



Livermore Amador Valley Transit Authority

May 6, 2016

To: All Interested Parties

From: Beverly Adamo
Director of Administrative Services

RE: RFP for LAVTA On-Call Graphic Design Services #2016-008

Addendum Number 1

This correspondence constitutes official record of the first alteration of a “Request for Proposals for Livermore Amador Valley Transit Authority (LAVTA) On-Call Graphic Design Services #2016-08” issued on February 1, 2016.

This Addendum responds to written questions as follows:

| QUESTION | RESPONSE |
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| 1. Whether companies from Outside USA can apply for this? (like,from India or Canada) | LAVTA would prefer a company in the United States because the selected consultant must periodically meet in person with staff. Additionally, coordinating across time zones may result in delays. |
| 2. Whether we need to come over there for meetings? | Yes, especially for service changes which require much planning and detail. |
| 3. Can we perform the tasks (related to RFP) outside USA? (like, from India or Canada) | Some of the tasks can be performed remotely, but the selected consultant will be required to meet in person with staff multiple times a year and be responsive to emails and phone calls. |
| 4. Can we submit the proposals via email? | No, we need printed copies to review per the RFP. |
| 5. Bidder location A. If a bidder is located in San Francisco, not within the Livermore area, will the bidder location cause the qualification of the bidder to be scored lower than a bidder which is within the Livermore area? B. Do you envision the chosen contractor needing to regularly visit your offices as a part of the work process? If yes, how many visits per year? | A. No B. At least two visits per year for service changes and probably one or two visits per year for any major project like timetable design. LAVTA anticipates there will be up to 2 major projects per year. |
| 6. Ref. Appendix A, Price Proposal Page 4: For Category A: Pricing Form May we present the Revision Fee simply as our hourly rate for a time amount pre-approved? For Category B: | Category B #1 – We do not have a sample but it would not be a complex design. More of a layout with photos and text. We do not have a template for brochures. #2 – We currently do not have timetables. The |

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| <p>Regarding #1 the College Semester Pass Brochure: if you have a similar brochure, please may we have an example so that we can see the level of design you seek? Also, will the new brochure be substantially different from the example you may provide? Regarding #2. Bus Route 10 Timetable – Is what you want designed substantially different from what is on your website, for Route 10, or the same? Are we creating a new map, and if so, will you provide a sketch and geographic information points for our graphic design?</p> | <p>information on the website would be included in the timetable in a similar format. We would provide a sketch and geographic information points for the graphic designer.</p> |
| <p>7. Does LAVTA or the Wheels program have a brand guide or style guidelines which the bidder is required to follow, or may the bidder contribute towards a brand/style graphic look?</p> | <p>Wheels is currently in the process of rebranding with potentially a new name and logo. As part of that rebranding our contractor will be developing a brand/style guide for use later this summer.</p> |
| <p>8. Has any contractor/independent contractor provided services similar to what is described in Section II - Scope of Work in the past 3 years? If so what is the name of that contractor?</p> | <p>There are two contractors we have used: Design Flair and Webb & Associates</p> |
| <p>9. Approximately what budget range is anticipated for procuring the services of the successful bidder over the next 12 months after the contract is awarded?</p> | <p>\$10,000-\$30,000.</p> |
| <p>10. Will or can the bidder also be responsible for printing the work products?</p> | <p>Printing will be bid separately.</p> |
| <p>11. If the eventual contractor submits work product graphics files made with Adobe Creative Suite / Cloud, is this acceptable for your use at LAVTA? Or is there some other software requirement?</p> | <p>Yes, it is acceptable.</p> |
| <p>12. Ref. Section III. 1.3 Evidence of Ability to Provide Insurance: For this evidence, may we provide a copy of a Certificate of Insurance to another client showing these same insurance coverages that you require?</p> | <p>Proposers can include in their proposal a copy of a Certificate of Insurance for another client showing the same insurance coverages. The selected proposer will be requires to provide sufficient insurance in accordance with the terms of the RFP.</p> |
| <p>13. Ref. Proposal Content, 1.2 Cover Form: Do you wish for us to use the Cover Form provided in the RFP as the actual cover of our proposal, filling it in as indicated?</p> | <p>Yes.</p> |
| <p>14. Section 3, Item 1.4d: We are a privately-owned company and do not produce balance sheets and income statements. Will copies of previous tax returns suffice as evidence of financial stability? If so, how many years' worth of returns should be submitted? Will they be returned to us? Does it need to be included in the</p> | <p>Yes, three years of previous tax returns are sufficient evidence of financial stability. The tax returns can be included in a separate sealed envelope. LAVTA will return proposals to proposers not selected for final contract award after the final contract is awarded. Proposers can alternatively provide a letter from their banking</p> |

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| <p>response document or can a single copy be provided in a separate sealed envelope? Please confirm that financial records (i.e. tax returns) submitted can be marked confidential and not subject to release under the California Public Records Act.</p> | <p>institution attesting to a proposer's financial stability.</p> <p>Financial records generally are not subject to release under the California Public Records Act. Proposers should review the terms of the RFP for more information on the California Public Records Act.</p> |
| <p>15. What has the LAVTA spent on these services in the last three years? How much was spent per year?</p> | <p>LAVTA spent approximately \$30,000 total for each of the last three years. This was mainly for service changes which typically occur twice a year. For FY 17 the amount spent will be higher as we will be using the on-call graphic design contractor to redesign materials with the new name/logo and new timetables and signage.</p> |
| <p>16. Section 3, Item 1.5b: Are there other requirements for this RFP beyond those outlined in Section 2, Items 2.1 – 2.3 (Insurance, Confidentiality, and Conflict of Interest) and the Sample Agreement provided?</p> | <p>Proposers must comply with all applicable regulations and laws and the terms set forth in the RFP.</p> |
| <p>17. Section 3, Item 1.6:</p> <ol style="list-style-type: none">1. There are roles that would be included in our staffing plan that are not included in the Price Proposal Form provided in Appendix A. How should we include those roles in the price proposal?2. Please confirm that all final production (e.g. printing, giveaway items, etc.) will be managed by LAVTA or defined at the task order level and that a proposal for those costs is not expected in the price proposal for this RFP.3. In the Price Proposal Form’s Category B:<ul style="list-style-type: none">o In the field “Graphic Design Staff Assigned,” are you looking for all the roles that would be assigned to that project or Graphic Design staff only?o Is the turnaround time provided (i.e. one week turnaround for the college semester pass brochure) the turnaround time from receipt of assets from LAVTA to presentation of R1 designs OR the turnaround time from receipt of | <ol style="list-style-type: none">1. Please include the roles as an attachment to the Price Proposal form.2. Final production will be managed by LAVTA and is not to be included in the Price Proposal3. a. As this is a Price Proposal for work performed we need to have all the roles assigned and prices for each included in the proposal in order for the contractor to bill for those services as part of the contract. b. Turnaround time from receipt of assets from LAVTA to presentation of R1 designs. |

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| assets to final mechanical files? | |
| 18. Required Forms: Is any member of management able to sign the Certification Regarding Worker Compensation, Fair Employment Practice Certification, and Control of Employees forms or do they have to be signed the same company officers as specified for the Cover Form and Price Proposal? | Proposals must be signed by individuals with authority to bind the firm in contract. |
| 19. Ref. Appendix A, Price Proposal Page 4: Category B: #2. Bus Route 10 Timetable – Will you be able to provide the native graphics design file for the existing Bus Route 10 map and Timetable that we can adapt for this task (and save time), or should we assume we must start from scratch. If from scratch, will you provide a detailed sketch of the map for our graphic design? | Yes. LAVTA provides the contractor with routes and schedules in Excel (.xls or .xlsx) files. The vendor then produces the files for print as an Ai or PDF file. LAVTA owns these files and the contractor will have access to them. |

Other than those specifically listed above, no other sections, terms or conditions of the above cited solicitation are being altered at this time. All other sections, conditions and language not specifically cited as altered in this document are still in full and original effect.

Submitted:

/s/ Beverly Adamo
Beverly Adamo, Director of Administrative Services

May 9, 2016
Date