



OLYMPIA, WASHINGTON

**REQUEST FOR PROPOSALS
PROJECT 1625**

**MARKETING, COMMUNICATION, AND VIDEO
PRODUCTION SERVICES**

REQUEST FOR PROPOSALS (RFP) RELEASE DATE:

October 28, 2016

QUESTION/CLARIFICATION DEADLINE:

Date: November 9, 2016 **no later than**

Time: 5:00 p.m. (PT)

PROPOSAL DUE DATE AND TIME:

Date: November 18, 2016 **no later than**

Time: 2:00 p.m. (PT)

CONTACT PERSON:

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Procurement Coordinator

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LEGAL ADVERTISEMENT

**REQUEST FOR PROPOSALS
MARKETING, COMMUNICATION, AND VIDEO PRODUCTION SERVICES**

**INTERCITY TRANSIT
PROJECT 1625**

Intercity Transit, the public transportation provider in Thurston County, Washington, is seeking Proposals for Marketing, Communication, and Video Production Services.

Solicitation documents for this project are available online through Washington's Electronic Business Solution (WEBS) system at <https://fortress.wa.gov/ga/webs/>. Proposers are responsible to register in WEBS and download the RFP 1625 solicitation documents in order to receive automatic e-mail notification of any future Addenda. Please contact WEBS customer service at (360) 902-7400 or WEBSCustomerService@des.wa.gov if you require assistance with the registration process.

Proposals are due no later than November 18, 2016 at 2:00 p.m. (PT).

Please contact Katie Cunningham, Procurement Coordinator, by phone at (360) 705-5837 or email at kcunningham@intercitytransit.com with any questions regarding this solicitation.

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TABLE OF CONTENTS

SECTION 1 - INTRODUCTION..... 4

- 1.1 PURPOSE4**
- 1.2 BACKGROUND4**
- 1.3 SOLICITATION SPECIFIC DEFINITIONS5**
- 1.4 STATEMENT OF WORK.....5**
- 1.5 WORK ORDERS.....8**
- 1.6 AWARD8**
- 1.7 CONTRACT TERM.....8**

SECTION 2 - GENERAL INFORMATION..... 9

- 2.1 CONTACT INFORMATION9**
- 2.2 ANTICIPATED PROCUREMENT SCHEDULE.....9**
- 2.3 PRE-PROPOSAL MEETING9**
- 2.4 DOCUMENT AVAILABILITY10**
- 2.5 EXAMINATION OF DOCUMENTS10**
- 2.6 PROPOSER QUESTIONS AND REQUESTS FOR CLARIFICATIONS.....10**
- 2.7 SOLICITATION STANDARDS11**
- 2.8 CONTRACT TERMS AND NEGOTIATION.....11**
- 2.9 INCORPORATION OF DOCUMENTS INTO CONTRACT11**

SECTION 3 - PROPOSAL SUBMITTALS 11

- 3.1 PROPOSAL SUBMITTAL REQUIREMENTS11**
- 3.2 SUBMITTAL INSTRUCTIONS.....13**
- 3.3 LATE PROPOSALS.....14**
- 3.4 PROPOSER RESPONSIVENESS14**

SECTION 4 - EVALUATION AND AWARD..... 14

- 4.1 OVERVIEW.....14**
- 4.2 EVALUATION CRITERIA14**
- 4.3 EVALUATION PROCESS15**
- 4.4 OVERVIEW OF THE AWARD PROCESS17**
- 4.5 CONTRACT TERMS AND NEGOTIATIONS17**
- 4.6 EXECUTION OF CONTRACT.....17**
- 4.7 POST AWARD CONFERENCE17**

APPENDIX A - PROPOSAL SUBMITTALS..... 18

APPENDIX B - SOLICITATION STANDARDS 19

APPENDIX C - SAMPLE CONTRACT..... 20

SECTION 1 - INTRODUCTION

1.1 PURPOSE

Intercity Transit (Transit), the public transportation provider in Thurston County, Washington, is conducting this Request for Proposals (RFP) in order to establish a Contract for Marketing, Communication, and Video Production Services. Transit is seeking responses from qualified and experienced individuals, teams, or firms interested in providing marketing, communication, and video production services which align with Transit's professional image, goal achievement, and branding.

The purpose of this RFP is to establish a Contract(s) for services for each Category listed below. The Awarded Contractor(s) will have expertise and provide support with including, but not limited to, the following Categories of service:

- **Category A:** Marketing Services
- **Category B:** Communication Services
- **Category C:** Video Production Services

The Awarded Contractor(s) will perform work in support of the following Transit goals and objectives in cooperation with Transit Staff:

1. Promote Transit services that result in increased ridership and use.
2. Increase awareness of the value and benefit Transit provides to key audiences. This includes area residents, commuters, youth, seniors, employers, community organizations, and other designated stakeholder groups.
3. Build and maintain positive relationships with Transit customers, taxpayers, community partners, and news media, among others.
4. Advance the Transit brand and the delivery of a positive brand promise.
5. Inform customers, stakeholders and the general public about Transit news and activities.
6. Position Transit as a customer-focused, cost effective, and valuable public service agency in Thurston County and as an innovative leader in the public transportation industry.
7. Encourage community and stakeholder participation in Transit's planning efforts and public involvement opportunities.

1.2 BACKGROUND

Transit is the leader, major advocate, and primary source of public transportation in Thurston County. As such, Transit is charged to balance several important functions: providing primary transportation for people without an alternative, including those with a physical or mental disability; offering high-quality alternative transportation for people with options; providing a stimulant to economic growth; serving as a partner in building livable communities; and, being a ready resource able to respond to community emergencies.

Intercity Transit's mission is to provide and promote transportation choices that support an accessible, sustainable, livable, healthy and prosperous community. The agency's marketing and communications work supports its mission with strong community partnerships, broad public engagement, youth education and trip reduction programs, and initiatives reflective of being a good public steward.

Transit performs some graphic design work in house as well as some copywriting, strategic planning, marketing promotion development, publication writing and media relations. Transit utilizes contracted marketing and communications services on an as-needed basis. No minimum amount of work is guaranteed.

1.3 SOLICITATION SPECIFIC DEFINITIONS

Category: For the purposes of this RFP, each area of expertise that Transit is seeking to assistance with, which includes the following:

- Marketing Services (Category A)
- Communication Services (Category B)
- Video Production Services (Category C)

1.4 STATEMENT OF WORK

The Awarded Contractor(s) will provide Marketing and Communication Services including, but not limited to, the following:

Category A: Marketing Services

The Awarded Contractor will develop, implement, measure and maintain Transit pre-approved marketing campaigns, promotions, programs and materials for Transit stakeholder groups including, but not limited to: current and potential customers, commuters, students, seniors, and the general public. Examples of specific duties may include, but are not limited to, the following:

1. Develop and/or support targeted ridership campaigns and specific market promotions. This may include strategic development, research, and implementation assistance.
2. Maintain and update the existing comprehensive service guide (transit guide), numerous other service brochures, and collateral materials in both printed and electronic formats.
3. Produce and update customer information including transit center signage and on-street bus stop information and kiosk displays.
4. Develop a style guide to coordinate the look, voice, and tone of all Intercity Transit communications.
5. Create vehicle graphic design for paint and/or vinyl "Supergraphic" applications for buses, vans and other fleet vehicles.
6. Develop materials and support student and commuter programs.
7. Develop advertisements for digital, audio, and print media.
8. Produce graphics for transit fare materials (i.e. bus passes, stickers).
9. Develop materials for transit fairs and community events.

10. Apply community-based social marketing principles to enhance transit marketing efforts.
11. Assist with social media and mobile applications to maximize effectiveness of marketing activities and stakeholder engagement.
12. Support the development, implementation and evaluation of marketing programs for Transit's high frequency transit corridors and customized 'smart trips' efforts.
13. Support the Transit's Strategic Marketing & Communications Plan. This may include review of the existing document, identifying marketing messages and channels, and working with Transit staff on strategic marketing planning for the future.

Category B: Communication Services

The Awarded Contractor will support the development, implementation, and maintenance of communications programs, materials and outreach activities for stakeholder groups. This may include current and potential customers, transportation policy makers, news media, elected officials, community organizations, taxpayers, and the general public. Examples of specific duties may include, but are not limited to, the following:

1. Assist with the writing and/or editing of external communications pieces including the Transit's print and digital publications to businesses and residents within its public transportation benefit area (PTBA).
2. Assist with the development of print or electronic feature stories, industry best practice articles, and media materials. The intent is to produce positive press coverage among traditional, new, and industry media.
3. Support public involvement activity by developing materials and strategies to successfully attract broad stakeholder comment on the interests and services of Transit.
4. Assist with social media and mobile applications to maximize effectiveness of communications activities and stakeholder engagement.
5. Assist with rider, non-rider and stakeholder communications and public outreach efforts. This may include strategic planning, development of public information and fact sheets, outreach materials and tactics, and special event, media and advertising support.
6. Support special events and community outreach efforts through attendance and participation in concert with Transit staff. Support may include preparation for public presentations including, but not limited to, PowerPoint materials.
7. Provide materials and tools that could support communications during a transit or community emergency.
8. Support the update of Transit's Crisis Communications Plan. This may include review of the existing document, working with Transit staff on communications planning for the future, and drafting a new document.
9. Provide communications consultancy during emergency situations requiring sensitive and/or heightened public or media engagement.

Category C: Video Production Services

The Awarded Contractor will support the development and production of videos and photography for communications, education and marketing applications. This may include script writing, filming coordination, and post-production editing. Examples of specific duties may include, but are not limited to, the following:

1. Provide or facilitate drone aerial photography and/or video production. Draft scripts and conduct post-production editing as necessary.
2. Develop and produce creative video and/or photography that captures requirements of a specific work activity.
3. Provide video and/or photography in a mutually agreed upon format, which may include compatibility with internet player software, ability to be posted and played on Transit's website, ability to stream on YouTube, ability to be played in a DVD player, etc.
4. Perform other reasonable video and/or photography activities as mutually agreed upon between the parties.

General Requirements

The Awarded Contractor(s) will ensure the following for each applicable Category:

1. Provide coordination on projects and supports Transit's work including, but not limited to:
 - graphic design;
 - graphic, print and other project specifications;
 - strategic planning;
 - creation of project estimates;
 - follow through on billing issues;
 - preparation of production-ready output; and
 - completion of press checks as necessary.
2. Act as part of Transit's marketing and/or communications team with daily, weekly, and/or monthly contact. This may include:
 - phone calls, email correspondence, and participation in client meetings;
 - development and production of a diversity of marketing, communications, and video production deliverables; and
 - presentation(s) to the Intercity Transit Authority or other groups, as appropriate.
3. Ensure working knowledge of and access to the following design programs and computer software (in a Windows-based PC operating system) currently used to create and edit Transit marketing and communications materials: In Design, Illustrator, Photoshop Elements, SharePoint 2013, Microsoft Office 2010
4. If, during the Contact term, Contractor elects to discontinue or change a software or design program that supports marketing and/or communications materials in use by Transit, Contractor will convert Transit's designs and materials to the new program or format at Contractor's sole expense.
5. Work in conjunction with identified Transit personnel to ensure that the services and any deliverables are provided in accordance with industry standards and best practices.

Transit's Responsibilities

Transit will:

1. Oversee, review, and approve all campaign, program, and project work.
2. Outline project needs, timeline, general budget and staff role(s) for project work.
3. Provide source materials for project work and be responsive to project development, creative concepts, defined deadlines, proof checks, billing issues, and other standard Contractor needs.
4. Coordinate advertising buys and placement directly with media, unless otherwise indicated.
5. Coordinate press release and related materials directly with media, unless otherwise indicated.
6. Produce some graphic design in-house, when feasible and appropriate.
7. Issue Work Order(s), or similar order documents, for specific work activities or projects under the Awarded Contract(s).

1.5 WORK ORDERS

Transit anticipates that it will issue a Work Order (Order), or a similar order document, for specific work activities under the Awarded Contract(s). Each Order must be mutually agreed upon, in writing, between Transit and the Awarded Contractor(s). Each Order will identify the scope of work and cost for a specific activity. Orders will be placed on an as-needed basis.

1.6 AWARD

Transit intends to award the Contract(s) resulting from this Solicitation to the responsive responsible Proposer(s) who meets all RFP requirements and is determined the most advantageous to Transit.

It is the intent of Transit to enter into a single Contract for both Categories (A-B) listed in Section 1.1 above. While awarding a single Contract to one (1) Proposer meeting the requirements of both Categories is preferred, Transit reserves the right to make multiple awards as necessary, to meet the operational and strategic objectives of the agency.

Transit does not represent or guarantee any minimum purchase. This Solicitation does not obligate Transit to contract for the services specified herein. Transit reserves the right to add, remove, or otherwise modify requirements to meet the operational and strategic objectives of the agency.

1.7 CONTRACT TERM

The initial term of the Contract(s) resulting from this RFP will be for one (1) year from date of award. Transit reserves the option to extend this Contract(s) up to four (4) additional years, in one (1) year increments, for a total Contract period not to exceed five (5) years, unless special circumstances dictate otherwise. Extension for each additional term may be offered at the sole discretion of Transit and will be subject to written mutual agreement.

SECTION 2 – GENERAL INFORMATION

2.1 CONTACT INFORMATION

All questions and communication concerning Solicitation must be directed to the Procurement Coordinator listed below. All oral communication will be considered unofficial and non-binding. Proposers are to rely only on written statements issued by the Procurement Coordinator.

Procurement Coordinator: Katie Cunningham
Email Address: kcunningham@intercitytransit.com
Address: Intercity Transit
526 Pattison Street SE
Olympia, WA 98501

2.2 ANTICIPATED PROCUREMENT SCHEDULE

The activities and dates listed below represent the anticipated procurement schedule. Transit reserves the right to change the schedule. Transit will post any changes to Pre-Proposal Meeting date or Proposal Due Date and Time on Washington’s Electronic Business Solution (WEBS) at <https://fortress.wa.gov/ga/webs/>.

| Procurement Activity | Date and Time (Pacific Time) |
|---|-------------------------------|
| RFP Release | October 28, 2016 |
| Pre-Proposal Meeting | November 8, 2016 – 10:30 a.m. |
| Questions and Requests for Clarifications Due | November 9, 2016 – 5:00 p.m. |
| Proposal Due Date and Time | November 18, 2016 – 2:00 p.m. |
| Evaluations Begin | November 21, 2016 |
| Anticipated Interviews (optional) | December 5-9, 2016 |
| Anticipated Award Date | January 4, 2017 |
| Anticipated Contract Start Date | January 5, 2017 |

2.3 PRE-PROPOSAL MEETING

Transit will hold an optional Pre-Proposal Meeting visit at the time and date identified below. While attendance is not mandatory, Proposers are encouraged to attend. This meeting will provide prospective Proposers an opportunity to seek clarification and raise concerns related to the Solicitation. Each prospective Proposer is obligated to raise pertinent issues during this meeting. If interpretations, specifications, or other Solicitation concerns warrant a change or clarification as a result of the meeting, the Procurement Coordinator will do so by issuing an Addenda posted on [WEBS](#).

Pre-Proposal Meeting: November 8, 2016
Pre-Proposal Time: 10:30 a.m. (PT)
Pre-Proposal Location: Intercity Transit Administration Facility
526 Pattison Street SE
Olympia, WA 98501

2.4 DOCUMENT AVAILABILITY

Solicitation documents may be accessed on-line through [WEBS](#). Proposers are responsible to register in WEBS and download the Solicitation Documents. Contact WEBS customer service at (360) 902-7400 or WEBSCustomerService@des.wa.gov if you require assistance with the WEBS registration process or need help accessing the Solicitation Documents.

Transit will post Addenda or any schedule changes on WEBS. Proposers are responsible to check for updates and obtain any Addenda related to this Solicitation. Failure to do so may result in the submission of a Proposal that is inconsistent with most the current information and may result in disqualification.

2.5 EXAMINATION OF DOCUMENTS

Proposer must thoroughly examine all Solicitation Documents, including but not limited to, the RFP, Solicitation Standards, Sample Contract, Submittal Document, any other material referenced or incorporated herein, and any Addenda. Submission of a Proposal constitutes acknowledgment that the Proposer has thoroughly examined the Solicitation Documents.

Proposer's failure or neglect to receive or examine any of the Solicitation Documents, statutes, ordinances, regulations and permits will in no way relieve the Proposer from any obligations with respect to the Proposal or any resulting Contract.

Transit will reject claims for additional compensation based upon a lack of knowledge or misunderstanding of any of the Solicitation Documents, statutes, ordinances, regulations, permit requirements, or other materials referenced or incorporated in this RFP.

2.6 PROPOSER QUESTIONS AND REQUESTS FOR CLARIFICATIONS

Proposer questions and/or requests for clarification regarding this RFP will be allowed consistent with the respective dates specified in the Anticipated Procurement Schedule. All Proposer questions and/or requests for clarification must be submitted in writing via email to the Procurement Coordinator. It is at Transit's sole discretion to accept or reject any request for changes.

Transit will provide an official written response to Proposer questions received by the respective deadlines. Proposers will not rely on any oral statements or conversations with Transit representatives for RFP questions and/or clarifications. Verbal responses to questions and/or clarifications will be considered unofficial and non-binding. Only written responses posted to WEBS in the form of an Addendum will be considered official and binding. All such Addenda will become part of the Solicitation and any awarded Contract.

If no requests for clarification are received, Transit will determine that the Proposer intends to comply with the Solicitation Documents as written in their entirety.

2.7 SOLICITATION STANDARDS

The Solicitation Standards document has been included in [Appendix B](#).

The Solicitation Standards document contains important information for Proposers applicable to this Solicitation. The terms and conditions provided in the Solicitation Standards document apply directly to, and are incorporated by reference, into this Solicitation and the Contract resulting from this Solicitation. As such, Proposers do not need to submit the Solicitation Standards document with their Proposal. It is the Proposer's responsibility to read and fully understand the details of all items contained herein prior to Proposal submittal.

2.8 CONTRACT TERMS AND NEGOTIATION

A Sample Contract has been included in [Appendix C](#). Transit expects the final Contract signed by the successful Proposer to be substantially the same as the Sample Contract. Proposer is cautioned to examine the Contract terms to understand Transit's expectations. Proposer's submission of a Response to this Solicitation constitutes general acceptance of these Contract requirements.

The foregoing should not be interpreted to prohibit either party from proposing additional Contract terms and conditions during negotiation of the final Contract.

2.9 INCORPORATION OF DOCUMENTS INTO CONTRACT

A Proposal submitted in response to this Solicitation is an offer to contract with Transit. This Solicitation document, all incorporated documents, any subsequent Addenda, and the successful Proposer's Response will be incorporated into the resulting Contract.

SECTION 3 - PROPOSAL SUBMITTALS

Respond to the following requirements in this section.

3.1 PROPOSAL SUBMITTAL REQUIREMENTS

Proposer must complete and provide the following information (1-6) using in the Submittal Document of [Appendix A](#). Incomplete or vague responses may be considered non-responsive and may be rejected. Failure to complete and submit all items listed in this section may disqualify the Proposer from further consideration.

1. **Proposer Acknowledgements**

The Proposer Acknowledgements must be signed by the Proposer's Authorized Representative. Proposer must complete the acknowledgement of Addenda receipt box(es) by filling the "addenda numbers" fields for each Solicitation Addendum issued, and complete the signature box information on the Proposer Acknowledgements page.

2. **Proposer Information**

Proposer must complete the Proposer Profile, Proposer Authorized Representative, Categories of Service, Proprietary or Confidential Information, Certified DBE and SBE Status, and Statement of Prior Contract Termination sections. Proposer may attach additional sheets if necessary.

3. Subcontractor Information

Proposer is instructed to complete the Subcontractor Information section if the Proposer intends on utilizing Subcontractors. If Proposer does not intend to use Subcontractors, the Proposer is not required to complete this section of the Submittal Document. If no information is entered, Transit will interpret that Subcontractors will not be used.

Transit will accept Proposals that include third party involvement only if the Proposer submitting the Proposal agrees to take complete responsibility for all actions of such Subcontractors. Proposer must disclose the use of any Subcontractor(s) in their Proposal.

If applicable, Proposer will identify all Subcontractors who will perform services in fulfillment of Contract requirements, including their name, the nature of services to be performed, address, telephone, email, federal tax identification number (TIN), Washington State Uniform Business Identifier (UBI), and DBE or SBE certification status. Transit reserves the right to approve or reject any and all Subcontractors that Proposer proposes. Any Subcontractors not listed in the Proposer's Response, who are engaged after award of the Contract, must be pre-approved, in writing, by Transit before providing services under the Contract.

4. References

Proposer must submit a **minimum of three (3)** references for which the Proposer has provided services similar to those described herein.

Through this submission, Proposer grants permission to Transit to independently contact the references. Transit reserves the right to obtain and consider information from other sources concerning a Proposer, such as Proposer's capability and performance under other contracts, Proposer's financial stability, past or pending litigation, and other publicly available information.

5. Non-Cost Proposal

Proposer must complete and submit the Non-Cost Proposal Section. Proposer is instructed to provide an answer for each Non-Cost Proposal Question in each Category they are responding to. Proposer may attach additional sheets if necessary.

6. Cost Proposal

Proposer must complete and submit the Cost Proposal Section. Proposer may attach additional sheets if necessary. Prices will be in U.S. dollars. Proposers will extend unit pricing as required. In the event of an error in the extension of prices, the unit price will prevail. All Proposal prices will remain firm for a minimum of ninety (90) days from the Proposal due date.

All pricing will include everything necessary for the execution and completion of the work and fulfillment of the Contract, including but not limited to, travel expenses, materials, equipment, tools, labor and services, contract management costs, insurance, and taxes except as may be provided otherwise in the solicitation documents.

All applicable taxes which the Awarded Contractor is required to pay will be included in the proposed price. No adjustments will be made in the amount paid by Transit

under the Awarded Contract due to misunderstanding or lack of knowledge of the Proposer as to liability for, or the amount of, any taxes for which the Proposer is liable or responsible by law or under the Awarded Contract or due to increases in tax rates imposed by any federal, state, or local government.

No payments in advance or in anticipation of goods or services to be provided under any resulting Contract will be made. Contractor will only be compensated for performance delivered and accepted by Transit.

3.2 SUBMITTAL INSTRUCTIONS

Proposer will submit their complete Proposal in the following manner:

- A. Proposal:** Proposer must complete and submit all sections of the Submittal Document, located in [Appendix A](#), as their Proposal. One (1) hard copy and one (1) electronic copy of the Proposer's complete Proposal must be received by Intercity Transit on or before the **Proposal Due Date and Time** set forth in Section 2.2, Anticipated Procurement Schedule.
1. *Hard Copy:* The hard copy Proposal should be typed and submitted on 8.5" x 11" white paper in a bound format that allows the pages to lie fully flat when open.
 2. *Electronic Copy:* The electronic copy Proposal should be submitted on a USB flash drive or CD-RW/CD-ROM, labeled with the RFP number and Proposer's name. The preferred electronic formats are Microsoft Word 2000 (or more recent version) and PDF.
- B. Delivery of Proposal:** The Proposal must be delivered as follows:
1. Enclose the hard copy and electronic copy Proposal together in a single envelope or container and label as follows:

Intercity Transit
Project 1625 - Marketing, Communication, and Video Production Services
Attn: Katie Cunningham
526 Pattison Street SE
Olympia, WA 98501
 2. Mail or hand deliver to Transit at the appropriate address provided in Item B.1 above on or before the Proposal due date and time. The telephone number for shipping purposes is (360) 705-8585.
- C. Time of Receipt:** Time of receipt will be determined by the date and time the Proposal is received by Transit's Administrative Office Receptionist. Proposer accepts all risks of late delivery regardless of fault or chosen method of delivery.

Proposals are to be submitted in the format described in this Solicitation. No oral, faxed, e-mailed, or telephone Proposals or modifications will be accepted or considered. All Proposals and any accompanying documentation become the property of Transit and will not be returned. **In the event of any discrepancies between the hard copy and electronic copy Proposal, the electronic copy will prevail.**

3.3 LATE PROPOSALS

Any Proposal received after the exact specified Proposal due date and time will not be accepted or receive consideration. The exact time is designated as the date and time received by Transit's Administrative Office Receptionist.

3.4 PROPOSER RESPONSIVENESS

Proposer must respond to each question/requirement contained in this RFP. Failure to demonstrate to Transit that your firm meets RFP requirements and/or comply with any applicable item may result in the Response being deemed non-responsive and disqualified from further consideration.

Transit, at its sole discretion, reserves the right to consider the actual level of Proposer's compliance with Solicitation requirements, accept or reject any and all Proposals received, waive any irregularities or minor informalities, to accept any items or combination of items, and to request additional information required to fully evaluate a Proposal.

SECTION 4 - EVALUATION AND AWARD

4.1 OVERVIEW

The responsive responsible Proposer whose Proposal is determined to best meet all RFP requirements and is the most advantageous to Transit, based on the evaluation factors described herein, will be declared the successful Proposer. All Proposals are subject to Transit's final approval as to whether they meet all RFP requirements.

It is the intent of Transit to enter into a single Contract for both Categories (A-B) listed in Section 1.1, Purpose. If it is deemed in the best interest of the agency, Transit may award Contract(s) by individual Category(ies).

4.2 EVALUATION CRITERIA

The scores for each Proposal will be assigned a relative importance for each scored section, listed in order of importance as follows:

PHASE 1 EVALUATION

| Phase 1 Requirements | Max Points |
|---------------------------------------|-------------------|
| Non-Cost Proposal: | 360 points |
| Cost Proposal: | 240 points |
| Total Possible Phase 1 Points: | 600 points |

PHASE 2 EVALUATION (OPTIONAL)

| Phase 2 Requirements | Max Points |
|--------------------------------------|-------------------|
| Interview: | 200 points |
| Total Possible Phase 2 Points | 200 points |

4.3 EVALUATION PROCESS

1. Initial Determination of Responsiveness (pass/fail)

Responses will be reviewed initially by the Procurement Coordinator to determine on a pass/fail basis compliance with administrative requirements as specified in this RFP. Only responses that meet this requirement will move to the next evaluation step.

Transit reserves the right to determine, at its sole discretion, whether Proposer's Response meets the Responsiveness criteria as set forth within this document. If all responding Proposers are determined to be deemed Non-Responsive, Transit will cancel the Solicitation and reject all Proposals.

Only Responses that pass the Initial Determination of Responsiveness review will be further evaluated based on the requirements in this Solicitation.

2. Phase 1 Evaluation - Non-Cost and Cost Elements (scored)

a. Non-Cost Proposal Evaluation:

Evaluators will score each element of the Non-Cost Proposal. The Procurement Coordinator will tabulate evaluators' scoring. Transit will calculate a single score for each Non-Cost Proposal. There are a maximum of **360 points** available for the Non-Cost Proposal, broken down per Category as detailed in Table 1 below.

Table 1: Non-Cost Point Summary

| Category | Available Non-Cost Points |
|--|----------------------------------|
| Category A: Marketing Services | 120 points |
| Category B: Communication Services | 120 points |
| Category C: Video Production Services | 120 points |
| Total | 360 points |

Individual Category Award: If it is deemed to be in the best interest of Transit to award by Category, an individual Non-Cost score will be established for each Category, using the maximum available Non-Cost points for each Category described in Table 1 above.

b. Cost Proposal Evaluation:

The Procurement Coordinator will calculate the Cost score for the Cost Proposal section of the Response using the Proposer's Cost Proposal submittal. The total available points for the Cost Proposal section are **240 points**. Cost scores will be calculated by combining elements of the Cost Proposal to determine the overall cost to Transit. The Proposer's Cost Proposal will be scored in relation of the other Cost Proposals received, with the lowest Cost Proposal receiving the maximum available points.

Individual Category Award: If it is deemed to be in the best interest of Transit to award by Category, the available Cost points for each Category shall be in accordance with Table 2 below.

Table 2: Individual Category Award Available Cost Points

| Category | Available Cost Points |
|------------|-----------------------|
| Category A | 80 points |
| Category B | 80 points |
| Category C | 80 points |

c. Proposer Total Phase 1 Score:

Proposers' Total Phase 1 Scores will be calculated by summing Non-Cost and Cost Proposal points (maximum of **600 points**) to determine the Proposer's total Phase 1 Score.

Individual Category Award: If it is deemed to be in the best interest of Transit to award by Category, the Total Score(s) will be calculated by summing the Non-Cost and Cost factor points for each individual Category, to determine the Proposer's total Phase 1 score for each Category. The maximum points per Category are detailed in Table 3 below.

Table 3: Available Cost and Non-Cost Points per Category

| Category | Available Non-Cost Proposal Points | Available Cost Proposal Points | Total Possible Phase 1 Points |
|------------|------------------------------------|--------------------------------|-------------------------------|
| Category A | 120 points | 80 points | 200 points |
| Category B | 120 points | 80 points | 200 points |
| Category C | 120 points | 80 points | 200 points |

3. Phase 2 Evaluation - Interview (scored) (Optional)

Transit reserves the right to schedule Interviews if determined to be in the best interest of Transit. In the event Interviews are required, Transit will contact the top-scoring Proposer(s) from Phase 1 to schedule an Interview date, time, and location. If Phase 2 is required, Phase 1 scoring will only be used to determine which Proposer(s) move to Phase 2. Phase 2 scoring will then be used during the remainder of the RFP evaluation process to determine the Apparent Successful Proposer(s). There are a maximum of **200 points** available for the Interview. Commitments made by the Proposer during the Interview, if any, will be considered binding.

4. References (pass/fail)

Transit reserves the right to check references after Proposal submittal, to assist in determining the overall responsibility of the Proposer. References may be checked during Proposal evaluation determine the responsibility of Proposers. Transit reserves the right to reject any Proposal submittal if the Proposer receives an unfavorable report and may use results as a factor in award. Transit reserves the right to seek and substitute other references to determine the sufficiency of the Proposer's level of responsibility.

5. Evidence of Qualification (pass/fail)

After Proposal submittal, Transit reserves the right to make reasonable inquiry and/or requests for additional information, to assist in determining the overall responsibility of any Proposer. Requests may include, but are not limited to, educational degrees, business licenses, financial statements, credit ratings, references, record of past performance, experience, criminal background check, and clarification of Proposer's offer. Failure to respond to said request(s) may result in the Proposer being deemed non-responsive and thus disqualified. Transit reserves the right to reject any Proposal where, upon investigation of the available evidence or information, Transit is not satisfied that the Proposer is qualified to fulfill Contract requirements.

4.4 OVERVIEW OF THE AWARD PROCESS

The successful Proposer(s), if any, will be the top-scoring responsive, responsible, qualified Proposer(s) who's Proposal(s), in the sole opinion of Transit, best meets the requirements set forth in this RFP and is in the best interest of Transit. Transit may enter into Contract negotiations with the Apparent Successful Proposer(s).

All responsive Proposers responding to this solicitation will be notified when Transit has determined the apparent successful Proposer(s).

If Transit and the apparent successful Proposer(s) are unable to negotiate an acceptable Contract within a reasonable amount of time, Transit will terminate negotiations and may proceed to negotiations with the next highest ranked Proposer(s).

Transit will make a recommendation of the apparent successful Proposer(s) to the Intercity Transit Authority (Authority). If the Authority concurs, a Contract will be awarded to the successful Proposer(s). **This Solicitation does not obligate Transit to contract for the services specified herein.**

4.5 CONTRACT TERMS AND NEGOTIATIONS

The objective of negotiations is to reach agreement on all provisions of the proposed Contract. To assist in the negotiations, a sample Contract is included in [Appendix C](#).

4.6 EXECUTION OF CONTRACT

The successful Proposer(s) will execute the final Contract in duplicate and return to Transit, together with the evidences of insurance, within ten (10) Business Days of its receipt. After execution by Transit, one (1) original signed Contract will be returned to the Awarded Contractor(s).

4.7 POST AWARD CONFERENCE

The Awarded Contractor(s) may be required to attend a post award conference scheduled by the Procurement Coordinator to discuss contract performance requirements. The time and place of this conference will be scheduled following Contract award.

APPENDIX A - PROPOSAL SUBMITTALS

Submittal Document: Proposers must complete and submit the below Submittal Document as their Proposal.



RFP 1625 Submittal
Document

APPENDIX B - SOLICITATION STANDARDS

Solicitation Standards: This document contains the Standard Definitions, Instructions to Proposers and Terms and Conditions. This document does not need to be submitted, however Proposers are instructed to be familiar with it as it governs this Solicitation and will be incorporated into the resulting Contract.



RFP 1625 Solicitation
Standards

APPENDIX C - SAMPLE CONTRACT

Sample Contract Document: Transit expects the final Contract signed by the successful Proposer to be substantially the same as this Contract. This document does not need to be submitted, however Proposers are instructed to be familiar with it.



RFP 1625 Sample
Contract