



**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](mailto: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

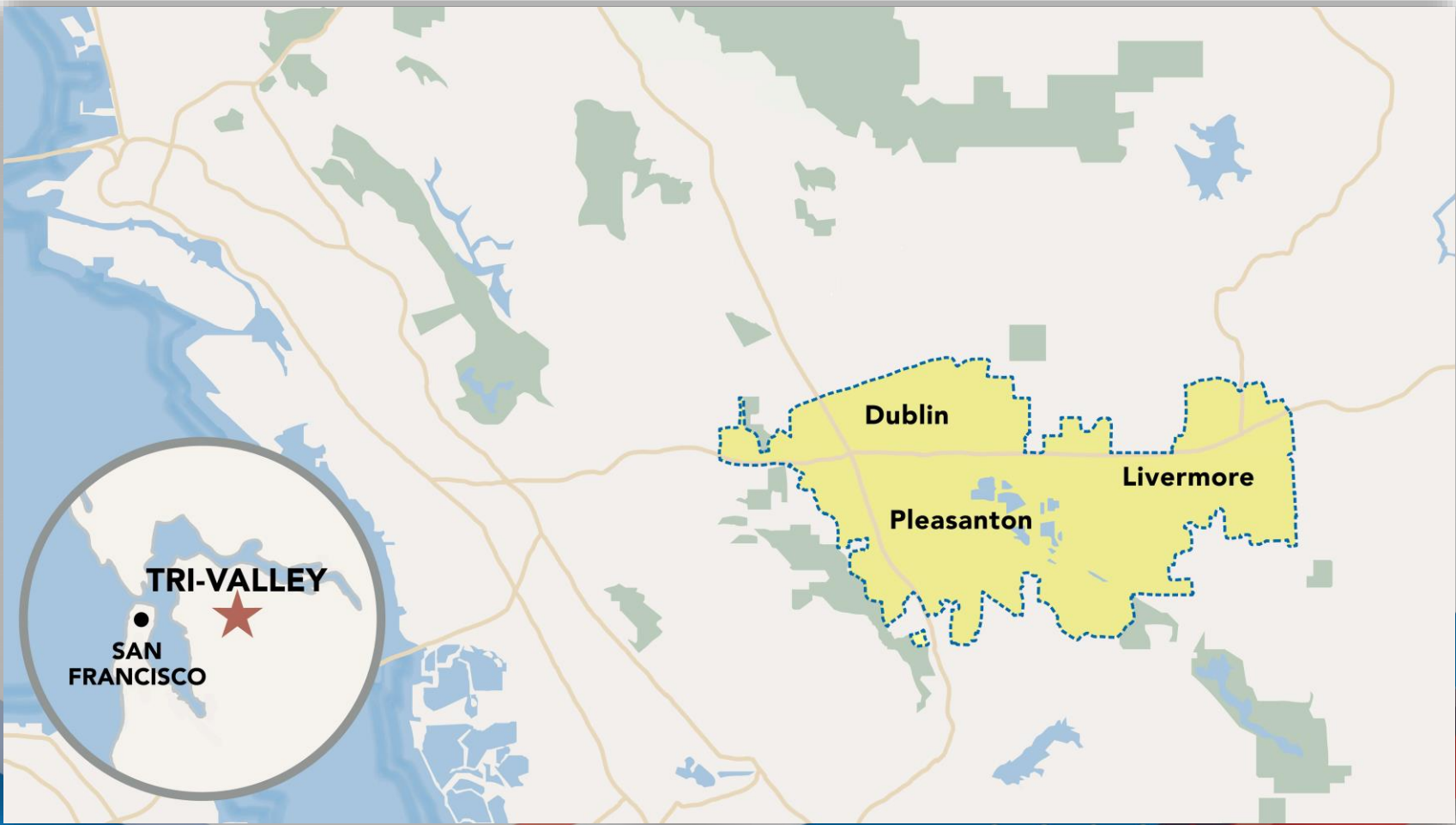


# About LAVTA

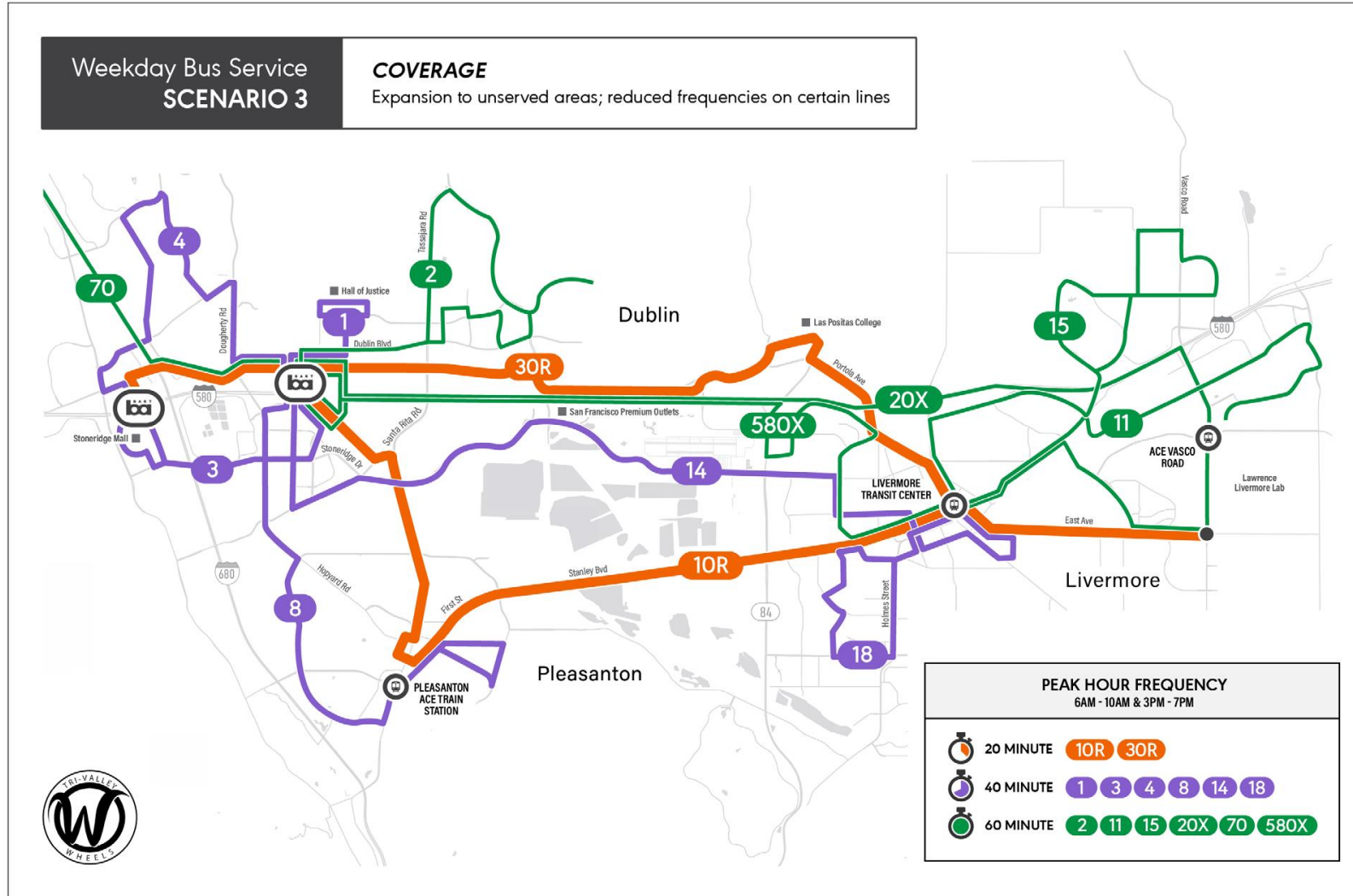
- Provides public transportation in the cities of Dublin, Pleasanton, and Livermore, and unincorporated portions of eastern Alameda County
- Services include:
  - Fixed route ("Tri-Valley Wheels")
  - Bus Rapid Transit ("Tri-Valley Rapid")
  - ADA Paratransit ("Dial-A-Ride")
  - On-demand services in 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
<b>Maximum total points</b>	<b>100 points</b>

\* 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](mailto:procurements@lavta.org)
- Only written requests/responses are binding

# Schedule

Task	Date
Written Questions/Requests Due	February 20 @ 4:00pm
Responses to Questions/Requests	February 23
Proposals Due (via email only)	March 1 @ 2:00pm PT
Interviews, if needed (estimated)	March 12-13
Contract Award (estimated)	April 1

\* Please note some dates corrected to conform to RFP documents

# 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](mailto:procurements@lavta.org)
- No paper submissions will be accepted



# Thank You for Your Interest

Email us: [procurements@lavta.org](mailto:procurements@lavta.org)

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