



Livermore Amador Valley Transit Authority

September 26, 2016

Re: Intent to Award – LAVTA Individualized Marketing Services, RFP #2016-16

To Whom It May Concern:

This letter is to inform you that the Livermore Amador Valley Transit Authority (LAVTA) intends to award, contingent on successful negotiation of contract terms, to the following firm:

- **Steer Davies Gleave, Los Angeles, CA**

This proposal was determined to be the best value to LAVTA based on the evaluation factors set forth in the Request for Proposals (RFP); and the proposal was determined to be both responsive and responsible to all other factors set forth in the RFP.

While there is no guarantee of approval, it is anticipated that an award will be made on Monday, October 3, 2016 at 4:00 PM at the regularly scheduled LAVTA Board of Director's Meeting.

LAVTA wishes to thank all proposers for their interest and the time and effort involved in submitting their proposals.

Sincerely,

A handwritten signature in blue ink that reads 'Beverly Adamo'.

Beverly Adamo
Director of Administrative Services