

November 28, 2012

To: Consultant

RE: Request for Proposal (RFP 2012-12) for SolanoExpress Transit Marketing Services

The Solano Transportation Authority (STA) invites your firm to submit a proposal to provide marketing services for SolanoExpress intercity transit in Solano County.

To obtain a copy of the full Request for Proposal (RFP), please download the RFP as a PDF file from the STA website: <http://www.sta.ca.gov/Content/10027/JobsRFPs.html#rfp> or call the STA at (707) 424-6075.

The Request for Proposal (RFP) describes the project, presents the requirements of the proposal and outlines the criteria that will be used to evaluate the submitted proposal.

Qualified organizations are invited to submit five (5) hard copies and one (1) digital copy (CD or flash drive) of your proposal to the STA office no later than **3:00 PM, on Friday, December 28, 2012** addressed to:

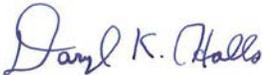
Solano Transportation Authority
ATTN: Jayne Bauer
Marketing and Legislative Program Manager
One Harbor Center, Suite 130
Suisun City, CA 94585-2473

Note that this deadline is firm and late submittals **will not** be accepted. Proposals will be reviewed and the firms/teams whose proposal most closely meets the STA's needs will be invited to an interview on or about **January 8, 2013**.

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 two percent (2 %). 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/JobsRFPs.html#rfp>.

If you have questions regarding this project, please contact Jayne Bauer at (707) 424-6075. Written questions will be accepted via email to Jayne Bauer at jbauer@sta-snci.com through December 7th, and answers will be posted on the STA website by December 12th. Thank you for your interest.

Sincerely,


Daryl K. Halls
Executive Director



REQUEST FOR PROPOSALS
(RFP #2012-12)

For
SolanoExpress Transit Marketing Services

In
Solano County

Release Date: November 28, 2012

RESPONSES DUE:

3:00 PM, FRIDAY, DECEMBER 28, 2012

Five (5) complete hard copies and one digital copy (CD or flash drive) of each response must be received before 3:00 p.m. PST on December 28, 2012

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

DISCLOSURE: The master copy of each response to this RFP 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.

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RFP #2012-12, 11/28/12
SolanoExpress Transit Marketing Services

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. Over the past few years, STA has taken on significant additional responsibilities in the delivery of priority projects on the State Highway System and for preparing and implementing various transit plans and rideshare services.

The STA manages and markets a variety of transportation related programs and services. This includes the design and implementation of the marketing objectives for the SolanoExpress Transit program and the Solano Napa Commuter Information (SNCI) Program.

BACKGROUND

In Solano, transit services are operated by multiple operators. STA coordinates intercity transit service marketing.

Initially, the “SolanoLinks” identity was created to brand the intercity bus routes. The intercity transit route brand was upgraded to “SolanoExpress” in 2006. A countywide, comprehensive marketing campaign was launched in the fall of 2006. This coincided with a series of service and fare changes implemented by several Solano transit operators during the first quarter of FY2006-07. The overall goal was to emphasize the positive attributes of Solano’s intercity transit services despite the many changes occurring during the summer and fall of 2006. More specifically, it was to retain core ridership and attract new riders. A slogan “Faster Ride, Better Service” was developed. A consistent image was created and placed on a wide range of advertising to reach both existing riders and potential riders.

In 2007-2008, SolanoExpress marketing campaign “Express Yourself” was launched which included interior and exterior bus cards, bus shelters ads, posters, electronic freeway billboards, radio ads and SolanoExpress website. A transit incentive program was included directly targeting core riders (monthly pass holders).

A partnership among the STA and the SolanoExpress operators, Solano County Transit (SolTrans) and Fairfield and Suisun Transit (FAST), was the key to success in past marketing campaigns.

STA is preparing to launch a comprehensive marketing program, in partnership with SolTrans and FAST, for SolanoExpress intercity transit services in FY 2012-13. The goals of the marketing effort are:

1. Promote SolanoExpress services as positive alternatives to driving alone for commuting and other trip purposes
2. Increase awareness of SolanoExpress services
3. Increase ridership on SolanoExpress routes and the farebox recovery rate

FINAL PRODUCT

The final product will consist of an approved Marketing Plan that will guide the implementation of the SolanoExpress Transit Marketing Campaign for FY 2012-13. In addition to the Plan, the final product will include the design, creation and printing of various marketing collateral as outlined:

Marketing Objective

The objective of the SolanoExpress Marketing Program is to build upon the past marketing strategies and apply them specifically to promote seven intercity transit services as a system as well as individually:

- SolanoExpress SolTrans Rt. 78
- SolanoExpress SolTrans Rt. 80
- SolanoExpress SolTrans Rt. 85
- SolanoExpress FAST Rt. 20
- SolanoExpress FAST Rt. 30
- SolanoExpress FAST Rt. 40
- SolanoExpress FAST Rt. 90

Marketing Plan

Develop a marketing plan to include an ongoing campaign that incorporates a wide range of marketing strategies that will effectively promote, increase awareness and ridership, and implement branding of SolanoExpress services to key audiences:

- Existing core riders
- Existing occasional riders
- General public/non-riders

Marketing Collateral

Create and produce marketing products that may include the following:

- a) Ad placement for print publications/media
- b) Design/scripting/placement of internet ads
- c) Fare Incentive flyers and electronic media ads
- d) Outline of recommended SolanoExpress Website Updates
- e) Bus shelter posters
- f) SolanoExpress Decals for Bus Stop Signs
- g) Bus Stop Sign Schedules Frames
- h) Printed Brochures/Posters/Promotional Collateral
- i) Ads for internal and external bus placement

NOTE: Prepare a menu of all possible choices including itemized costs. STA will select from these choices and not necessarily implement all items. More details are listed under Task 5.

LOCAL PREFERENCE POLICY

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 two percent (2 %). 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. The Local Preference Policy and the Local Firms database can be obtained by contacting STA at (707) 424-6075, or can be found at <http://www.sta.ca.gov/Content/10027/JobRFPs.html>.

SCOPE OF SERVICE TASKS

The STA intends to retain a qualified and committed professional marketing firm to work closely with STA to develop and implement the SolanoExpress marketing campaign via the following major tasks:

1. Budget and Schedule
2. Marketing Strategy Discussion with STA Staff
3. Draft Marketing Plan
4. Meet with the SolanoExpress Marketing Committee
5. Development of Marketing Products Using Adobe Creative Suite Software
6. Present Final Draft Marketing Plan to SolTrans Board
7. Final Products Approved
8. Final Products Delivered

The following details each task with task 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 negotiate final budget and determine final schedule with milestones to complete the marketing campaign.

Deliverable
1) Finalized budget and detailed project schedule

Task 2. Marketing Strategy Discussion

Coordinate with STA staff to review previous marketing efforts and discuss strategies and methods for marketing campaign.

- Task 2.1 Contact STA staff by email/phone; in-person meetings can be arranged as needed.

Deliverable
1) Meeting schedule and meeting results

Task 3. Draft Marketing Plan

- Task 3.1 Evaluate prior marketing efforts and research transit rider data provided by STA.

- Task 3.2 Develop a draft marketing plan to guide campaign. Prepare a menu of all possible choices including itemized costs.

Deliverable
1) Draft marketing plan

Task 4. Meet with the SolanoExpress Marketing Sub-Committee

Present the SolanoExpress Transit Draft Marketing Plan to the committee (made up of elected officials) to take comments and answer questions.

- Task 4.1 Attend committee meeting(s) when draft marketing plan is completed. Final implementation scope will be determined by a panel of elected officials based on proposals and budget constraints.

Deliverable
1) Final Draft Marketing plan with committee member notations, incorporating finalized scope.

Task 5. Development of Marketing Products

- Task 5.1 Based on review of printed materials from previous campaigns, use **Adobe Creative Suite** software to update and/or design and create products such as ads for internal and external bus placement, bus shelter posters, transit brochures, etc.
- Task 5.3 Create print-ready color artwork for full-color production of printed materials.

Deliverable																								
<p>1) Design and produce SolanoExpress campaign collateral with photos, graphics, and text for review that may include:</p> <ul style="list-style-type: none"> • Print/Media Ads for target market • Internet Ads for target market • Fare Incentive flyers and electronic media ads (such as 2 for 1 pass promotions) • Recommendations for SolanoExpress Website Update • Bus Shelter Posters for 15-20 bus shelters • SolanoExpress Decals for up to 20 bus stop signs • Bus Stop Sign Schedule Frames for up to 41 signposts <ul style="list-style-type: none"> ○ Att. A Examples of Frames ○ Att. B List of SolanoExpress Bus Stops • Printed Brochures/Posters/Promotional Collateral to include: <ul style="list-style-type: none"> ○ 5,000 SolanoExpress 3-panel, full-color general brochures (See Att. C - 2010 SolanoExpress brochure) ○ 200 Artistic SolanoExpress promotion posters 20" x 30" • Interior and Exterior Bus Ads - Bus inventory is as follows: <table border="1" data-bbox="381 1570 1291 1829"> <thead> <tr> <th>Operator</th> <th>Cutaways (interior)</th> <th>Local Route</th> <th>SolanoExpress</th> </tr> </thead> <tbody> <tr> <td>Dixon Redit-Ride</td> <td>7</td> <td></td> <td></td> </tr> <tr> <td>Vacaville City Coach</td> <td></td> <td>15</td> <td></td> </tr> <tr> <td>SolTrans</td> <td>14</td> <td>28</td> <td>25</td> </tr> <tr> <td>Fairfield & Suisun Transit</td> <td></td> <td>27</td> <td>19</td> </tr> <tr> <td>TOTAL</td> <td>21</td> <td>70</td> <td>44</td> </tr> </tbody> </table>	Operator	Cutaways (interior)	Local Route	SolanoExpress	Dixon Redit-Ride	7			Vacaville City Coach		15		SolTrans	14	28	25	Fairfield & Suisun Transit		27	19	TOTAL	21	70	44
Operator	Cutaways (interior)	Local Route	SolanoExpress																					
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Vacaville City Coach		15																						
SolTrans	14	28	25																					
Fairfield & Suisun Transit		27	19																					
TOTAL	21	70	44																					

Task 6. Meet with the SolTrans Board

Present the SolanoExpress Transit Final Draft Marketing Plan to the SolTrans Board of Directors (made up of elected officials) to take comments and answer questions.

Task 6.1 Attend one SolTrans Board meeting.

Deliverable
1) Final Draft Marketing plan as approved in Task 4

Task 7. Final Products Approved

Task 7.1 Complete draft marketing products based on information obtained in previous tasks

Task 7.2 Work with STA staff to circulate drafts for final comments

Task 7.3 Complete final products as agreed upon in Task 5

Deliverable
1) Final design/scripting/scheduling of products

Task 8. Final Products Delivered

Task 8.1 Deliver printed collateral to the Solano Transportation Authority as agreed upon in Task 5

Task 8.2 Place ads in media/print publications as agreed upon in Task 5

Task 8.3 Deliver bus stop sign schedule frames for installation by transit operators

Task 8.4 Provide Solano Transportation Authority with all relevant electronic files in Adobe Creative Suite format for future product updates and duplication

Deliverable
1) Printed collateral to the Solano Transportation Authority as agreed in Task 5 according to agreed-upon schedule
2) Ads placed in media/printed publications
3) Bus stop sign schedule frames
4) Electronic files in Adobe Creative Suite format

Proposed Project Timeline

Task	Timeframe
Task 1. Budget and Schedule	Week of January 14 th , 2013
Task 2. Marketing Strategy Discussion	Week of January 21 st , 2013
Task 3. Draft Marketing Plan Submitted	Week of February 25 th , 2013
Task 4. Meet with SolanoExpress Marketing Sub-Committee	Week of March 4 th , 2013
Task 5. Development of Marketing Products	March 4 th – 29 th , 2013
Task 6. Present Marketing Plan to SolTrans Board	March 21 st , 2013
Task 7. Final Products Approved	Week of April 1 st , 2013
Task 8. Final Products Delivered	April 1 st - May 31 st , 2013

RFP SUBMITTAL REQUIREMENTS

Please prepare your proposal in accordance with the following requirements.

1. *Proposal:* The proposals (excluding resumes and the transmittal letter) shall not exceed a total of 10 single-sided, 8.5" x 11" pages. A **copy of the RFP** and resumes shall be included in an appendix. Include sample projects or similar examples of past projects.
2. *Transmittal Letter:* The proposal 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 proposal 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:

Jayne Bauer, Marketing & Legislative Program Manager
 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 facilitating the SolanoExpress Transit Marketing Campaign.
4. *Approach and Management Plan:* This section shall provide the firm's/team's proposed approach and management plan for providing the services. Include an organization chart showing the proposed relationships among consultant staff, STA staff and any other parties that may have a significant role in the delivery of this project.
5. *Qualifications and Experience:* The proposal submittal shall provide the qualifications and experience of the consultant team that will be available for the SolanoExpress Transit Marketing Campaign. It is expected that team members would include marketing and graphic design expertise in marketing transit services. 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.

6. *Staffing Plan:* The proposal shall provide a staffing plan (by quarter) and an estimate of the **total hours** (detailed by position) required for preparation of the marketing plan. Discuss the workload, both current and anticipated, for all Key Team Members, and their capacity to perform the requested services for the SolanoExpress Transit Marketing Campaign according to your proposed schedule. Discuss the firm/team's approach for completing the requested services for this project within budget.
7. *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 the week of January 14th, 2013, draft marketing plan submitted by February 25th, 2013, documents completed and strategies implemented per milestone schedule, and project will be complete prior to May 31st, 2013.**
8. *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.
9. *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).
10. *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.
11. *Submittal of Proposals:* Five (5) hard copies and one digital copy (CD or flash drive) of your proposal are due at the STA office **no later than 3:00 p.m., December 28, 2012**. Envelopes or packages containing the proposals should be clearly marked, "**SolanoExpress Transit Marketing Campaign.**"
12. *Budget:* The budget should indicate the number of anticipated hours and rate 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 \$160,000 for this project, which includes all consulting services and production costs for deliverables. Consideration will be given to those firms who are able to achieve budgetary savings while still accomplishing the marketing objectives within the established budget. No change orders that require cost increases will be allowed. The project is funded by Regional Measure 2 (RM2) bridge toll funds and State Transit Assistance Funds (STAF).

SELECTION OF CONSULTANT & CRITERIA

The overall process will be to evaluate the components of all the proposals completely and independently from the cost component. The proposals 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, including graphic layout and design presentation.
3. Experience with similar types of projects.

4. Schedule and capacity to provide qualified personnel.
5. Full compliance with Local Preference goal.
6. Work plan and schedule.
7. Cost control and budget.

If needed, two or more of the firms/teams may be invited to an interview on or about **January 8, 2013**. 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 proposal 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.

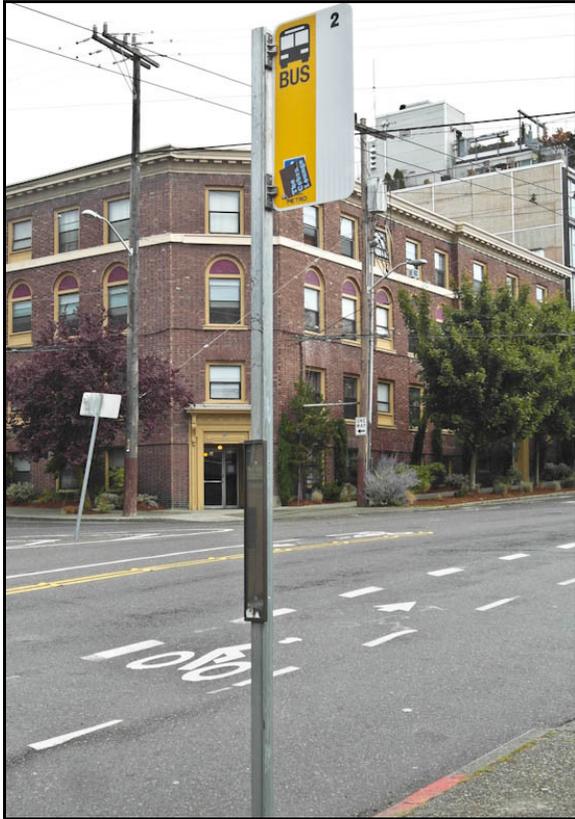
SELECTION SCHEDULE

November 28, 2012	RFP released
December 7, 2012	Questions emailed to Jayne Bauer
December 12, 2012	Answers to questions posted on STA website
December 28, 2012	Proposals are due no later than 3:00 PM. Late submittals will not be accepted.
January 8, 2013	Tentative panel interview date. STA selects recommended firm
January 14, 2013	Project commences
February 25, 2013	Draft marketing plan submitted
March 21, 2013	Final draft marketing plan presented to SolTrans Board
May 31, 2013	SolanoExpress Transit Marketing Campaign completed

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

Jayne Bauer
 STA Marketing & Legislative Program Manager
 Solano Transportation Authority
 One Harbor Center, Suite 130
 Suisun City CA 94585
 Phone (707) 424-6075
 Fax (707) 424-6074
jbauer@sta-snci.com

Examples of Bus Stop Schedule Frames



SolanoExpress Bus Stops

BUS STOP LOCATION	ROUTE #						
	20	30	40	90	78	80	85
1. Westfield Mall (Fairfield)	X	X					
2. Fairfield Transportation center	X	X	X	X			
3. Vacaville Transportation Center	X	X	X				
4. Davis St Park & Ride (Vacaville)	X						
5. Market Lane Park & Ride (Dixon)		X					
6. Health Science (UC Davis)		X					
7. Silo (UC Davis)		X					
8. Memorial Union (UC Davis)		X					
9. Capitol Hill (Sacramento)		X					
10. 9th St & L St (Sacramento)		X					
11. 9th St & O St (Sacramento)		X					
12. Suisun AMTRAK				X			
13. Del Norte BART				X		X	
14. Park Rd & Industrial Way (Benicia)			X				
15. Pleasant Hill BART			X		X		
16. Walnut Creek BART			X		X		
17. Benicia Stop 1					X		
18. Benicia Stop 2					X		
19. Vallejo Ferry Terminal					X		X
20. Vallejo Transit Center					X	X	X
21. Military & First (City Park) (Benicia)					X		
22. Sereno Transit Center (Vallejo)						X	X
23. Six Flags Discovery Kingdom / Fairgrounds (Vallejo)							X
24. Green Valley / Mangels (Vallejo)							X
25. Solano Community College (Fairfield)							X
26. Solano Mall (Fairfield)							X
27. Curtola Park & Ride						X	
28. Mare Island / Maine Street (Vallejo)						X	
STOPS/ROUTE	4	10	5	3	7	5	7
TOTAL STOPS	41						

SolanoExpress Routes

SolanoExpress are designated transit services that provide regional connections between cities in Solano County and neighboring counties. For information on SolanoExpress services or other transit services that are available in Solano County call:

800-535-6883

For specific information on any of the routes shown on the fold-out map or inquiries about a local bus route or Dial-a-Ride, contact the transit agency that operates that service.

Benicia Breeze (707) 745-0815
www.ci.Benicia.ca.us/transit

Dixon Redi-Ride..... (707) 678-5020
www.ci.Dixon.ca.us/rediride/RediRide.html

FAST (Fairfield and Suisun Transit)....(707) 422-BUSS
www.fasttransit.org

Rio Vista Delta Breeze..... (707) 374-2878
www.rio-vista-ca.com/transit

Vacaville City Coach (707) 449-6000
www.cityofvacaville.com/departments/citycoach

Vallejo Transit..... (707) 648-4666
www.vallejotransit.com

Vine Transit.....800-696-6443
www.nctpa.net/vine.cfm

Unitrans(530) 752-BUSS
www.unitrans.ucdavis.edu

Yolobus(530) 666-BUSS
www.yolobus.com

SolanoExpress Intercity Transit Consortium

Benicia Breeze
Dixon Redi-Ride
Fairfield and Suisun Transit
Rio Vista Delta Breeze
Vacaville City Coach
Vallejo Transit
Solano Napa Commuter Information (SNCI)
Solano Transportation Authority (STA)

Find us on the Web at
www.solanoexpress.com



SolanoExpress is a coalition of transit operators in greater Solano County, working together to be your intercity transit source. SolanoExpress coordinates the region's public transportation options and provides commuters and other riders with the most efficient, personalized intercity transit itinerary.

Provided by Solano Transportation Authority in cooperation with Solano transit operators, Solano Napa Commuter Information, Metropolitan Transportation Commission and BAAQMD Transportation Fund for Clean Air.



Transit Connections



SERVICES FOR

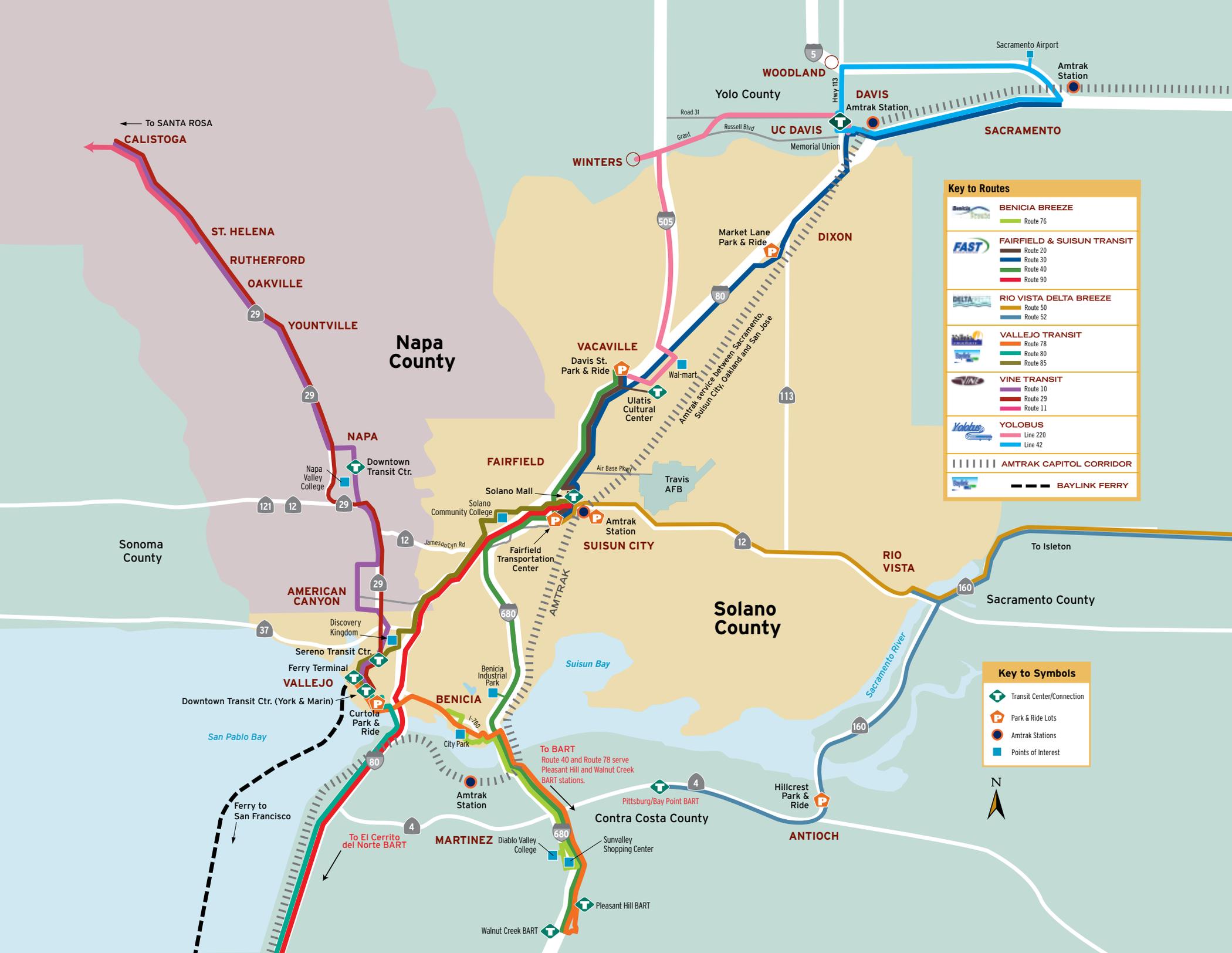
Benicia
Dixon
Fairfield
Napa
Rio Vista
Solano County
Suisun City
Vacaville
Vallejo

CONNECTIONS TO

Davis
El Cerrito del Norte BART
Pleasant Hill BART
Sacramento
San Francisco
Walnut Creek BART
Winters

www.solanoexpress.com

800-535-6883



Key to Routes

	BENICIA BREEZE
	Route 76
	FAIRFIELD & SUISUN TRANSIT
	Route 20
	Route 30
	Route 40
	Route 90
	RIO VISTA DELTA BREEZE
	Route 50
	Route 52
	VALLEJO TRANSIT
	Route 78
	Route 80
	Route 85
	VINE TRANSIT
	Route 10
	Route 29
	Route 11
	YOLOBUS
	Line 220
	Line 42
	AMTRAK CAPITOL CORRIDOR
	BAYLINK FERRY

Key to Symbols

	Transit Center/Connection
	Park & Ride Lots
	Amtrak Stations
	Points of Interest

