



Mountain Rides Transportation Authority

Request for Proposal

RFP # 1905-001-MRTA

Graphic Design and Marketing Services

May 2019

1) Introduction and Background:

Mountain Rides Transportation Authority (MR) is seeking proposals from qualified parties to support marketing efforts through compelling graphic design and customer resource creation. Efforts may include graphic design for ad campaigns, bus schedules and bus pass creation; website updates and online social media support.

Since formation as a regional public transportation provider in 2007, Mountain Rides has always had a logo and brand that has unified the look and feel of our vehicles, outreach materials, website and printed schedule; however, we need someone who can further refine our brand and provide better integration across our various platforms. MR promotes its current services through a variety of means including on the interior of our buses, ads in the Idaho Mountain Express newspaper and seasonally on the local radio stations, in our printed brochures and schedules (approximately 25,000 pieces printed per year), in email newsletters, and at events throughout Blaine County.

MR is the regional provider of public transportation options in Blaine County, Idaho. MR is a public partnership made up of the local cities and county with purpose and goals as:

Statement of Purpose: Mountain Rides provides and supports a full range of transportation alternatives* for Blaine County and adjacent communities that are safe, user oriented, environmentally friendly, economically sustainable and supportive of a strong local economy.

Goals:

1. Provide and advocate for well-funded transportation system that reduces the number of single occupancy vehicle trips and meet the needs of our communities.
2. Promote knowledge and increase awareness of the social, financial, environmental and community benefits of transportation alternatives*.
3. Promote regional cooperation on transportation issues.

**Alternatives include, but are not limited to, walking, biking, rideshare, vanpool, carshare, bikeshare, fixed route bus, paratransit demand response, custom bus, commuter bus, transportation planning and transportation counseling.*

Our culture statement is:

Mountain Rides is defined by the excellent service we provide. Our employees operate with a commitment to the community built upon adaptable partnerships that improve the way people move around. Our relationships with each other are based on mutual respect and trust. The essence of Mountain Rides is that we perform our jobs efficiently by cooperating to get the job done to the highest standard.

2) GENERAL INFORMATION

a. Procurement Schedule:

RFP Release Date	5/8/2019
Deadline for RFP Questions	5/22/2019
RFP Closing Date	5/31/2019
Initial evaluations of Proposals	6/5-6/7/2019
Interviews with highest ranked (2-3) Proposers	6/10-6/14/2019
Award Date	6/21/2019

b. Issuing Office & Submission of Questions:

This solicitation is issued by Mountain Rides (MR). MR is the only contact for this solicitation. Written questions must be submitted via e-mail to:

Kim MacPherson, Director, Community Development
E-mail: kim@mountainrides.org

The deadline for receipt of questions is May 22, 2019. To be considered, questions must be received via e-mail by 5:00 p.m. Mountain Standard Time, on that date.

c. Additional Terms and Conditions:

Where conflict occurs, these Additional Terms and Conditions shall take precedence.

1. Proposals, including cost proposal, shall remain valid for at least thirty (30) calendar days beginning the first working day after the proposal Closing Date.
2. MR reserves the right to reject any and all Proposals, and part or parts of a Proposal, waive any technicalities, and award any or all of the contract in a manner that is in the best interest of MR. Contracts will be awarded to the lowest proposer when it is in the best interest of MR.
3. Proposals may be withdrawn by submitting a written request to MR before the time fixed for Proposal opening. Withdrawal of an offer will not preclude the proposer from submitting a new proposal, provided that the withdrawal is timely and before the closing date.
4. The Proposer, by signing the Proposal forms, certifies that the Proposal is offered by a business that is fully licensed to do the work relating to the scope of work herein.
5. MR reserves the right to terminate any resulting Contract, in part or in whole, without penalty to MR, upon twenty (20) days written notice to the successful Contractor.
 - a. Upon termination for any reason, MR will pay for all work completed satisfactorily up to the point of termination
 - b. Upon termination for any reason, the successful Contractor will immediately deliver all work completed up to the point of termination
6. After award of the Contract, MR and the successful Contractor will mutually agree on a development plan and budget for each project assigned to the Contractor by MR.
7. The successful Contractor and MR may agree to add to, delete from, or otherwise modify the Scope of Work, and associated tasks, at any time during the contract term, as deemed appropriate by the parties, to complete them. MR

reserves the right to unilaterally modify the Scope of Work based on the availability of funding.

8. Mountain Rides retains ownership of all materials and creative that has been paid for. In accordance with the terms of any resulting agreement, MR will have unlimited right and use of all artwork and products.
9. Services provided by Contractor through a resulting agreement will be on an “as-needed” basis with no guaranteed usage and/or spend per year.
10. Protests: For pre-award protests, submittal must be made no less than ten (10) days before the scheduled receipt of proposals. For post-award protests, submittal must be made not less than five (5) days after notification of the award. Protests must be made to the Executive Director and must reference this RFP and state the specific reason(s) for the protest, along with a suggested remedy.
11. Termination: MR reserves the right to terminate this contract in whole or in part after giving thirty (30) days written notice to the contractor upon non-performance, violation of terms, or for convenience of MR.
12. Taxes: MR is a tax-exempt entity. These taxes are not to be included in the Proposal price. Tax exemption information, upon request, will be provided to the successful proposer upon award of the contract.
13. Addenda: Any changes in these instructions or other requirements will be accomplished by a written addendum sent to all prospective proposers. All such addenda shall become a part of the contract. Failure to acknowledge receipt of all addenda may cause the Proposal to be considered non-responsive, and therefore rejected.
14. Audit and Inspection: The proposer agrees to allow MR, the Federal Transit Administration, or any of their duly authorized representatives, for the purpose of audit and examination: a) Inspect all work, materials, payrolls, and other data/records associated with the project; and b) Audit the books, records, and accounts associated with the project. c) In addition, the contractor must also agree to maintain all required records for a minimum of three (3) years after MR makes final payments and all other pending matters are closed.

3) SCOPE OF WORK

MR needs assistance with various marketing and public relations activities from an outside firm that has graphic design, branding and marketing product creation. The work will be assigned to the firm on a task-by-task basis. MR staff may provide technical assistance depending on the specific requirements of the tasks.

a. Examples of work needed:

1. Bus schedules, twice a year, June and November: schedule will be to act as an information source for our current or potential riders. Information regarding pricing for services, system maps, and schedule time tables will be the focus. The MR schedule must convey a feeling of high-quality services focused on moving people via a variety of transportation modes. The schedule must convey a feeling of reliability and ease of use.
2. Newspaper advertising, advertising campaign: will be an advertising campaign to market the Mountain Rides brand, as well as to market the importance of alternative transportation choices in our community.

3. **Website:** Integrate advertising into the website and keep website looking current. Mountain Rides current website was designed in 2016, www.mountainrides.org, and the route section with timetables was designed and implemented by Greyhound Design. It has a lot of function, and we look to keep that section intact and would like to be able to have someone who can work with Greyhound Design.
4. **Bus passes:** We will need our bus passes designed twice a year with the seasons. The seasons go from Dec 1 to May 31 (Winter/Spring) and Jun 1 to Nov 30 (Summer/Fall). We have a 6-month pass, monthly passes, a Hailey/Bellevue monthly pass and adult and youth one-way passes.
5. **Social Media support:** we have a Facebook page, a Twitter account, and an Instagram account that we update with events, rider alerts, news, and interesting transportation related links. We would like to be able to work with a firm that can help us provide a more regular and consistent message that matches our branding strategy.
6. **Overall branding:** we need a firm to help keep our graphics standards updated and more comprehensively applied.
7. **Bus graphics:** we need to keep our brand fresh and relevant on the exterior of buses, which may include periodic updating, and will need help developing bus templates and graphic files for vinyl graphic installers.
8. **Video production and photography services:** this is an optional requirement. MR may contract specifically for this need outside of this RFP. If you have these services, please indicate your firm's video production capabilities. Mountain Rides is looking for production of 2-3 minute (or current standard) videos that spotlight people using our services or highlight an accomplishment.

- b. **Audience:** The main audience for Mountain Rides will be those who need to figure out how to immediately use MR services (for ex., bus routes) or gather information for how to move themselves around Blaine County for reference or future use. Winning over new users is very important. Other potential audiences include the general public who want to learn about MR, businesses who may want to do business with MR, Spanish speakers who may want to use MR services, those looking for bike or pedestrian resources, or local stakeholders and funding partners who need organizational information.
- c. **Business Objective:** The primary objective of the chosen firm will be the keeper of our brand and integrate the look and feel across all assets. Additionally, MR is looking for a firm that can best communicate complicated schedule information in printed and online form.
- d. **Content:** MR will provide the existing schedule in Adobe Illustrator and InDesign formats. MR will provide the timetable information for each route. MR will also provide our logo and past ads for reference.
- e. **Look and Feel:** MR needs a firm who can update our overall look and create a cohesive feel for our marketing materials and associated branded assets. Our goal is to create a brand image that conveys that MR is high quality organization that is focused on connecting our community through convenient, dependable, safe, accessible services.

- f. Maintenance and Updates:** MR does have Adobe Illustrator and InDesign software programs for editing and updating purposes only. Proposer will be responsible for coordinating periodic updates of marketing and outreach materials with MR input.
- g. Assignment of Work and Deliverables:** Project details will be assigned to the Contractor by the MR Director, Community Development or his/her designee. The Community Development Director will be the primary contact and will work with the Contractor to establish timelines and details regarding the associated tasks and deliverables.

4) PROPOSAL FORMAT AND DETAIL

a. Content Requirements

The proposal must comply with the format and content requirements detailed in this section. The proposer must submit a complete proposal that provides proof of experience and qualifications to conduct the required activities and the approach to completing the tasks. If a proposer does not follow the required format its proposal may be found non-responsive and receive no further consideration.

b. Confidentiality

During the evaluation phase and any discussions conducted, adequate procedures will be used to ensure that the contents of the proposer's proposals are not released outside of the MR's evaluation and procurement personnel. Any information that a proposer considers to be confidential, and not subject to release, even after award of the RFP, must be clearly marked as such. A proposer may not mark its entire proposal "confidential." In addition, pricing information will not be considered "confidential." Proposer agrees that any and all information, in oral or written form, whether obtained from MR, its agents or assigns, or other sources, or generated by Contractor pursuant to this contract shall not be used for any purpose other than fulfilling the requirements of this contract. Contractor further agrees to keep in absolute confidence all data relative to the business of MR, their agents or assigns. No news release, including but not limited to photographs and film, public announcement, denial or confirmation of any part of the subject matter of any phase of any program hereunder shall be made by Contractor without written approval of MR.

c. Required Items

A complete proposal must include the following:

- 1.** A transmittal letter: There must be a transmittal letter on company letterhead, signed by the principal of the Contractor. The individual signing the signature page must indicate his or her position/title. A contact person for further information must also be identified.
- 2.** Work Examples: Provide a description of your firm's experience in carrying out the scope of work, including direct experience doing a project for a transit agency or multi-modal transportation organization. Include at least three (3) work examples relevant to this RFP.

3. Capabilities: Describe your firm’s capabilities relative to the examples of work needed in section 3a of this RFP. Indicate in which areas your firm is interested in being considered.
4. Team: Describe your team and the personnel that would be involved with carrying out the work you propose.
5. Diversity: describe the ownership of your firm and whether your firm is certified by the state of Idaho as an MBE or WBE. Fill out Attachment B for DBE certification.
6. References: provide a list of three (3) references for which you performed similar projects, which were completed within the last three (3) years.
7. Cost Proposal: please fill out cost sheet (Attachment C) that details hourly rates of key personnel and example rates for specific projects listed on the cost sheet. Also, please indicate alternative features or approaches that may save MR money.
8. Sign acknowledgement of federal requirements (signature page is the last page of Attachment A).

5) INSTRUCTIONS FOR PROPOSAL SUBMITTAL

a. Proposal Response

Provide one (1) original and two (2) copies of your proposal response.

b. Address

Proposals can be made either by email, mail, or in person:

Send your response by email to:

kim@mountainrides.org

Send your response by mail to:

Mountain Rides Transportation Authority
PO Box 3091
Ketchum, ID 83340

Deliver your response in person to:

Mountain Rides Transportation Authority
121 Clover St
Bellevue, Idaho 83313

6) PROPOSAL EVALUATION AND AWARD

- a. Proposals will initially be evaluated to determine whether they comply with the proposal submission requirements, including timely receipt and inclusion of required elements.
- b. MR will evaluate complying proposals by an evaluation team established by MR according to the following evaluation criteria and associated points.

Evaluation Criteria	Point value
Quality of relevant work examples and firm capabilities	35 points
Staffing and team experience, especially with public transportation	25 points
References	15 points
Cost proposal	15 points
Disadvantaged Business Enterprise certification	10 points
TOTAL	100 points

- c. Following award of the contract to the highest ranked proposer, according to the point values given by the evaluation team from 6b. above, a contract will be developed based on this RFP, and the parties will mutually agree on a work plan. If a contract and work plan cannot be agreed upon, MR reserves the right to award to the next highest ranked proposer.

ATTACHMENT A – Federal Requirements (for contracts less than \$25,000) and Acknowledgement of Compliance.

As Mountain Rides is a public transportation entity and recipient of Federal Transit Administration funding, the following FTA clauses apply to this RFP.

Access to Records and Reports.

49 U.S.C. 5325

18 CFR 18.36(i)

49 CFR 633.17

The following access to records requirements applies to this Contract:

1. The Contractor agrees to provide the Purchaser, the FTA Administrator, the Comptroller General of the United States or any of their authorized representatives' access to any books, documents, papers and records of the Contractor which are directly pertinent to this contract for the purposes of making audits, examinations, excerpts and transcriptions. Contractor also agrees, pursuant to 49 C.F.R. 633.17 to provide the FTA Administrator or his authorized representatives including any PMO Contractor access to Contractor's records and construction sites pertaining to a major capital project, defined at 49 U.S.C. 5302(a)1, which is receiving federal financial assistance through the programs described at 49 U.S.C. 5307, 5309 or 5311.
2. The Contractor agrees to maintain all books, records, accounts and reports required under this contract for a period of not less than three years after the date of termination or expiration of this contract, except in the event of litigation or settlement of claims arising from the performance of this contract, in which case Contractor agrees to maintain same until the Purchaser, the FTA Administrator, the Comptroller General, or any of their duly authorized representatives, have disposed of all such litigation, appeals, claims or exceptions related thereto. Reference 49 CFR 18.39(i)(11).
3. FTA does not require the inclusion of these requirements in subcontracts.

Federal Changes.

49 CFR Part 18

Contractor shall always comply with all applicable FTA regulations, policies, procedures and directives, including without limitation those listed directly or by reference in the Master Agreement between Purchaser and FTA, as they may be amended or promulgated from time to time during the term of this contract. Contractor's failure to so comply shall constitute a material breach of this contract.

No Obligation by the Federal Government.

- (1) The Purchaser and Contractor acknowledge and agree that, notwithstanding any concurrence by the Federal Government in or approval of the solicitation or award of the underlying contract, absent the express written consent by the Federal Government, the Federal Government is not a party to this contract and shall not be subject to any obligations or liabilities to the Purchaser, Contractor, or any other party (whether or not a party to that contract) pertaining to any matter resulting from the underlying contract.
- (2) The Contractor agrees to include the above clause in each subcontract financed in whole or in part with Federal assistance provided by FTA. It is further agreed that the clause shall not be modified, except to identify the subcontractor who will be subject to its provisions.

Program Fraud and False or Fraudulent Statements or Related Acts.

31 U.S.C. 3801 et seq.

49 CFR Part 31 18 U.S.C. 1001

49 U.S.C. 5307

(1) The Contractor acknowledges that the provisions of the Program Fraud Civil Remedies Act of 1986, as amended, 31 U.S.C. § 3801 et seq. and U.S. DOT regulations, "Program Fraud Civil Remedies," 49 C.F.R. Part 31, apply to its actions pertaining to this Project.

Upon execution of the underlying contract, the Contractor certifies or affirms the truthfulness and accuracy of any statement it has made, it makes, it may make, or causes to be made, pertaining to the underlying contract or the FTA assisted project for which this contract work is being performed. In addition to other penalties that may be applicable, the Contractor further acknowledges that if it makes, or causes to be made, a false, fictitious, or fraudulent claim, statement, submission, or certification, the Federal Government reserves the right to impose the penalties of the Program Fraud Civil Remedies Act of 1986 on the Contractor to the extent the Federal Government deems appropriate.

(2) The Contractor also acknowledges that if it makes, or causes to be made, a false, fictitious, or fraudulent claim, statement, submission, or certification to the Federal Government under a contract connected with a project that is financed in whole or in part with Federal assistance originally awarded by FTA under the authority of 49 U.S.C. § 5307, the Government reserves the right to impose the penalties of 18 U.S.C. § 1001 and 49 U.S.C. § 5307(n)(1) on the Contractor, to the extent the Federal Government deems appropriate.

(3) The Contractor agrees to include the above two clauses in each subcontract financed in whole or in part with Federal assistance provided by FTA. It is further agreed that the clauses shall not be modified, except to identify the subcontractor who will be subject to the provisions.

Termination.

If this contract is less than \$10,000 this clause does not apply.

49 U.S.C. Part 18

FTA Circular 4220.1F

a. Termination for Convenience. MR may terminate this contract, in whole or in part, at any time by written notice to the Contractor when it is in the Government's best interest.

b. Termination for Default. If the Contractor fails to deliver supplies or to perform the services within the time specified in this contract or any extension or if the Contractor fails to comply with any other provisions of this contract, MR may terminate this contract for default. MR shall terminate by delivering to the Contractor a Notice of Termination specifying the nature of the default. The Contractor will only be paid the contract price for supplies delivered and accepted, or services performed in accordance with the manner or performance set forth in this contract.

c. Opportunity to Cure. MR, in its sole discretion may, in the case of a termination for breach or default, allow the Contractor 10 days in which to cure the defect. In such case, the notice of termination will state the time period in which cure is permitted and other appropriate conditions.

Civil Rights Requirements

29 U.S.C. 623, 42 U.S.C. 2000

42 U.S.C 6102, 42 U.S.C. 12112

42 U.S.C 12132, 49 U.S.C. 5332

29 CFR Part 1630, 41 CFR Parts 60 et seq.

The following requirements apply to the underlying contract:

(1) Nondiscrimination - In accordance with Title VI of the Civil Rights Act, as amended, 42 U.S.C. § 2000d, section 303 of the Age Discrimination Act of 1975, as amended, 42 U.S.C. § 6102, section 202 of the Americans with Disabilities Act of 1990, 42 U.S.C. § 12132, and Federal transit law at 49 U.S.C. § 5332, the Contractor agrees that it will not discriminate against any employee or applicant for employment because of race, color, creed, national origin, sex, age, or disability. In addition, the Contractor agrees to comply with applicable Federal implementing regulations and other implementing requirements FTA may issue.

(2) Equal Employment Opportunity - The following equal employment opportunity requirements apply to the underlying contract:

(a) Race, Color, Creed, National Origin, Sex - In accordance with Title VII of the Civil Rights Act, as amended, 42 U.S.C. § 2000e, and Federal transit laws at 49 U.S.C. § 5332, the Contractor agrees to comply with all applicable equal employment opportunity requirements of U.S. Department of Labor (U.S. DOL) regulations, "Office of Federal Contract Compliance Programs, Equal Employment Opportunity, Department of Labor," 41 C.F.R. Parts 60 et seq., (which implement Executive Order No. 11246, "Equal Employment Opportunity," as amended by Executive Order No. 11375, "Amending Executive Order 11246 Relating to Equal Employment Opportunity," 42 U.S.C. § 2000e note), and with any applicable Federal statutes, executive orders, regulations, and Federal policies that may in the future affect construction activities undertaken in the course of the Project. The Contractor agrees to take affirmative action to ensure that applicants are employed, and that employees are treated during employment, without regard to their race, color, creed, national origin, sex, or age. Such action shall include, but not be limited to, the following: employment, upgrading, demotion or transfer, recruitment or recruitment advertising, layoff or termination; rates of pay or other forms of compensation; and selection for training, including apprenticeship. In addition, the Contractor agrees to comply with any implementing requirements FTA may issue.

(b) Age - In accordance with section 4 of the Age Discrimination in Employment Act of 1967, as amended, 29 U.S.C. § 623 and Federal transit law at 49 U.S.C. § 5332, the Contractor agrees to refrain from discrimination against present and prospective employees for reason of age. In addition, the Contractor agrees to comply with any implementing requirements FTA may issue.

(c) Disabilities - In accordance with section 102 of the Americans with Disabilities Act, as amended, 42 U.S.C. § 12112, the Contractor agrees that it will comply with the requirements of U.S. Equal Employment Opportunity Commission, "Regulations to Implement the Equal Employment Provisions of the Americans with Disabilities Act," 29 C.F.R. Part 1630, pertaining to employment of persons with disabilities. In addition, the Contractor agrees to comply with any implementing requirements FTA may issue.

(3) The Contractor also agrees to include these requirements in each subcontract financed in whole or in part with Federal assistance provided by FTA, modified only if necessary to identify the affected parties.

Disadvantaged Business Enterprises

49 CFR Part 26

- a. This contract is subject to the requirements of Title 49, Code of Federal Regulations, Part 26, Participation by Disadvantaged Business Enterprises in Department of Transportation Financial Assistance Programs. MR's overall goal for DBE participation is 2.0%.
- b. The contractor shall not discriminate on the basis of race, color, national origin, or sex in

the performance of this contract. The contractor shall carry out applicable requirements of 49 CFR Part 26 in the award and administration of this DOT-assisted contract. Failure by the contractor to carry out these requirements is a material breach of this contract, which may result in the termination of this contract or such other remedy as MR deems appropriate. Each subcontract the contractor signs with a subcontractor must include the assurance in this paragraph (see 49 CFR 26.13(b)).

The successful proposer/offeror will be required to report its DBE participation obtained through race-neutral means throughout the period of performance. A monthly reporting form will be provided for reporting to MR the payments to DBE subcontractors.

d. The contractor is required to pay its subcontractors performing work related to this contract for satisfactory performance of that work no later than 30 days after the contractor's receipt of payment for that work from the MR. In addition, is required to return any retainage payments to those subcontractors within 30 days after the subcontractor's work related to this contract is satisfactorily completed.

e. The contractor must promptly notify MR, whenever a DBE subcontractor performing work related to this contract is terminated or fails to complete its work and must make good faith efforts to engage another DBE subcontractor to perform at least the same amount of work. The contractor may not terminate any DBE subcontractor and perform that work through its own forces or those of an affiliate without prior written consent of MR.

ACKNOWLEDGEMENT OF FEDERAL CLAUSES

I, _____ (print name), of _____ (firm), have read and understand the federal clauses contained herein under Attachment A and agree to abide by these requirements if a contract results from the submission of the proposal from my firm.

Signed

Date

Attachment B
DBE Certification

The firm that submits this proposal form
____ IS ____ IS NOT a Disadvantaged Business Enterprise.

Signature: _____

Print or Type: _____

Name & Title of Signing Officer Company: _____

Date: _____

Mailing Address:

Phone: _____

Email: _____

Attachment C Cost Proposal

Please fill out the following table with current hourly costs for specific work functions. MR understands that these are current costs for your firm and are subject to change. Costs submitted must remain valid for at least thirty (30) days after RFP closing date. For any functions for which your firm is not making a proposal, please mark the function hourly cost as “n/a.”

Function	Hourly cost
Graphic design	
Branding consultation	
Website updates	
Social Marketing support	
Bus graphic support	
Ad creation	
Video production	

Please note any potential cost saving measures:

Signature: _____

Print or Type: _____

Name & Title of Signing Officer Company: _____

Date: _____