



**LAVTA On-Call Creative
Design and Media Strategy Services
RFP #2024-02 Pre-Proposal Meeting**

February 15, 2024

Agenda

- Welcome and Introduction to LAVTA
- Solicitation Overview
 - Obtaining the RFP
 - RFP Contents
- Q&A
 - Submit questions in writing to procurements@lavta.org
 - Answers will be provided on LAVTA's website at <https://wheelsbus.com/doing-business/>
- Wrap-up & Next Steps

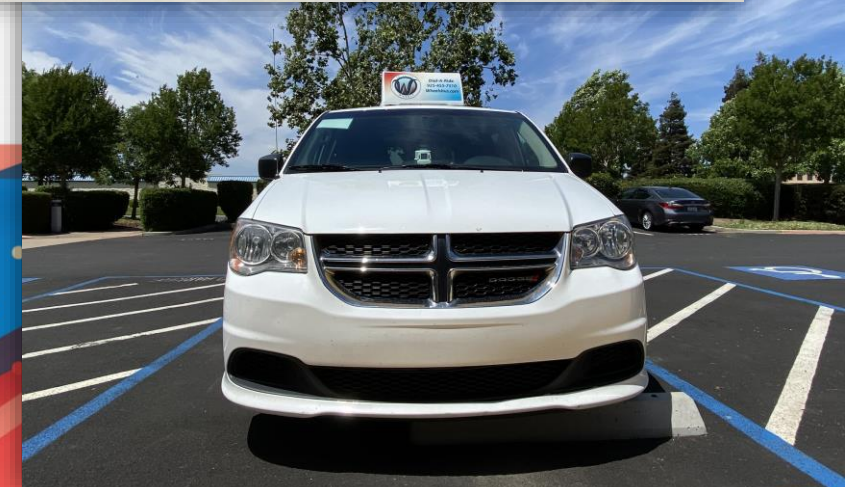
Welcome

- Procurement documents are available at LAVTA's website: <https://wheelsbus.com/doing-business/>
- This presentation and a list of meeting pre-registrants will be shared after the meeting on LAVTA's website

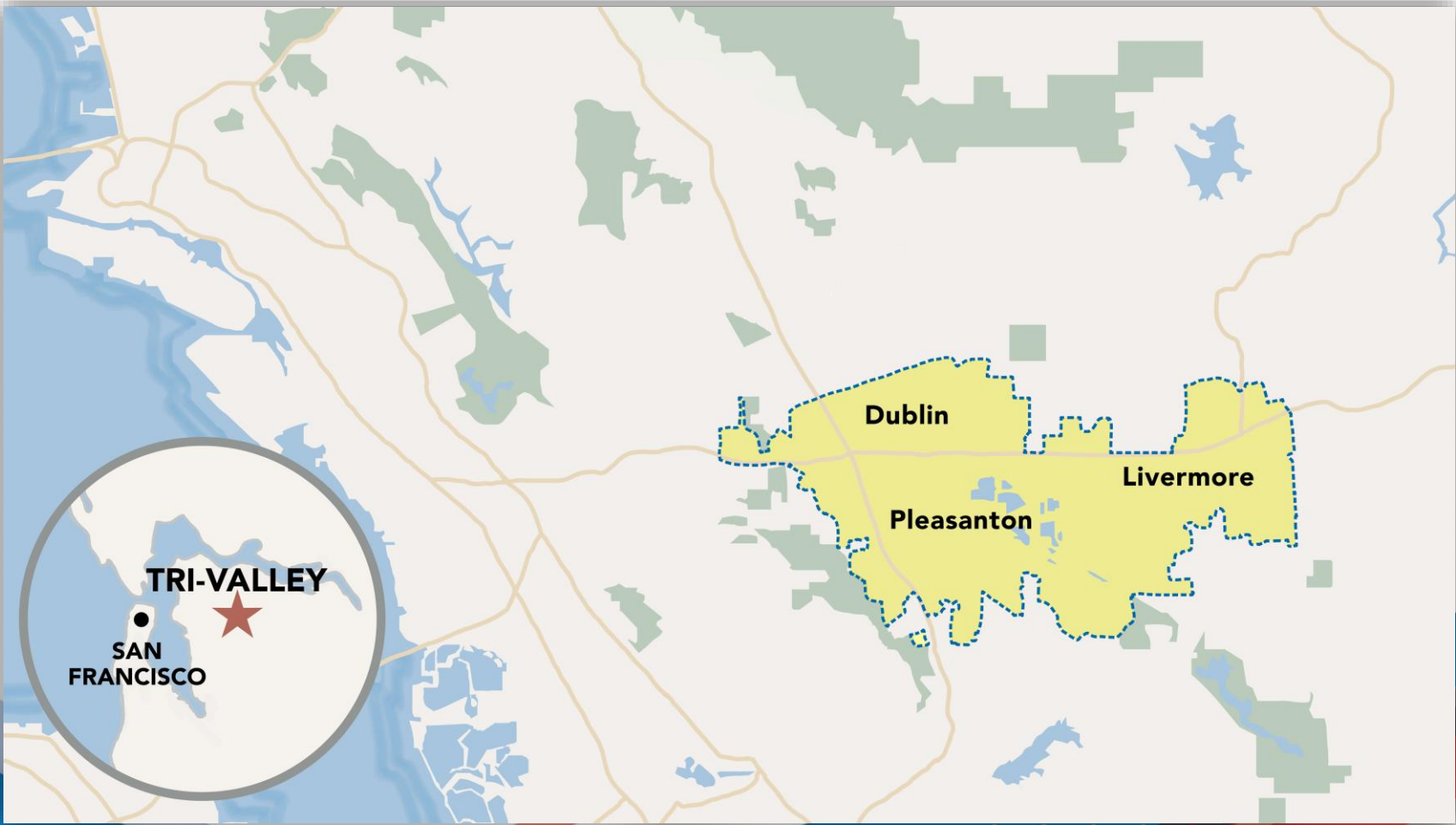


About LAVTA

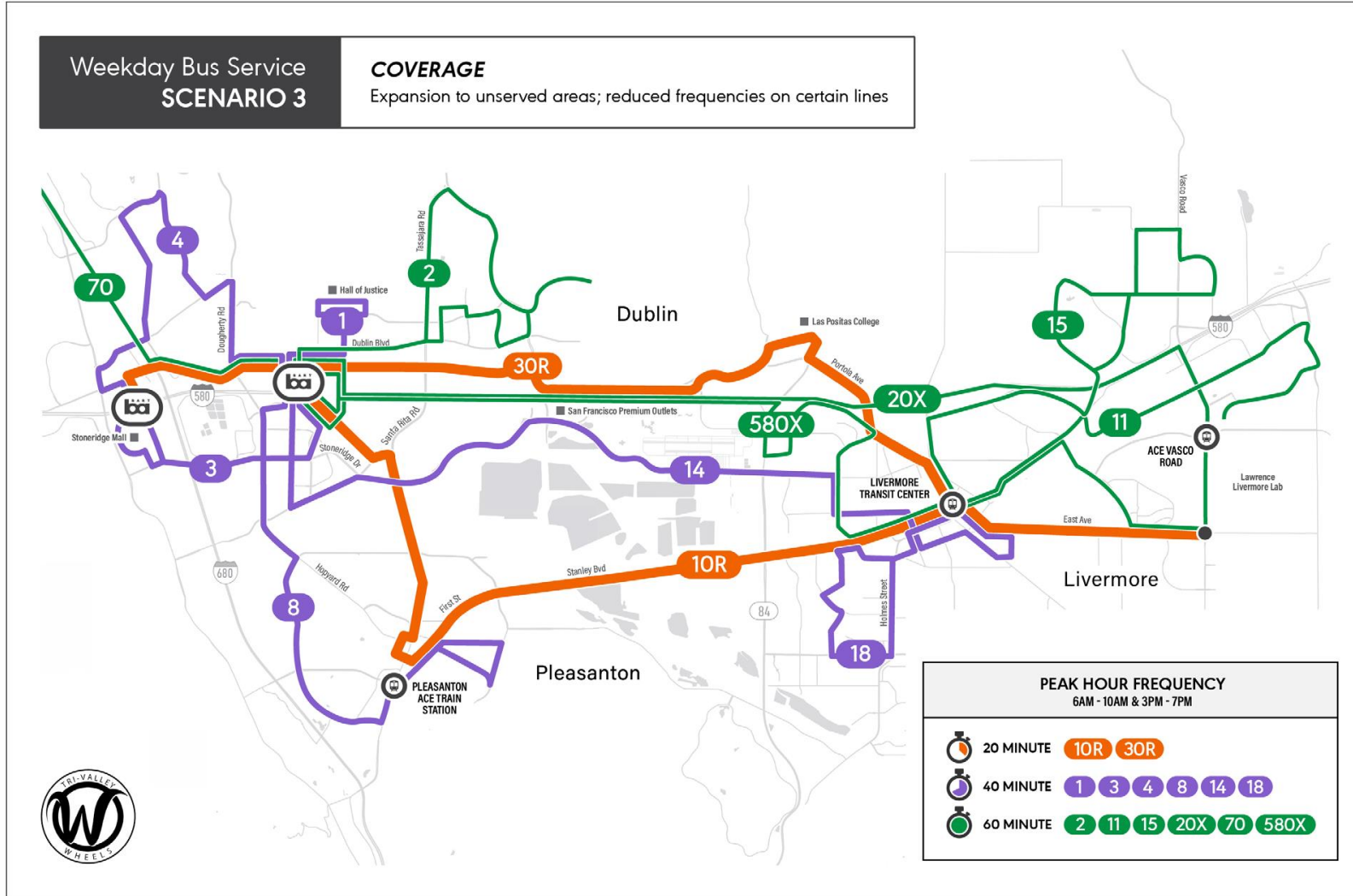
- Provides public transportation in the cities of Dublin, Pleasanton, and Livermore, and unincorporated portions of eastern Alameda County
- Services include:
 - Fixed route ("Tri-Valley Wheels")
 - Bus Rapid Transit ("Tri-Valley Rapid")
 - ADA Paratransit ("Dial-A-Ride")
 - On-demand services in partnership with Uber and Lyft ("GoTriValley")



Service Area



Route Network — Spring 2024 Route Changes



Obtaining the RFP

- Solicitation documents are available at LAVTA's website
- <https://wheelsbus.com/doing-business/>
- From the main landing page, click "About Wheels" on the main menu bar and drop down to "Do Business with LAVTA"

RFP Contents

1. Invitation
2. Introduction
3. Proposal Content
4. Solicitation Process
5. Contractual Requirements
6. Proposal Content Checklist
7. Submission Instructions

Exhibits 1-7: Required Forms

Appendices A-E: Scope of Work, Sample Agreement, Insurance, etc.

Contract Summary and Term of Services: RFP Section 2

- Services to be provided to LAVTA consist of creative, design, and media strategy services in planning, managing, and implementing marketing campaigns for a wide variety of programs and initiatives
- If approved by LAVTA's Board, award will be an on-call Agreement for a two-year base term with up to one one-year option term
- Task Orders will be issued as needed either on a Cost Plus Fixed Fee with Ceiling (CPFF) or Specified Rate of Compensation (SRC) basis

Scope of Work Summary (Refer to Appendix A)

1. Planning and Strategy Services

1. Advertising and Media Services
2. Brand Services
3. Collateral Services
4. Graphics and Media Assets Services
5. Website and Digital Channels Services

2. General Services

1. Creative File Production
2. Reporting and Documentation
3. Security and Compliance
4. Maintenance of Required Levels of Staffing

3. Optional On-Call Marketing Survey and Research Services

1. Annual Fixed Route Passenger Survey
2. Annual Paratransit Passenger Survey

Task Order Process

- Refer to Appendix E

Proposal Content: RFP Section 3

- Cover Form
- Letter of Introduction
- Table of Contents
- Approach to Scope of Services
- Proposer's Qualifications, Experience, and References
- Qualifications and Experience of Key Personnel
- Financial Qualifications
- Cost Proposal
- Supporting Documentation – relevant and brief
- Other Required Forms/Certifications (See Proposal Content Checklist, RFP Section 6)

Evaluation Criteria: RFP Section 4

Criterion	Scoring
Company Qualifications, Experience & References	25 points
Qualifications and Experience of Key Personnel	25 points
Approach to Providing Services, Team Organization, and Task Order Management Plan	35 points
Cost and Value	15 points
Maximum total points	100 points

* Please note Scoring Criteria values corrected to conform to RFP documents

Q&A/Requests for Clarification: RFP Section 4

- Submit in writing to procurements@lavta.org
- Only written requests/responses are binding

Schedule

Task	Date
Written Questions/Requests Due	February 23 @ 4:00pm
Responses to Questions/Requests	February 25
Proposals Due (via email only)	March 1 @ 2:00pm PT
Interviews, if needed (estimated)	March 12-13
Contract Award (estimated)	April 1

Wrap Up & Next Steps

- Questions/Requests for Clarification Due February 20 @ 4pm PT
- Answers Provided February 23 on LAVTA's website
- Proposals Due March 1 @ 2pm to procurements@lavta.org
- No paper submissions will be accepted

Thank You for Your Interest

Email us: procurements@lavta.org

Visit: <https://wheelsbus.com/doing-business/>