express bus service connecting to the Contra Costa County communities of El Cerrito, Pleasant Hill and Walnut Creek, with regional connections to rapid transit service. There are currently 16 routes in operation. The SolTrans fixed route fleet consists of 21 diesel hybrids, 3 conventional diesel, and 2 new battery electric buses for local service, and 21 over-the-road buses for express service, of which 10 are powered by compressed natural gas and the remainder are diesel-powered.

In addition to fixed route service, SolTrans provides ADA complementary paratransit bus service, general public dial-a-ride service within Benicia, administers a Local Taxi Scrip Program, and partners with Solano County agencies in the Intercity Taxi Scrip Program. Solano County's Intercity Taxi Scrip Program is an innovative, award-winning program that provides direct service between cities in Solano County for ambulatory ADA Paratransit qualified individuals. The demand response fleet consists of 12 gasoline-powered cutaway vehicles.

Organizational Structure

There are 12 staff that work directly for SolTrans located at 311 Sacramento Street, Vallejo Transit Center ("VTC"). The Agency contracts with National Express Transit ("NEXT") to perform the operations and maintenance functions of the transit system. There are approximately 100 NEXT employees who consist of drivers, road supervisors, dispatchers, customer service representatives, mechanics for vehicle, bus stop maintenance, and maintenance of the operation and maintenance facility at 1850 Broadway Street, Vallejo. In addition, there are five NEXT management personnel. Customer service functions are performed at VTC, as well as at the operations and maintenance facility.

2.2 Project Description

SolTrans is seeking a full-service marketing/advertising agency to serve as advisor and partner to SolTrans. The selected PROPOSER will be asked to develop a strategic marketing plan that will complement SolTrans' business plan initiatives, as well as to provide direct marketing support for current SolTrans activities. SolTrans has therefore issued this RFP for Marketing & Public Relations Services.

Though different products and services will be required, they should always be designed to meet the following objectives:

- ❑ Build on SolTrans' Brand.
- ❑ Increase ridership.
- ❑ Increase awareness and support for SolTrans services.
- ❑ Build a communication and marketing strategy, budget and plan to help inform the public of changes and promote changes.

The scope of services in Section 7 below will describe the required services in more detail.

SECTION 3. SCHEDULE & SUBMITTAL INSTRUCTIONS

3.1 Schedule

SolTrans will attempt to adhere to the following schedule. This schedule may change due to unforeseen circumstances and at the sole discretion of SolTrans. Changes will be conveyed to proposers at the earliest opportunity possible through a written addenda.

Activity	Date
Request For Proposal Release Date	MAY 25, 2018
Deadline for written Clarifications/Questions	JUNE 5, 2018 at 2:00 P.M. PST.
Responses to questions posted to SolTrans website	JUNE 11, 2018
Proposals Due	JUNE 22, 2018 at 5:00 P.M. PST.
Proposal Review and Scoring	JUNE 25-26, 2018
Interviews (If Required) and Final Scoring	JUNE 27-29, 2018
Notice of Intent to Award	JULY 2, 2018
Projected Contract Start Date	AUGUST 1, 2018

All dates following proposal submission date are estimated and are subject to change.

3.2 Proposal Submission

Sealed proposals must be received by SolTrans, in accordance with the Notice to Contractors and the RFP Schedule listed in Section 3.1. If not previously delivered by mail, proposals may be hand-delivered to the SolTrans Ticket Office at the address below, on the due date and time listed in the Notice to Contractors and the RFP Schedule listed in Section 3.1. Proposals shall be in sealed packets labeled “2018-RFP-02 Marketing & Public Relations Services” addressed to:

Beth Kranda, Executive Director
Attention: Larry Deleon Guerrero, Interim Program Analyst
SolTrans
311 Sacramento Street
Vallejo, CA 94590

Technical proposals should be limited to 10 pages unless otherwise specified in the Solicitation. This 10-page limitation does not include SolTrans Forms and Certifications, resumes and price proposal. Standard marketing materials and brochures are also not included in the page limitation and are discouraged.

- ❑ Technical Proposal

Three (3) hard copies of the proposal and one (1) electronic PDF copy on a USB flash drive must be received by SolTrans by the RFP Proposal due date and time listed in the Notice to Contractors and the RFP Schedule listed in Section 3.1. Technical proposals must be in a sealed envelope and marked "Technical Proposal for 2018-RFP-02" Proposals received after the specified date and time provided in the Notice to Contractors shall be considered late and may not be considered for award.

□ Price Proposal

Three (3) hard copies of the proposal and one (1) electronic PDF copy on a USB flash drive must be received by SolTrans by the RFP Proposal due date and time listed in the Notice to Contractors and the RFP Schedule listed in Section 3.1. Price Proposals must be in a separate sealed envelope and labeled "Price Proposal for 2018-RFP-02." Proposals received after the specified date and time provided in the Notice to Contractors shall be considered late and may not be considered for award.

3.3 Proposal Content

All proposals must include the following:

A. Cover letter that provides the following information:

- a. Name, address, telephone, email and fax number of PROPOSER and key contact person.
- b. Description of type of business organization (e.g., corporation, partnership, limited liability company, including joint venture teams and subcontractors) submitting proposal.
- c. Name of entity that would sign a Contract if one is negotiated for this project.
- d. A written statement warranting that the requirements of the project as described in this RFP, its appendices and all addenda, by listing all addenda and dates received hereto, have been reviewed and the PROPOSER has conducted all necessary due diligence to confirm material facts upon which the proposal is based.
- e. A written statement acknowledging validity of the proposal contents, costs, and services fees for a period of 90 days after the submission deadline.
- g. An officer or agent of the PROPOSER who is duly authorized to bind the company to the proposal must sign the cover letter.

B. Executive Summary that highlights the major elements of PROPOSER'S qualifications and proposal. All information should be provided in a concise manner.

C. Responses to all required elements requested in Section 4. The proposal responses shall be organized in identifiable sections as outlined in Section 4 of this RFP, so that all requested information can be readily found.

D. Completion and inclusion of all required forms (as listed in Appendix A). All PROPOSERS shall complete, sign and include all required forms in their proposal. Any proposal that does not contain the required forms may be deemed non-responsive.

E. All pages of the proposal must be numbered for reference.

SolTrans may waive any immaterial technical variations in its sole discretion.

3.4 Pre-Proposal Conference

A PRE-PROPOSAL CONFERENCE WILL NOT BE HELD FOR THIS PROJECT.

3.5 Written Questions

PROPOSERS may submit written questions and requests for clarification or additional information regarding the meaning or intent of the RFP content, its process and appendices. Written questions and requests for clarification must be received no later than 2:00 p.m. on the date listed in the RFP Schedule.

The preference for method of submission of written questions is via email to the following SolTrans staff:

Beth Kranda, Executive Director
Attention: Larry Deleon Guerrero, Interim Program Analyst
larry@soltransride.com
(707) 736-6990

SolTrans will not respond to questions received after the time and date listed in the RFP Schedule. Due consideration will be given to the time it may take to respond to SolTrans' final responses to questions. All written questions and any changes, interpretations, or clarifications considered necessary by SolTrans in response to PROPOSERS' questions will be posted online as addenda at the following website address:

<http://www.soltransride.com/about/doing-business-with-soltrans/procurements/>

Only answers issued in writing and/or posted on the SolTrans website by SolTrans will be binding on SolTrans. Oral and other interpretations or clarifications, including those provided at the pre-proposal conference, will be without legal effect.

3.6 Clarifications/Interviews

SolTrans reserves the right to base its decision solely on the written proposals without performing interviews. PROPOSERS may be asked to clarify proposal information through writing or interviews. The clarification period will begin when the proposals are submitted. PROPOSERS shall be prepared to attend an interview with the Evaluation Committee, if one is required. The PROPOSERS' selected team or individual must be available to answer questions at the interview and may be questioned individually.

SolTrans reserves the right to audio- and/or video-record any and all live meetings, including conferences and interviews, with potential and actual PROPOSERS and staff during any and all phases of this RFP process.

The interview, only if interviews are required, will occur in accordance with the RFP Schedule. The PROPOSER will be advised of the specific time and place. PROPOSERS will be provided information with regard to specific accommodations that will be made when they are provided the specific place and time of interviews. ***Submission of a proposal does not guarantee the PROPOSER an interview.***

3.7 Accuracy in Reporting Requested Information

Information submitted as part of the proposal will be subject to verification. Inaccurate information or information that is misleading will, at the sole discretion of SolTrans, be grounds for removal of a proposal from further consideration. Should a PROPOSER be awarded a Contract as a result of this RFP, inaccurate or misleading information included in the proposal and subsequently discovered by SolTrans will be, at SolTrans' sole discretion, grounds for default.

SECTION 4. PROPOSAL REQUIREMENTS

4.1 Performance Requirement

The successful PROPOSER (hereafter “CONTRACTOR”) will be required, at all times during the terms of the Contract, to perform all services diligently, carefully, and in a professional manner, and to furnish all labor and supervision, as required under the Contract. Any proposal submitted must be for the entire scope of services. The CONTRACTOR shall conduct all work in the CONTRACTOR’s own name and as an independent contractor, and not in the name of, or as an agent for SolTrans.

4.2 Content of Technical Proposals

The following items must be included in the PROPOSER’s technical proposal for it to be considered complete and responsive.

A. Documentation of Qualifications and Relevant Experience

This section of the proposal should demonstrate the ability of the CONTRACTOR to satisfactorily perform the required work by way of its demonstrated competence and experience in the services to be provided; the nature and relevance of similar work currently being performed or recently completed within the past five (5) years; competitive advantages over other firms in the same industry; strength and financial stability; and supportive client references.

PROPOSER’s proposed management team shall each have a minimum of five (5) years recent experience in the relevant field.

PROPOSER shall provide a brief narrative description of its background and experience in providing the work or services described in the scope of services section of this RFP, and as required by the contract. PROPOSER should explain why it is the best qualified to provide the services.

This section should also include a concise but complete narrative describing the background and experience of each member of the proposed project team. PROPOSER shall include two organizational charts: The first chart illustrating its staffing structure, including duties/titles, and the second chart illustrating the names, reporting structure, brief job description, and number of years with PROPOSER’s firm for each of the proposed project team. If the scope of work or services is limited to work that does not require a team, then the charts are not required.

B. Client References

PROPOSER shall provide a client reference list of no less than three (3) government clients for which the PROPOSER provides or has provided similar services as those requested by SolTrans. Client references shall be current (where PROPOSER is currently providing services to the client) or recent (where, within the past five calendar years, PROPOSER has provided services to the client). The Client reference contact information shall include name of agency, contact person, telephone numbers, and a valid email.

C. Technical Approach and Methodology

The PROPOSER shall describe its approach, capacity, and management philosophy towards providing the scope of services described in the RFP. The PROPOSER should provide a Task Approach that it believes will lead to greatest project success.

This section should establish the Contractor's understanding of the scope of work and SolTrans' objectives, ability to meet those objectives, and provide a concise work plan for how this will be accomplished.

The descriptions should demonstrate PROPOSER's experience relevant to the scope, costs, conditions and delivery method of the work or projects listed in this RFP.

D. Implementation Plan

The PROPOSER shall include an Implementation Plan. This plan shall address, at a minimum, the activities and procedures that will be followed to ensure the smooth start-up of the project. The plan should also document start-up plan, and acquisition of necessary personnel, permits, licenses and any other activities necessary to start and complete the scope of services.

E. Certifications, Forms and Declarations (Appendix A)

PROPOSER shall sign and complete the following forms:

1. Non-Collusion Affidavit for Contractor
2. Certification Regarding Debarment, Suspension, and other Responsibility Matters
3. Listing of Subcontractors
4. Contractor Questionnaire

4.3 Content of Price Proposal

The following items must be included in the PROPOSER's price proposal for it to be considered complete and responsive.

A. Price Proposal

PROPOSER shall provide price proposals which shall include a proposed not-to-exceed amount for the project as described. PROPOSER shall also provide the hourly rate charged, itemized by title and/or job description (graphic designing, attending meetings, securing advertising, etc.), that the PROPOSER is offering, for the work to be performed under the not-to-exceed amount. Hourly rates must be fully burdened to include all overhead, profits, taxes, insurance and travel. Price proposals must also include the estimated number of hours and overall cost to perform the services described in the Scope of Services. Price proposals shall be submitted in a separate sealed envelope and clearly marked as the Price Proposal.

It is anticipated that any additional tasks during the term of the contract will be negotiated, and that the hourly rates for such tasks would be those established in the Price Proposal.

4.4 Insurance

- Insurance must be provided for, in accordance with the Draft Contract in Appendix B.

4.5 Willingness to Accept Proposed Arrangements

Submission of a proposal constitutes an offer to enter into a binding legal contract with SolTrans on all of the terms specified in this RFP, including Appendix A - Required Forms, and Appendix B - Draft Standard Contract.

SECTION 5. EVALUATION AND SELECTION

5.1 Evaluation and Selection Process

Proposals submitted in response to this RFP will be evaluated by the Evaluation Committee established by SolTrans, in accordance with the criteria and procedures set forth in this RFP. This section incorporates those rights and procedures noted in RFP Section 1.3 - SolTrans' Rights.

The primary desire of SolTrans for this procurement is to ensure an award will be made based on the highest quality of service that best matches SolTrans' requirements, using the Best Value methodology.

The Evaluation Committee will submit its recommendation to the SolTrans Board of Directors for an award to be made based upon its determination of the responsible PROPOSER whose proposal is most advantageous to SolTrans.

5.2 Evaluation Criteria

The following items constitute the evaluation criteria (and their respective weights), which SolTrans will use in evaluating proposals submitted in response to this RFP.

Firm experience and similar projects	20
Understanding of project and proposed approach	25
Project team and individual qualifications	20
Work plan and proposed project deliverables	20
Price	15
TOTAL	100

PROPOSERS who remain in the competitive range following the initial evaluation of written proposals may be invited (only if interviews are required) to demonstrate their qualifications, experience and project approach before the Evaluation Committee. There will not be a separate "interview" score. The Evaluation Committee may raise or lower criteria scores based on information and clarifications gained during the interview process. Reasons for such changes will be documented.

SolTrans reserves the right to make an award solely on a PROPOSER's written proposals alone, and is not required to conduct interviews.

5.3 Notification to Unsuccessful PROPOSERS

All PROPOSERS shall be notified of SolTrans' Evaluation Committee's recommendations by way of a Notice of Intent to Award (this will serve as the final committee recommendation) within five (5) working days of said recommendation.

SECTION 6. PROTEST PROCEDURES

6.1 Definitions

The following terms, as may be used in this section, are defined below:

- a. "Proposal" refers to an offer or proposal, as used in the context of this RFP.
- b. "Day" refers to working day of SolTrans, where SolTrans Administrative Office, located at 311 Sacramento Street, is open to the public.
- c. "Date of Notification of Intent to Award" refers to the calendar date that SolTrans communicates to PROPOSERS which proposing firms, corporation, partnership or individual are recommended for award.
- d. "File" or "Submit" refers to date and time of receipt by SolTrans of protest materials.
- e. "Interested Party" means an actual or prospective PROPOSER whose direct economic interest would be affected by the award of Contract or by failure to award Contract.
- f. "Protester" refers to interested party filing a protest or appeal.
- g. "FTA" means Federal Transit Administration.

6.2 Protest Procedures

Filing Procedure:

Protests dealing with restrictive specifications or alleged improprieties in solicitation must be filed no later than ten (10) working days prior to bid opening or closing date for receipt of proposals. Any other protest must be filed no later than three (3) working days after:

1. Notification of Intent to Award is issued for award of contract if the contract is awarded by the SolTrans Board per staff recommendation; or
2. Notification of Award is issued if the SolTrans Board has delegated award authority to the Purchasing Agent or the SolTrans Board does not award the contract according to the Notification of Intent to Award.

Protests shall be in writing and addressed to the Executive Director.

The protest shall identify the protestor, contain a statement officially declaring a protest, and describing the reasons for the protest, and provide any supporting documentation. Additional materials in support of the initial protest will only be considered if filed within the time limit specified above. The protest shall indicate the ruling or relief desired from SolTrans.

Confidentiality:

Materials submitted by a protester will not be withheld from any interested party, except to the extent that the withholding of information is permitted or required by law or regulation. If the protest contains proprietary material, a statement advising of this fact may be affixed to the front page of the protest document, and the alleged proprietary information must be so identified wherever it appears.

Withholding of Award:

When a protest is filed before opening of bids or closing date of proposals, the bids will not be opened prior to resolution of the protest, and when the protest is filed before award, the award will not be made prior to resolution of the protest, unless the Awarding Authority determines that:

- a. Items to be procured are urgently needed, or delivery or performance will be unduly delayed by failure to make award promptly; or
- b. Failure to make award will cause undue harm to SolTrans.

In the event an award is to be made while a protest is pending, the Federal Transit Administration shall be notified if Federal funding is involved.

Processing the Request:

- a. The Executive Director shall respond to the protestor within five (5) working days of receiving the protest. A conference on the merits of the protest may be held with the protester.
- b. Any additional information required by SolTrans from the protester shall be submitted as expeditiously as possible, but no later than three (3) days after receipt of such request.

Notification:

The Executive Director shall notify the protester of a decision regarding the protest no later than ten (10) days following receipt of all relevant information.

Appeal:

If a protester is not satisfied with the decision made by the Executive Director, the protester may appeal the decision to the Awarding Authority by way of a letter to the Executive Director no later than three (3) working days after notification of denial of the protest by the Executive Director. If Federal Funds are involved, the protester may file a protest with the FTA appealing the final decision of the Awarding Authority. Review by FTA will be limited to:

- a. Violation of Federal law or regulations.
- b. Violation of SolTrans' protest procedures described herein, or failure by SolTrans to review the protest.

Protests must be filed with FTA (with a concurrent copy to SolTrans) within five (5) days after the Awarding Authority renders a final decision, or five (5) days after the protester knows, or has reason to know, that the Awarding Authority failed to render a final decision. After five (5) days, SolTrans will confirm with FTA that FTA has not received protest on the contract in question.

Circular 4220.1F, the FTA's Third Party Contracting Guidance, is available for review at SolTrans' office. A copy may be obtained from FTA at the following address:

Federal Transit Administration
Region IX
201 Mission Street – Suite 2210
San Francisco, California 94105

SolTrans shall not be responsible for any protests not filed in a timely manner with FTA.

In the event an award is to be made while a protest is pending, the FTA shall be notified if Federal funding is involved.

SECTION 7. SCOPE OF SERVICES

NOTE: For the purposes of Section 7 “Scope of Services,” the term “Contractor” or “Consultant” represents the successful PROPOSER(S)

7.1 Project Overview

The general marketing program is designed to increase overall awareness of SolTrans’ brand identity throughout its service area. The Contractor will develop an overall strategic marketing plan each year to complement the SolTrans business plan. The marketing plan will expand the current creative concepts and designs artwork to target markets identified through SolTrans’ research and data analysis. The successful PROPOSER will make recommendations and define methods for communicating and advertising to those target markets. Advertising media may include, but is not limited to: temporary and permanent signage; newspaper advertisements; direct mail; streaming, social and digital media; banners and billboards; and cable television advertisements. Specific marketing campaigns will be developed in response to changing agency needs to keep the program fresh and responsive.

SolTrans is currently undergoing a Comprehensive Operations Analysis, which has the potential to greatly impact current routes and route structures, redesigning routes to better match current travel and work patterns. SolTrans will need assistance in terms of marketing and outreach to help encourage public participation during the project development phase and support of any new services. In addition, SolTrans Express services will be undergoing changes in structure, branding, and route-naming convention, and SolTrans will need marketing expertise to help educate and inform the public of these changes.

7.2 Project Tasks

The Contractor shall complete those tasks as spelled out in its approach to the project, which are negotiated in the final scope of work. Specific tasks and deliverables required by SolTrans may include, but are not limited to, to the following:

- a. Provide creative design services.
- b. Development of newsletters and press releases.
- c. Develop social media strategy, including posting.
- d. Quarterly updates.
- e. Attend regular meetings and establish milestone dates for projects.
- f. Develop methods and means of customer education.
- g. Develop methods for evaluating and measuring marketing effectiveness and performance.
- h. Provide advice and assistance on matters pertaining to marketing, public relations and outreach.
- i. Adhere to SolTrans brand standards guide.
- j. Develop a standardized marketing guide to form the design of future materials.
- k. Utilize past materials, designs, brand standards, research and data analysis and other planning tools to gain understanding of market and produce effective strategies.

- l. Provide art, creative direction and source photography ensuring proper usage/copyright terms.
- m. Represent SolTrans at community events and activities.

Media Purchases:

Media buying in accordance with a strategic marketing plan will be required, including consideration of the target market. The CONTRACTOR will research, plan, execute and implement advertising in finished form, with prior written authorization from SolTrans, and forward to production and media with proper instructions. The CONTRACTOR will disperse all necessary materials to media suppliers, printers and all other third parties needed to accomplish the approved marketing communications and advertising ideas, programs and campaigns.

- Provide media information and plans that are standard to the transit industry.
- Provide media plans with buy detail, including placement dates, circulation/readership figures, and proposed added value.
- Seek out media opportunities such as promotions or other editorial opportunities.
- Proof read and monitor ads for run verification.
- Process and verify purchase orders and invoice timely.
- Obtain prior approval for all and any subcontractor work.
- Provide media production services.
- Establish advertising schedule and develop media buying plan.

Web-Based and Social Media Activities:

- Work with smartphone compatible social media tools.
- Provide recommendations for websites and social media pages.
- Identify new social media technologies.
- Review and revise all new media endeavors to work concurrently into one unified communications package.
- Provide recommendations for content development.
- Develop and edit creative and technical content for all social media pages and website.

**APPENDIX A
REQUIRED FORMS**

FORM 1 – NON-COLLUSION AFFIDAVIT FOR CONTRACTOR

STATE OF CALIFORNIA

COUNTY OF SOLANO

_____ declares and says:

1. That he/she is the (owner, partner, representative, or agent) of _____, hereinafter referred to as (CONTRACTOR) or (SUBCONTRACTOR).
2. That he/she is fully informed regarding the preparation and contents of this proposal for certain work in SolTrans, State of California.
3. That his/her proposal is genuine and is not collusive or a sham proposal.
4. That any of its officers, owners, agents, representatives, employees, or parties in interest, including its affiliates, has not in any way colluded, conspired, connived or agreed, directly or indirectly, with any other CONTRACTOR, firm, or person to submit a collusive or sham proposal in connection with such contract or to refrain to submitting a proposal in connection with such contract, or has in any manner, directly or indirectly, sought by unlawful agreement or connivance with any other CONTRACTOR, firm, or person to fix the price or prices in said proposal, or to secure through collusion, conspiracy, connivance, or unlawful agreement any advantage against SolTrans or any person interested in the proposed contract; and,
5. That the price or prices quoted in the proposal are fair and proper and are not tainted by any collusion, conspiracy, connivance, or unlawful agreement on the part of the CONTRACTOR or any of its agents, owners, representatives, employees, or parties in interest, including its affiliate.

I certify (or declare) under penalty of perjury, that the foregoing is true and correct.

Dated this _____ day of _____, 2018 at _____, California.

Signed: _____ Title: _____

**APPENDIX A
REQUIRED FORMS**

**FORM 2 – CERTIFICATION OF PRIMARY PARTICIPANT REGARDING
RESPONSIBILITY MATTERS**

The Primary Participant _____(Name of CONTRACTOR) certifies to the best of its knowledge and belief, that it and its principals:

- a. Have not within a three year period preceding this proposal been convicted or had a civil judgment rendered against them for commission of fraud or a criminal offense in connection with obtaining, attempting to obtain, or performing a public (Federal, state or local) transaction or contract under a public transaction; violation of Federal or state antitrust statutes or commission of embezzlement, theft, forgery, bribery, falsification or destruction of records, making false statements, or receiving stolen property;
- b. Are not presently under indictment 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 (a) of this certification; and
- c. Have not within a three year period preceding this proposal had one or more public transactions or contracts (Federal, state or local) terminated for default.

If the primary participant is unable to certify to any of the statements in this certification, the participant shall attach an explanation to this certification.

THE PRIMARY PARTICIPANT, _____ (Name of CONTRACTOR) CERTIFIES OR AFFIRMS THE TRUTHFULNESS AND ACCURACY OF THE CONTENTS OF THE STATEMENTS SUBMITTED ON OR WITH THIS CERTIFICATION AND UNDERSTANDS THAT THE PROVISIONS OF 31 USC SECTIONS 3801 ET SEQ. ARE APPLICABLE THERETO.

Signature of Authorized Official

Title

The undersigned chief legal counsel (or corporate secretary) for the _____ certifies that the _____ has authority under state and local law to comply with the subject assurances and that the certification above has been legally made.

Signature of Attorney/Secretary

Date

**APPENDIX A
REQUIRED FORMS**

FORM 3 – LISTING OF SUBCONTRACTORS

The CONTRACTOR declares that it has contacted the subcontractors listed below, and has made arrangements covering hourly rates and other terms which may materially affect the Contract, contingent upon successfully entering into a contract with SolTrans, with the following subcontractors:

	Name/Address of Subcontractor	DBE? yes/no	Amount of Subcontract	Description of Work
1.				
2.				
3.				
4.				
5.				
6.				

NOTE: The above DBE/EEO Affidavit is part of CONTRACTOR’S Proposal. Signing this Proposal on the signature portion thereof shall also constitute signature of this DBE/EEO Affidavit.

SIGNATURE

DATE

TITLE

COMPANY NAME

APPENDIX A REQUIRED FORMS

FORM 4 – CONTRACTOR QUESTIONNAIRE

In addition to Proposers and their subconsultants registering as a vendor [HERE](#)¹ and to receive addenda, PROPOSERS (prime only) must also fill out and submit responses to the questions below.

If any Proposer has difficulty using or accessing the form at the link above, please contact (707) 736-6990 or larry@soltransride.com at least 3 days prior to deadline for submission of Proposals.

Proposer shall fully and completely answer each question set forth below. If necessary attach additional sheets. Print or type each response. If your response to any question is “no” or “none”, you must state “no” or “none.” Responses that state “not applicable,” “n/a” or other similar response will not be accepted.

Responsibility Matters:

1. State any other names that consultant has used or done business under in the past five (5) years.
2. Within the last five years, has any contract awarded to your firm (or any firms acquired by your firm) been terminated (or contract obligations released via mutual agreement) prior to the agreed upon termination date during a base or optional term? Please explain the circumstances leading up to termination or release of contractual obligation.
3. For every lawsuit or arbitration between consultant and the owner of any contract, limited to such lawsuits or arbitrations initiated or completed within the past five (5) years, state the name and address of the tribunal, the matter number, the parties, a general description of the nature of the dispute, and the outcome, if any.
4. Has consultant ever been charged with a felony? If so, describe in detail all facts, circumstances and the outcome, furnishing the name and address of the court in which the charge(s) were filed, including the matter name and case number.
5. Has any public agency ever determined or ruled that consultant is not responsible, or placed the firm on a debarred list? If so, state the name, address and telephone number of the public agency, including the name of the agencies' contact person.
6. Has consultant ever entered into an agreement with any public agency, to not work for that public agency?

¹<http://www.soltransride.com/about/doing-business-with-soltrans/vendor-registration-form/>

**APPENDIX A
REQUIRED FORMS**

7. The following certification must be signed by an owner, general partner, or officer of consultant.

I DECLARE UNDER PENALTY OF PERJURY UNDER THE LAWS OF THE STATE OF CALIFORNIA, AND DO PERSONALLY CERTIFY AND ATTEST THAT: I HAVE THOROUGHLY REVIEWED THE ATTACHED CONSULTANT QUALIFICATION QUESTIONNAIRE AND ATTACHMENTS, IF ANY, AND KNOW ITS CONTENTS, AND SAID CONSULTANT QUALIFICATION QUESTIONNAIRE AND ATTACHMENTS, IF ANY, ARE TRUTHFUL, COMPLETE AND ACCURATE; AND SOLTRANS MAY RELY UPON THE CONTENTS AS BEING TRUTHFUL, COMPLETE AND ACCURATE; AND, FURTHER, THAT I AM FAMILIAR WITH CALIFORNIA PENAL CODE SECTION 72 AND CALIFORNIA GOVERNMENT CODE SECTION 12650, ET SEQ, PERTAINING TO FALSE CLAIMS, AND FURTHER KNOW AND UNDERSTAND THAT SUBMISSION OR CERTIFICATION OF A FALSE CLAIM MAY LEAD TO FINES, IMPRISONMENT AND/OR OTHER LEGAL CONSEQUENCES.

EXECUTED ON THE DATE INDICATED BELOW, AT THE LOCATION INDICATED BELOW.

Dated: _____

Proposer: _____

By: _____

(Printed name of signor)

(Title of signor)

APPENDIX B

SOLTRANS STANDARD CONTRACT

SolTrans Standard Contract is attached as APPENDIX B. It is not formatted like the rest of the RFP, and has been incorporated as a “Stand Alone” PDF document into the RFP. In limited circumstances SolTrans may, but is not bound, to make changes to the Standard Contract. Any requested changes to the contract must be addressed prior to submission of the proposal. Conditional proposals are not typically accepted, and may be rejected as non-responsive to the proposal. Reviewing the standard contract is important, and proposers will be bound by their submission, under the terms of this standard contract.