

**Tuolumne County Transportation Council  
Tuolumne County Transit Agency**

# **Request for Qualifications**

## **Marketing and Collateral Production Services**

Tuolumne County Transportation Council  
Tuolumne County Transit Agency  
2 South Green Street  
Sonora, CA 95370  
[www.tuolumnecountytransportationcouncil.org](http://www.tuolumnecountytransportationcouncil.org)  
[www.tuolumnecountytransit.com](http://www.tuolumnecountytransit.com)

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## **NOTICE**

The Tuolumne County Transportation Council and Transit Agency (TCTC/TCTA) are soliciting qualifications from interested parties, to retain firm(s), to create collateral consistent with the marketing programs and area of responsibility for each Agency. The marketing programs address public transit services, public outreach as part of the transportation planning process, social media, grant management and administration, agency and project branding, website development, photography, video content, graphic design, and collateral production services. The major objective of this project will be to provide professional marketing and collateral production services consistent with the public outreach goals of each Agency. The TCTC/TCTA will entertain proposals which offer all, part or even one function as previously described. Our preference is to be able produce the aforementioned collateral whether through a one stop shop or multiple vendors through task orders on an as needed basis.

### **SECTION I - Introduction**

The Tuolumne County Transit Agency (TCTA) is the public transportation system operator and lead agency for Tuolumne County Transit serving Tuolumne County and the City of Sonora.

The goal of the Regional Public Transportation System is to provide safe, efficient, reliable, high quality and effective public transportation for residents and visitors, which enhances the community and ensures viable mobility options.

The Tuolumne County Transportation Council (TCTC) is a Regional Transportation Planning Agency. The TCTC is the lead planning agency for transportation projects and programs for the Tuolumne County Region. The purpose of the planning process is to identify and develop transportation improvements that meet the region's mobility needs, contribute to the economic health of a region and preserve the environmental quality of the region.

The TCTC and TCTA are considering a three year retainer agreement with at least one qualified firm for professional marketing and collateral production services. This agreement will include an option to extend the agreement for one additional year, at the TCTC/TCTA's discretion. Specific project descriptions, delivery schedules and costs for services will be identified in Work Orders that have been agreed upon and approved in writing by the Executive Director and an authorized representative of the consultant. Upon agreement, the TCTC and TCTA will issue a notice to proceed to the chosen consultant for each specific work order.

### **PROGRAMS OVERVIEW**

The TCTC and TCTA are involved in a myriad of projects. Our goal is to create a brand for each agency, highlight the work we accomplish on behalf of the public and establish mediums for sharing information about the various projects the Agencies are involved in.

Listed below are a handful of the programs and projects the Agencies are currently involved in. These are intended to help illustrate the types of collateral needed and the marketing efforts that will be required.

### Bus Advertising

The Tuolumne County Transit (TCT) Bus Advertising program began in 2006. This program provides valuable revenue to the Public Transportation Budget, which is used to market the TCT Family of Services.

The TCT Advertising Program promotes a very visual medium for local businesses and organizations to market their products and services in the most heavily populated areas of Tuolumne County.

Currently, advertisers with TCTA may produce their own signage with specifications provided by TCT. TCT also offers to produce the signs on behalf of the advertiser, if preferred. This is determined at the outset of contracting. The firm under retainer then produces the sign to the ad space specifications and the advertiser's desires.

**TCTA staff will issue work orders to produce bus advertising on behalf of advertisers as needed.**

### Seasonal Transit Services

TCT offers seasonal services.

- SkiBUS - Tuolumne County Transit provides service to Dodge Ridge Ski Area between December and March. The service operates on weekends and holidays.
- Yosemite Service - Tuolumne County Transit has partnered with the Yosemite Area Regional Transportation System and Yosemite National Park to support service from Sonora to Yosemite Valley. This service will operate between May and September.

**TCTA staff will issue work orders to produce, create or re-produce marketing materials for these services as needed. Typical marketing collateral includes flyers, posters, brochures, pamphlets, banners, rack cards, website updates and social media promotions.**

### Community Events

- Sonora Christmas Parade - The Holiday Trolley runs during the annual Sonora Christmas Parade event to offset the elimination of parking along South Washington Street in downtown Sonora. This was a special service for the day which helped promote local community events and ease congestion in the downtown area before, during and after the parade.
- Mother Lode Fair- Trolley service is provided for the County Fair which is hosted at the State Fairgrounds in downtown Sonora.; Due to extremely limited parking, the Trolley operates a route from a remote parking location to the event, and also returns visitors to their vehicles on regular intervals.

**TCTA staff will issue work orders to create marketing collateral for community transportation services approved by the Agency on an as approved basis.**

*Social Media Outreach*

Facebook

TCT is on Facebook. Currently our social media platform is managed by a consultant. This is a new arena for TCT and much opportunity exists to grow this medium of outreach and communication with the general public. TCT currently has more than 313 followers.

The Agencies operate the following websites:

[www.tuolumnecountytransportationcouncil.org](http://www.tuolumnecountytransportationcouncil.org)

[www.tuolumnecountytransit.com](http://www.tuolumnecountytransit.com)

[www.dodgeskibus.com](http://www.dodgeskibus.com)

[www.tuolumnecountytrails.com](http://www.tuolumnecountytrails.com)

Annually, the TCTA encourages the community to try transit through a concentrated marketing effort called Try Transit Week.

“Try Transit Week” is a national campaign highlighting the benefits of using and encouraging Public Transportation. The campaign is designed to highlight the vital role of public transit and to increase public awareness about the many community and national benefits of having a strong public transportation system. The campaign also aims to entice non-riders and occasional riders to try transit at least one day during the week.

**TCTA will issue work orders to manage social media presence, create content (including photos, video and campaigns), and grow outreach opportunities using this medium.**

*Trails Program*

The Tuolumne County Trails Program is designed to articulate the importance of providing trails for the community and emphasizes the value and wide ranging benefits that trails offer.

TCTC staff envisions the need to develop trailhead way-finding signage, maps, web content (including video), and other outreach materials to assist in raising public awareness of outdoor spaces, safe routes to school and growing the Trails Program.

**TCTC staff will issue task orders to create maps, brochures, signage or other materials in support of the trails program inclusive of photography, video, and GIS data**

*Regional Transportation Planning*

Regional planning in California is a dynamic process. It involves the interaction of Federal, State, Tribal, regional and local agencies and the consideration of multiple plans and programs. The organizational arrangement for a cooperative planning process is formalized in a Memorandum of

Understanding between Caltrans and the regional transportation planning agency. The designated regional transportation planning agency for Tuolumne County is the Tuolumne County Transportation Council (formerly the Tuolumne County and Cities Area Planning Council).

The Tuolumne County Transportation Council (TCTC) is responsible for developing a plan that reflects the needs, concerns and actions of all the agencies (including Tribal Governments) involved in the region. The purpose of the planning process is to identify and develop transportation improvements that meet the region's mobility needs, contribute to the economic health of a region and preserve the environmental quality of the region.

**TCTC staff will issue work orders for public outreach projects specific to the needs of each individual effort.**

### Grant Projects

As the regional transportation planning agency for the Tuolumne County Region, the Transportation Council regularly wins grant monies for various projects in the community. Many of these projects have a public outreach and/or marketing component where outside services may be desired.

## **SECTION II – Scope of Work**

Specific project descriptions, delivery schedules and costs for services will be identified in Work Orders that have been agreed upon and approved in writing by the Executive Director and an authorized representative of the consultant. Upon agreement, the TCTC/TCTA will issue a Notice to Proceed to the chosen consultant/s for a specific work order.

The TCTC and TCTA are requesting professional services including, but not limited to, the following functions:

- I. Provide graphic design services and/or content for collateral for Agency websites
- II. Provide graphic design services and/or content for social media platforms such as Facebook, Twitter and YouTube
- III. Manage Social Media platforms
- IV. Provide graphic design and collateral production for Tuolumne County Transit
- V. Provide graphic design and printing services for event/project promotion and/or Special Transit Services: Flyers, Invitations, Programs, schedules, brochures, posters, etc.
- VI. Provide collateral in support of the Tuolumne County Trails Program
- VII. Brand the TCTC/TCTA and educate the public about Agency Function, Roles, Responsibilities
- VIII. Provide graphic design services and/or content for collateral for the SkiBUS
- IX. Provide graphic design services and/or content for collateral for the special event services

- X. Provide graphic design services and/or content for collateral for the Yosemite Service
- XI. Create Marketing Plan (1-5 yr) to maximize Tuolumne County Transit's outreach, education and visibility to various established demographics in addition to 'choice' riders. This is envisioned as a comprehensive effort that could include surveying of passengers and general community. Marketing Plan should detail a myriad of outreach strategies, opportunities and priorities.
- XII. Professional Photography and video content
- XIII. Produce online, print media, video, social media, signage, or other collateral intended to promote, enhance, supplement, inform or otherwise facilitate the goals of the TCTC and TCTA.

The successful consultant(s) may be requested to attend progress meetings and present a written report of the accomplishments to date on individual work orders. The reports shall also disclose any issues that may affect the progress of the work.

The consultant shall be available for consultation before issuance of work orders or after completion of each Work Order at the request of the TCTC/TCTA on an "as requested" basis.

The retainer agreement will be nonexclusive and shall not be binding upon the TCTC or TCTA for consulting services. The TCTC/TCTA will maintain the ability to secure other consulting services or collateral production.

**\*\*It should be noted that, although the TCTC/TCTA prefers to hire one firm, a need may very well exist to hire more than one firm to assist in the completion of various projects. Qualifications are appreciated in the areas for which your firm has expertise. Individual work orders may then be given to firms on retainer whom are best qualified to produce the particular deliverable sought. Collaborative approaches and proposals are encouraged.**

### **SECTION III – Qualification Submittal Process**

#### **Communications / Contacts**

It is the TCTC/TCTA's intent to provide the same information to all proposers and questions will not be answered individually by telephone. Any oral responses to questions are not binding on the TCTC or TCTA. Prospective proposers may make written inquiries by email concerning the RFQ to obtain clarification of requirements. The TCTC/TCTA will post all of the questions received, along with TCTC/TCTA's written responses, to the TCTC website, <http://tuolumnecountytransportationcouncil.org>. **It is the responsibility of the proposers to check the TCTC website to review the questions and responses.** Except for questions that might render the award of this Marketing and Collateral Production Services Agreement(s) invalid, the TCTC will not respond to any questions submitted after December 7, 2016. Any communications related to this RFQ should be directed to:

Tyler Summersett, Senior Planner  
Tuolumne County Transportation Council  
2 South Green Street (mailing address),  
48 West Yaney Avenue (physical address)

## Tuolumne County Transportation Council/Transit Agency

*Marketing and Collateral Production Services*

Sonora, California, 95370

Phone: 209-533-5557

E-mail: [tsummersett@co.tuolumne.ca.us](mailto:tsummersett@co.tuolumne.ca.us)

### Addenda

Any changes to the Request for Qualifications documents will be made by written addendum. Upon issuance, such addenda shall be incorporated in this Request for Proposals document, and shall prevail over inconsistent provisions of earlier issued documentation. Addenda will be posted on the TCTC website. It is the responsibility of the proposers to check the TCTC website for any addenda.

Proposers must certify receipt of the addenda on the appropriate form (see ADDENDA ACKNOWLEDGMENT, pg. 13), which must be submitted with their proposal.

### Schedule of Events

A timeframe for Consultant selection activities is presented below. The agreement award will be made at a regularly scheduled Tuolumne County Transportation Council and Transit Agency public meeting.

Activity	Date
Request for Proposals advertised/circulated	February 3, 2017
Last day written questions accepted	February 10, 2017
Questions and responses posted on website	February 14, 2017
Proposals Due by 2:30 pm	February 24, 2017
Interviews scheduled (optional)	TBD
Contract Award- TCTC/TCTA	TBA

### SECTION VI - Contents of Qualifications

Each submittal shall concisely respond to this request for qualifications as outlined in the project description. The quote shall include, but not necessarily be limited to, the following:

1. Discussion of the consultant's qualifications as they relate to Section II, Scope of Work. Consultant's interpretation of the Scope of Work, demonstration of the consultant's understanding of the project requirements, their capability to provide the requested scope of services and their proposed schedule. The consultant shall identify which professional service function(s) they are qualified to perform.
2. A general discussion of the consultant's qualifications and expertise in graphic design, marketing and production of collateral.
3. List of project personnel and subcontractors with a description of their duties and qualifications.
4. Past experience in similar work. List of projects similar in nature to the project, showing past record of performance and project cost control, quality control and ability to meet schedules.



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5. List of past clients and projects
  6. A separately sealed cost quote which includes a detailed rate schedule for future work orders including proposed markup rates for work done by subcontractors.

**Evaluation Criteria**

A Consultant Selection Committee, appointed by the TCTC Executive Director, shall review each Statement of Qualifications and, if necessary, will conduct an interview with the consultant's project management and key personnel of the most qualified firm(s).

The Consultant Selection Committee shall rate each interviewed firm's quote and identify the rank of Qualifications in a selection order based upon the following criteria:

**Rating Items**

1. Firm's specialized experience, qualifications and technical competence as related to the services required. (20 points possible)
2. Firm's demonstration of a clear understanding of the project as evidenced in their written and/or oral statements. (20 points possible)
3. Firm's demonstration of ability to meet project goals and client expectations. (20 points possible)
4. TCTC/TCTA assessment of prime consultant and/or sub-consultants, if applicable. (20 points possible)
5. Cost Proposal (20 points possible). Cost proposals evaluated on a per hour basis for production services or smallest increment of time billable. This is true for social media management, graphic design, and video/photography services. If project costs are more appropriately captured in a different manner this should be given a quantifiable value for which to evaluate cost proposals on.

**Consultant Selection**

Upon completion of the rating of the consultant firms, the Executive Director may negotiate a draft agreement with the top-ranked consultant(s). The goal of negotiation is to agree on a final agreement that will deliver the services or products required based on the professional qualifications of the selected firm.

If a draft agreement cannot be reached with a top ranked candidate, the negotiations are terminated. Negotiations then may be opened with the second choice and the process repeated. When negotiations are terminated with the consultant, negotiations will not be reopened with them during this process. If an agreement cannot be reached with any of the consultants recommended by the Selection Committee, the Selection Committee will be asked to make additional recommendations.

Upon attainment of a draft agreement, the draft agreement will be forwarded internally within the TCTC/TCTA for review of content prior to final approval and execution by the TCTC/TCTA.

The TCTC and TCTA retain the right to withdraw this Request for Qualifications at any time, without prior notice, to reject any or all qualifications submitted which do not comply with provisions of this Request for Qualifications, or for unforeseen reasons related to funding of this project, and/or to waive any irregularities or informalities in the qualification or in the qualification procedure.

### **Fee and Method of Payment**

The TCTC or TCTA will pay the consultant on a time and reimbursable expense basis at the rates set forth in the agreement, subject to any amount set forth in a specific Work Order. Progress payments will be made no more frequently than at monthly intervals. Payment will be made only on submitted claims describing work completed prior to the close of the billing period and approved by the Executive Director. Progress payments will be limited to 90% of the budget for the tasks completed. The 10% retention will be released upon completion and approval of the final work product. Payment for work completed can be expected within 30 days of invoice receipt and verification of work performed.

### **Policy**

The TCTC or TCTA will never exclude any person from participation in, deny any person the benefits of, or otherwise discriminate against anyone in connection with the award and performance of any contract on the basis of race, religion, creed, medical condition, color, marital status, ancestry, sex, age, national origin or disability. In addition, the TCTC and TCTA require that any consultant or consulting firm hired by the TCTC or TCTA to perform any work activity does not discriminate against any employee or applicant for employment because of race, religion, creed, medical condition, color, marital status, ancestry, sex, age, national origin or disability.

The Consultant shall comply with Title VI of the Civil Rights Act of 1964, as amended accordingly, 49 CFR through Appendix H and 23 CFR 710.405 (b).

### **Agreement for Professional Consulting Services**

This Request for Qualifications does not obligate the Tuolumne County Transportation Council or Tuolumne County Transit Agency to award an agreement for professional consulting services, nor does it commit the TCTC or TCTA to pay for any costs associated with the preparation and submittal of qualifications. The Scope of Work is subject to modification as work progresses on each element.

### **Insurance Requirements**

The successful consultant will be required to maintain, throughout the term of the agreement work, insurance of the type and amount indicated in Attachment A-1.

### **Qualifications Submission & Deadline**

## **Tuolumne County Transportation Council/Transit Agency**

### *Marketing and Collateral Production Services*

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All qualifications submittals and accompanying materials shall become the property of the Tuolumne County Transportation Council and Tuolumne County Transit Agency. Qualifications must be received and date stamped at the Tuolumne County Transportation Council/Transit Agency office no later than 2:30 p.m. on Monday, December 19, 2016. One (1) signed copy of each statement of qualifications should be clearly marked "Marketing and Collateral Production Services for TCTC/TCTA" and delivered to:

Tuolumne County Transportation Council  
Tyler Summersett, Project Manager  
2 South Green Street  
Sonora, CA 95370

One (1) electronic copy of the proposal must also be included.

The consultant's name and return address must also appear on the envelope. Qualifications submittals may also be hand delivered to the TCTC/TCTA office at 48 West Yaney Avenue (Third Floor). Sonora, California.

Qualifications submittals will be received only at the addresses shown above, and must be received by the time indicated. It is the sole responsibility of the consultant to send or deliver its qualifications submittal so that it is received by the time and date required, regardless of postmark. Any qualifications submittal received after said time and/or date or at a place other than the stated addresses, cannot be considered and will not be accepted. No e-mailed or facsimile qualifications submittals will be considered. The TCTC/TCTA time stamp shall be considered the official timepiece for the purpose of establishing the actual receipt of qualifications submittals.

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**ADDENDA ACKNOWLEDGMENT**

(To be submitted with qualifications packet)

Receipt of the following addenda is hereby acknowledged:

Addendum No. \_\_\_\_\_ Proposer's Initials \_\_\_\_\_

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