

November 29, 2012

To: Consultant

RE: Request for Proposal (RFP 2012-13) for Solano Napa Commuter Information Marketing Services

The Solano Transportation Authority (STA) invites your firm to submit a proposal to provide marketing services for the Solano Napa Commuter Information Program (SNCI).

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:

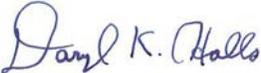
Solano Transportation Authority
ATTN: Jayne Bauer
Marketing and Legislative Program Manager
One Harbor Center, Suite 130
Suisun City, CA 94585-2473

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 **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 one percent (1 %). 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 #2012-13)

For
Solano Napa Commuter Information 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.

Table of Contents

Introduction..... 1
Background..... 1
Final Product..... 2
Local Preference Policy 3
Scope Of Service Tasks..... 3
Proposed Project Timeline..... 5
RFP Submittal Requirements..... 5
Selection Of Consultant & Criteria 7
Selection and Project Schedule 8

RFP #2012-13, 11/29/12
Solano Napa Commuter Information 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 STA and STA-managed programs (SolanoExpress Transit, Solano Napa Commuter Information (SNCI), and Safe Routes to School). STA marketing efforts include a broad range of products, activities and venues: annual reports, newsletters, brochures, website, social media, public meetings, polling, community events, display racks, wall maps, vehicle wraps, print and radio advertising, incentives, promotional items, direct mail, employer and general public promotional campaigns, freeway signs and print and broadcast media.

The SNCI program (in existence since 1979) is funded and managed by the STA, through Metropolitan Transportation Commission (MTC) Regional Rideshare funds, Bay Area Air Quality Management District (BAAQMD), Eastern Congestion Mitigation Air Quality (ECMAQ) and Yolo Solano Air Quality Management District (YSAQMD) funds for the purpose of managing countywide and regional rideshare programs in Napa and Solano Counties and providing air quality improvements through trip reduction. The air district funds have allowed the SNCI program to expand services such as commuter incentives, the Emergency Ride Home Program, the Employer Commute Challenge, and a wide range of localized services. These services also support efforts to reduce carbon emissions and address climate change concerns.

BACKGROUND

The FY 2012-13 SNCI Work Program includes the following nine (9) major elements:

1. Customer Service
2. Employer Program
3. Vanpool Program
4. Incentives Program
5. Solano Emergency Ride Home
6. SNCI Awareness Campaign/ General Marketing
7. California Bike to Work/Bike to School Campaign
8. 6th Annual Solano Commute Challenge
9. Partnerships

The marketing objective of SNCI is to increase the number of people in Solano County using alternative forms of transportation such as transit, carpool, vanpool, ferry and bicycle.

The Metropolitan Transportation Commission (MTC) collected data for a “Commuter Profile” for several years, but has discontinued this effort. STA completed a commuter survey for Napa and Solano counties

two years ago, and STA will provide these documents to assist with research to help shape a new marketing strategy.

It has been several years since STA has evaluated the effectiveness of its marketing promotion. The marketing plans developed each year list a number of strategies, plans and products that are employed to promote the services offered by SNCI. In order to ensure the program is reaching its target group with the right messages, the STA seeks to secure the services of a marketing firm who can evaluate the overall marketing program for SNCI, and develop a marketing strategy and marketing action plan.

FINAL PRODUCT

The final product will consist of:

1. Marketing Assessment and survey.
2. Marketing Strategy that will guide the implementation of the SNCI Marketing Campaign.
3. Marketing Action Plan based on the Marketing Strategy that proposes specific marketing collateral and activities for the next two fiscal years (2013/14 and 2014/15).

Marketing Objective

The objective of the SNCI Marketing Program is to increase the number of people in Solano County using alternative forms of transportation such as transit, carpool, vanpool, ferry and bicycle.

Marketing Assessment and Survey

Facilitate a marketing assessment to determine public perception and knowledge of SNCI and its programs and how SNCI and STA can best communicate to the target audience.

1. Review existing marketing plans, research and public outreach efforts
2. Conduct polling and/or surveys to gather new data
3. Identify and contact target groups (employers, commuters, students/parents, high school students, general travelers)

Marketing Strategy

Develop a marketing strategy that will effectively promote SNCI and its programs to the identified target audiences; develop theme for marketing SNCI programs and/or rebrand SNCI

Marketing Action Plan

Develop an action plan that follows the marketing strategy and addresses the marketing objective to increase the number of people in Solano County using alternative forms of transportation such as transit, carpool, vanpool, ferry and bicycle. Incorporate all nine (9) major elements of the SNCI Work Program into the action plan:

1. Customer Service
2. Employer Program
3. Vanpool Program
4. Incentives Program
5. Solano Emergency Ride Home
6. SNCI Awareness Campaign/ General Marketing
7. California Bike to Work/Bike to School Campaign
8. 6th Annual Solano Commute Challenge
9. Partnerships

NOTE: The tasks generated by the Action Plan are not part of this RFP, but may lead to a future RFP.

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 one percent (1 %). 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/JobsRFPs.html>.

SCOPE OF SERVICE TASKS

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

1. Budget and Schedule
2. Marketing Assessment Discussion with STA Staff
3. Conduct Polling and/or Surveys
4. Draft Marketing Strategy
5. Final Marketing Strategy Approved
6. Develop Marketing Action Plan
7. 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 Assessment Discussion

Coordinate with STA staff to review previous marketing plans, research and public outreach efforts and discuss strategies and methods for gathering new data through surveys/polling and identifying and contacting target groups.

- 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. Conduct Polling and/or Surveys

Evaluate prior marketing efforts. Conduct polling and/or surveys.

- Task 3.1 Evaluate existing marketing plans, research and public outreach efforts.
- Task 3.2 Conduct polling and/or surveys to gather new data (include commuter profiling in research).
- Task 3.3 Identify and contact target groups (employers, commuters, students/parents, high school students, general travelers)

Deliverable
1) Polling and/or survey results and analysis report

Task 4. Develop Marketing Strategy

Develop a marketing strategy that will effectively promote SNCI and its programs to the identified target audiences. Develop theme for marketing SNCI programs and/or rebrand SNCI.

- Task 3.1 Evaluate prior marketing efforts and research transit rider data provided by STA.
- Task 3.2 Develop a draft marketing strategy to guide campaign.

Deliverable
1) Draft Marketing Strategy Report

Task 5. Final Marketing Strategy Approved

- Task 7.1 Work with STA staff to circulate draft for comments.
- Task 7.2 Complete final Marketing Strategy incorporating comments.

Deliverable
1) Final Marketing Strategy Report

Task 6. Develop Marketing Action Plan

Develop an action plan that follows the marketing strategy and addresses the marketing objective to increase the number of people in Solano County using alternative forms of transportation such as transit, carpool, vanpool, ferry and bicycle. Incorporate all nine (9) major elements of the SNCI Work Program:

1. Customer Service
2. Employer Program
3. Vanpool Program
4. Incentives Program
5. Solano Emergency Ride Home
6. SNCI Awareness Campaign/ General Marketing
7. California Bike to Work/Bike to School Campaign
8. 6th Annual Solano Commute Challenge
9. Partnerships

Task 6.1 Draft Marketing Action Plan

Deliverable
1) Marketing Action Plan

Task 7. Final Products Delivered

Task 7.1 Deliver printed copies of final documents to the Solano Transportation Authority

Task 7.2 Provide Solano Transportation Authority with all relevant electronic files in MS Word and Adobe Creative Suite format for future document updates.

Deliverable
1) Printed copies to the Solano Transportation Authority <ul style="list-style-type: none"> a. Polling and/or survey results and analysis report b. Marketing Strategy Report c. Marketing Action Plan
2) Electronic files in MS Word and Adobe Creative Suite format

Proposed Project Timeline

Task	Timeframe
Task 1. Budget and Schedule	Week of January 14 th , 2013
Task 2. Marketing Assessment Discussion with STA Staff	Week of January 21 st , 2013
Task 3. Conduct Polling and/or Surveys	January 28 th - February 15 th , 2013
Task 4. Draft Marketing Strategy Submitted	March 15 th , 2013
Task 5. Final Marketing Strategy Approved	March 29 th , 2013
Task 6. Development of Marketing Action Plan	April 1 st – May 15 th , 2013
Task 7. Final Products Delivered	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 SNCI 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 Solano Napa Commuter Information Marketing Campaign. It is expected that team members would include marketing research, design and survey expertise. 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 Strategy submitted by March 15th, 2013, Marketing Action Plan submitted by May 15th, and project will be complete by 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, **“Solano Napa Commuter Information Marketing Proposal.”**
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 \$38,000 for this project, which includes all consulting services and 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.

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 8th, 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 29, 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. <i>Late submittals will not be accepted.</i>
January 8, 2013	Tentative panel interview date. STA selects recommended firm
January 14, 2013	Project commences
March 25, 2013	Draft Marketing Strategy submitted
May 15, 2013	Marketing Action Plan submitted
May 31, 2013	Final Products Delivered

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