

REGIONAL TRANSIT ISSUE PAPER

Agenda Item No.	Board Meeting Date	Open/Closed Session	Information/Action Item	Issue Date
4	10/22/12	Open	Action	10/01/12

Subject: Awarding a Contract for On-Call Advertising and Marketing Services

ISSUE

Whether or not to award a Contract for On-Call Advertising and Marketing Services to 3fold Communications.

RECOMMENDED ACTION

Adopt Resolution No. 12-10-____, Awarding a Contract for On-Call Advertising and Marketing Services to 3fold Communications.

FISCAL IMPACT

The two-year term contract has a not to exceed amount of \$200,000. All On-Call Advertising and Marketing Services needs will be obtained on a Work Order basis. The Work Order fees will be based on the hourly rate contained in the principal agreement. Under the Procurement Ordinance, the General Manager/CEO will be authorized to execute each Work Order.

DISCUSSION

On May 14, 2012, the RT Board delegated authority to the General Manager/CEO to Release a Request for Proposal for a two-year contract for On-Call Advertising and Marketing Services for the purpose of assisting RT with advertising and marketing work that exceeds RT's internal staffing capabilities. The issue paper that authorized delegation to the General Manager/CEO to Release a Request for Proposal stated that the two-year contract for On-Call Advertising and Marketing Services would begin on July 1, 2012 through June 30, 2014. Staff released the RFP on August 9, 2012. The solicitation was advertised in publications of general circulation and posted on RT's website under Contracting Opportunities. Thirty-eight firms received the RFP. In response, RT received 12 proposals on September 11, 2012 from: 3fold Communications, ARTÉMIA Communications, Inc., CMB Design Partners, EMRL, Hiltachk Marketing Group, Katz & Associates, Lee Marketing and Advertising Group, Inc., Merlot Marketing, Page Design Group, TMD Group, Inc., Uptown Studios, and Wallrich Landi Integrated Marketing Communications.

The Selection Committee scored the written proposals and created a short list for oral presentations. The qualifying criteria in the RFP included the Proposer's understanding of the project (25%), staffing and experience (35%), project work plan (25%) and competitiveness of price (15%). Ranking was based on a maximum of 100 points, using a scoring range of 1 to 10, and weighted in the four aforementioned categories.

The Selection Committee consisted of: Alane Masui, AGM of Marketing and Communications; Dee Brookshire, Chief Financial Officer; Devra Selenis, Manager, Marketing and Communications;

Approved:

Presented:

Final 10/16/12

General Manager/CEO

Manager, Marketing and Communications

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John Darragh, Director, Transportation; Michael Young, Senior Marketing and Communications Specialist; and RoseMary Covington, AGM of Planning & Transit Systems Development.

There were four firms that scored in the competitive range and were invited to oral interviews, which were held on September 27, 2012. The four firms invited for an oral interview were: 3fold Communications; Katz & Associates, Inc.; Page Design Group; and TMD Group, Inc. The final results are as follows:

	3fold Comm.	Katz & Assoc.	Page Design	TMD Group
Evaluator #1	1	4	1	3
Evaluator #2	1	3	2	4
Evaluator #3	2	4	1	3
Evaluator #4	2	4	1	3
Evaluator #5	1	4	2	3
Evaluator #6	3	2	4	1
Sum of Rank Score:	10	21	11	17
Final Rank Score:	1.7	3.5	1.8	2.8

The winning proposal was determined by the Final Rank Score, which was established by taking the sum of the Rank Order from each evaluator and for each firm, divided by six, the total number of evaluators. This formula provided us with the Final Rank Score. The lowest score was the most favorable with the highest score as least favorable.

While all four proposers were very qualified and competitive, the scoring resulted in 3fold Communications as the most successful proposer.

The contract for On-Call Advertising and Marketing Services will begin on the effective date of the Notice to Proceed (NTP) and will expire two years later.

Pursuant to the revised Disadvantaged Business Enterprise (DBE) regulations in 49 C.F.R. Part 26 and RT's DBE Program, because there were limited subcontracting opportunities, no DBE or SBE participation goal was set for this procurement. Since 3fold Communications and the two listed subconsultants on the contract; Media Solutions and Three29 Media are State of California certified Micro-Business and Small Business Enterprises (SBE), 100% SBE participation will be achieved on this contract

RT staff recommends that the RT Board of Directors award the On-Call Advertising and Marketing Services contract to 3fold Communications.

RESOLUTION NO. 12-10-_____

Adopted by the Board of Directors of the Sacramento Regional Transit District on this date:

October 22, 2012

AWARDING A CONTRACT FOR ON-CALL ADVERTISING AND MARKETING SERVICES TO 3FOLD COMMUNICATIONS

BE IT HEREBY RESOLVED BY THE BOARD OF DIRECTORS OF THE SACRAMENTO REGIONAL TRANSIT DISTRICT AS FOLLOWS:

THAT, the Contract between Sacramento Regional Transit District, therein referred to as "RT," and 3fold Communications, therein referred to as "Consultant," whereby Consultant agrees to provide On-Call Advertising and Marketing Services, as specified, for an amount not to exceed \$200,000 for a two-year term, is hereby approved.

THAT, the Chair and General Manager/CEO are hereby authorized and directed to execute said Contract.

BONNIE PANNELL, Chair

A T T E S T:

MICHAEL R. WILEY, Secretary

By: _____
Cindy Brooks, Assistant Secretary