

April 19, 2012

To: Consultant

**RE: Request for Qualifications (RFQ 2012-06 for Design and Printing of Rideshare Collateral/Brochures**

Dear Consultant:

The Solano Transportation Authority (STA) invites your firm to submit qualifications to provide Designing and Printing of Rideshare Collateral/Brochures.

To obtain a copy of the full Request for Qualification (RFQ), please call the STA at (707) 424-6075 or download the RFQ as a PDF file from the STA website: <http://www.sta.ca.gov>.

The Request for Qualification (RFQ) describes the project, presents the requirements of the submittal and outlines the criteria that will be used to evaluate the qualifications.

Qualified organizations are invited to submit two (2) hard copies and one (1) digital copy (CD or flash drive) of your qualifications to the STA office no later than **3:00 PM, on Thursday, May 3, 2012** addressed to:

Judy Leaks  
Program Manager/Analyst  
Solano Transportation Authority  
One Harbor Center, Suite 130  
Suisun City, CA 94585-2473

**Note that this deadline is firm** and late submittals **will not** be accepted. Qualifications will be reviewed and the firms/teams whose qualifications most closely meet the STA's needs will be invited to an interview on or about May 8, 2012.

The STA has adopted a Local Preference Policy which encourages the hiring of local firms. The participation goal for local firms for this Project has been established at **15 percent (%)**. Additional points will be provided through the evaluation process for those firms who meet or exceed this goal. The STA has prepared a database of contact information for local firms for convenience purposes only and without guarantees as to the ability of such firms to provide the services. This database and the Local Preference Policy can be viewed at <http://www.sta.ca.gov/Content/10027/JobRFPs.html>.

If you have questions regarding this project, please contact Judy Leaks, Program Manager/Analyst at (707) 427-5104. Thank you for your interest.

Sincerely,

Daryl K. Halls  
Executive Director



**REQUEST FOR QUALIFICATIONS  
(RFQ #2012-06)**

For the  
Design and Printing of Rideshare Collateral/Brochures

In  
Solano County

Release Date: April 19, 2012

**RESPONSES DUE:**

3:00 PM, Thursday, May 3, 2012

Two (2) complete hard copies and one digital copy (CD or flash drive) of each response must be received before 3:00 p.m. PST on May 3, 2012.

Solano Transportation Authority  
One Harbor Center, Suite 130  
Suisun City, CA 94585-2473

*Table of Contents*

---

Introduction ..... 1

Background ..... 1

Final Product..... 1

Local Preference Policy ..... 1

Scope Of Service Tasks ..... 2

RFQ Submittal Requirements ..... 3

Selection Of Consultant ..... 5

Selection Process And Project Schedule ..... 6

DISCLOSURE: The master copy of each response to this RFQ shall be retained for official files and will become a public record after the award of a contract unless the qualifications or specific parts of the qualifications can be shown to be exempt by law (Government Code section 6250 et seq.). Each Responding Firm may clearly label part of a submittal as "CONFIDENTIAL" if the Responding Firm agrees to indemnify and defend the STA for honoring such a designation. The failure to so label any information that is released by the STA shall constitute a complete waiver of all claims for damages caused by any release of the information. If a public records request for labeled information is received by the STA, the STA will notify the Responding Firm of the request and delay access to the material until seven working days after notification to the Responding Firm. Within that time delay, it will be the duty of the Responding Firm to act in protection of its labeled information. Failure to so act shall constitute a complete waiver.

## **INTRODUCTION**

The Solano Transportation Authority (STA) is a Joint Powers Authority comprised of members including the cities of Benicia, Dixon, Fairfield, Rio Vista, Suisun City, Vacaville, and Vallejo, and the County of Solano. The STA serves as the Congestion Management Agency for Solano County and is responsible for countywide transportation planning and programming of State and Federal funding for transportation projects within the county and through its Solano Transit Consortium, coordinates various fixed route and Solano Paratransit Services.

The STA provides ridesharing services to both Solano and Napa counties through Solano Napa Commuter Information (SNCI), a program of the STA. These services include outreach and marketing through local employers, providing information about commute alternatives for employees, and offering incentives to encourage commuters to not drive alone.

## **BACKGROUND**

SNCI distributes brochures at employer and community events, through display racks located in public places and employer sites, and upon request from the general public.

There is a need to re-design and/or create three (3) different brochures: 1) Emergency Ride Home (ERH) Program; 2) Commuter Guide; 3) Employer Services/Assistance. The ERH Program brochure needs to be updated to include the service for both Solano and Napa counties and be given a fresh new look. The Commuter Guide currently showcases the Solano Express service, but needs to be a stand-alone piece that explains all the available ridesharing services, of which transit is one. Currently, there is no piece that describes all the assistance we provide to employers, even though this service is the cornerstone of all our marketing/outreach efforts. The Employer Services/Assistance brochure would provide an overview of services, plus highlight the benefits of our services to them and their employees.

## **FINAL PRODUCT**

The final product will be three (3) brochures designed and printed - Emergency Ride Home (ERH) Program, Commuter Guide, Employer Services/Assistance. 5,000 full-color (2-, 3- or 4-paneled) brochures of each.

## **LOCAL PREFERENCE POLICY**

The STA has adopted a Local Preference policy which encourages the hiring of local firms which can be found at <http://www.sta.ca.gov/Content/10027/JobsRFPs.html>. The participation goal for local firms for this Project has been established at 15 percent (%). Additional points will be provided through the evaluation process for those firms who meet or exceed this goal. The STA has prepared a database of contact information for local firms for convenience purposes only and without guarantees as to the ability of such firms to provide the services. This database can be obtained by contacting STA at (707) 424-6075.

## SCOPE OF SERVICE TASKS

The STA, intends to retain a qualified and committed professional graphic design firm to work closely with SNCI to create three (3) brochures via the following major tasks:

1. Budget and Schedule
2. Coordinate with STA/SNCI Staff
3. Final Documents: three (3) brochures designed - Emergency Ride Home (ERH) Program, Commuter Guide, Employer Services/Assistance
4. Final Product: 5,000 copies printed of each brochure

The following details each task with deliverable information:

### Task 1. Budget and Schedule

Develop detailed project budget and schedule.

- Task 1.1 Kick off meeting with STA and selected consultant to discuss final task budget and determine final schedule with milestones to complete the design of the brochures.

Deliverable
1) Finalized budget and detailed project schedule

### Task 2. Coordinate with STA and SNCI Staff

Coordinate with STA and SNCI to provide comments and recommendations for brochure design.

- Task 2.1 In-person meetings or telephone meetings to discuss purpose of each piece with STA staff.

Deliverable
1) Meeting schedule and meeting results

### Task 3. Final Document: Three (3) brochures designed - Emergency Ride Home (ERH) Program, Commuter Guide, Employer Services/Assistance

- Task 3.1 Complete a draft of each brochure based on information obtained in previous tasks
- Task 3.2 Circulate draft for final comments
- Task 3.3 Complete brochures
- Task 3.4 Provide Solano Transportation Authority with all relevant electronic files for future updates and duplication

Deliverable
1) Final Documents and Electronic Files

## Task 4. Final Product: 5,000 copies printed of each brochure

Task 4.1 Print 5,000 full color copies of each brochure

Task 4.2 Deliver the printed brochures to the Solano Transportation Authority

Deliverable
1) 5,000 full color prints of each brochure - Emergency Ride Home (ERH) Program, Commuter Guide, Employer Services/Assistance

## Proposed Project Timeline

Task	Timeframe
Task 1. Budget and Schedule	Week of May 14 <sup>th</sup> , 2012
Task 2. Coordinate with STA/SNCI staff	Week of May 21 <sup>st</sup> , 2012
Task 3. Final Documents: Design 3 brochures	June 1, 2012
Task 4. Final Product: 5,000 full color copies printed of each brochure	Week of June 11 <sup>th</sup> , 2012

## RFQ SUBMITTAL REQUIREMENTS

Please prepare your qualifications in accordance with the following requirements.

1. *Qualifications:* The qualifications (excluding resumes and the transmittal letter) shall not exceed a total of 10 single-sided, 8.5" x 11" pages. A **copy of the RFQ** and resumes shall be included in an appendix. Include sample brochures or similar examples of past projects.
2. *Transmittal Letter:* The qualifications shall be transmitted with a cover letter describing the firm's/team's interest and commitment to the proposed project. The letter shall state that the qualifications shall be valid for a 90-day period and should include the name, title, address and telephone number of the individual to whom correspondence and other contacts should be directed during the consultant selection process. The person authorized by the firm/team to negotiate a contract with STA shall sign the cover letter.

Address the cover letter as follows:

Judy Leaks, Program Manager/Analyst  
 Solano Transportation Authority  
 One Harbor Center, Suite 130  
 Suisun City, California 94585

3. *Project Understanding:* This section shall clearly convey that the consultant understands the nature of the work, and issues related to designing the three (3) specified brochures.

4. *Qualifications and Experience:* The qualifications submittal shall provide the qualifications and experience of the team that will be available for the brochure design. Please emphasize the specific qualifications and experience from projects similar to this project for the Key Team Members. Key Team Members are expected to be committed for the duration of the project. Replacement of Key Team Members will not be permitted without prior consultation with and approval of the STA.
5. *Staffing Plan:* The qualifications shall provide a staffing plan and an estimate of the **total hours** (detailed by position) required for preparation of the products. Discuss the workload, both current and anticipated, for all Key Team Members, and their capacity to perform the requested services for the brochure design according to your proposed schedule. Discuss the firm/team's approach for completing the requested services for this project within budget.
6. *Work Plan and Schedule:* This section shall include a description and schedule of how each task deliverable of the project will be completed. The Work Plan should be in sufficient detail to demonstrate a clear understanding of the project. The schedule should show the expected sequence of tasks and include durations for the performance of each task, milestones, submittal dates and review periods for each submittal. Discuss the firm/team's approach for completing the requested services for this project on schedule. **The project is expected to commence no later than May 14<sup>th</sup>, 2012, final design documents completed by June 1<sup>st</sup>, 2012, and final brochures delivered by June 15<sup>th</sup>, 2012.**
7. *Cost Control:* Provide information on how the firm/team will control project costs to ensure all work is completed within the negotiated budget for the project. Include the name and title of the individual responsible for cost control.
8. *Additional Relevant Information:* Provide additional relevant information that may be helpful in the selection process (not to exceed the equivalent of 2 single-sided pages).
9. *References:* For each Key Team Member, provide at least three references (names and current phone numbers) from recent work (previous three years). Include a brief description of each project associated with the reference, and the role of the respective team member.
10. *Submittal of Qualifications:* Two (2) hard copies and one digital copy (CD or flash drive) of your qualifications are due at the STA office **no later than 3:00 p.m., May 3, 2012**. Envelopes or packages containing the qualifications should be clearly marked, "**Rideshare Collateral/Brochure Design.**"
11. *Cost Proposal:* A cost proposal should be submitted in a **separate sealed envelope titled "Rideshare Collateral/Brochure Design Cost Proposal."** The cost submittal should indicate the number of anticipated hours by the Project Manager and Key Team Members. The estimated level of hours for other staff can be summarized in general categories. The maximum budget has been set at \$9,000 for this project. No change orders that require cost increases will be allowed. The project is funded by Transportation Fund for Clean Air (TFCA) Program.

## **SELECTION OF CONSULTANT & CRITERIA**

The overall process will be to evaluate the technical components of all the qualifications completely and independently from the cost component. The qualifications will be evaluated and scored on a 100-point total basis using the following criteria:

1. Qualifications and specific experience of Key Team Members.
2. Project understanding and approach.
3. Experience with similar types of projects.
4. Satisfaction of previous clients.
5. Schedule and capacity to provide qualified personnel.

If needed, two or more of the firms/teams may be invited to an interview on or about **May 8, 2012**. The Project Manager and Key Team Members should attend the interview. The evaluation interview panel may include representatives from STA, and other agencies, but the specific composition of the panel will not be revealed prior to the interviews. Costs for travel expenses and qualifications preparation shall be borne by the consultants.

STA staff will provide the appropriate notice and schedule for the interviews. STA staff will select the most qualified consultant or consultant team based primarily on experience, ability to contain costs and conducting very similar projects. Recent experience in Solano County is desirable.

Once the top firm/team has been selected, STA staff will negotiate a services contract with the selected firm/team.

---

## SELECTION SCHEDULE

<b>May 3, 2012</b>	<b>Qualifications are due no later than 3:00 PM</b> at the offices of the Solano Transportation Authority, One Harbor Center, Suite 130, Suisun City, CA 94585. <b><i>Late submittals will not be accepted.</i></b>
<b>May 8, 2012</b>	Tentative panel interview date. STA selects recommended firm.
<b>May 14, 2012</b>	Project commences
<b>June 1, 2012</b>	Final design completed
<b>June 15, 2012</b>	5,000 full color prints of each brochure - Emergency Ride Home (ERH) Program, Commuter Guide, Employer Services/Assistance - delivered

If you have any questions regarding this RFQ, please contact:

Judy Leaks  
Program Manager/Analyst  
Phone (707) 427-5104  
Fax (707) 424-6074  
[jleaks@sta-snci.com](mailto:jleaks@sta-snci.com)