



ALAMEDA COUNTY TRANSPORTATION COMMISSION

On-Call Media and Public Relations Services



Pre-Proposal Meeting

RFP No. R19-0005

Monday, March 25, 2019

Agenda

1. Introduction
2. Alameda CTC Overview
3. Governance
4. Scope of Work
5. Questions and Answers
6. RFP Schedule
7. Proposal Requirements
8. Evaluation/Criteria
9. Award
10. Questions Submittal
11. Proposer Networking Session
12. Questions and Answers

Alameda CTC Overview

- 1986.** Voters approved Measure B, creating the Alameda County Transportation Authority (ACTA).
- 1991.** Alameda County Congestion Management Agency (ACCMA) was created by a JPA between Alameda County and all its cities.
- 2000.** Voters approved a new Measure B, creating Alameda County Transportation Improvement Authority (ACTIA).
- 2010.** The Alameda County Transportation Commission (Alameda CTC) was created as the result of a merger between ACCMA and ACTIA.
- 2014.** Voters approved Measure BB, which funds the Transportation Expenditure Plan unanimously approved by Alameda CTC.

Governance

- Agency is governed by a 22-member Commission:
 - Five Alameda County Supervisors
 - Two Oakland City Council representatives
 - One representative from each of the other 13 city councils
 - One representative each from AC Transit and BART

Scope of Work by Task

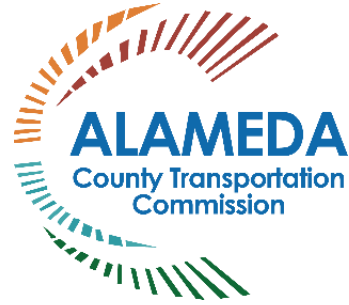
The Alameda CTC intends to retain a professional services consultant or consultant team to provide On-Call Media and Public Relations services.

TASKS:

1. Publications
2. Website
3. Video and Photography
4. Public Meetings and Workshops

Scope of Work by Task (continued)

5. Facilitation Services
6. Translation and Interpretation Services
7. Strategic Communications
8. Special Events and Public Outreach
9. Media Relations and Communications
10. Communications Training
11. Title VI Integration and Compliance Monitoring



Scope of Work

Q&A

RFP Schedule (RFP Table 1)

LATE SUBMITTALS WILL NOT BE ACCEPTED. SUBMISSIONS TRANSMITTED BY FAX OR EMAIL WILL NOT BE ACCEPTED. SCHEDULE IS IN PACIFIC TIME.

ACTIVITY	DATE/TIME
RFP issued.	March 15, 2019
Optional Pre-Proposal Meeting held at Alameda CTC offices.	March 25, 2019 10:00 a.m.
Deadline for proposers to submit questions. All questions must be directed by email to the Sole Point of Contact.	March 26, 2019 3:00 p.m.
Final Addendum issued, if necessary.	April 1, 2019
Due Date for Proposal and References Forms. References Forms must be submitted by references directly to the Sole Point of Contact via email.	April 9, 2019 3:00 p.m.
Anticipated Proposal Review.	April 29, 2019
Interviews, if necessary.	May 6, 2019
Anticipated Final Evaluation and Determination of Top-Ranked Firm.	May 7, 2019
Anticipated Contract Commencement.	July 1, 2019

Proposal Requirements (RFP Table 3)

Proposers must provide completed Forms and Certifications (see RFP Table 3) for prime consultant and all subconsultants. **If the proposing firm is unable to do so, it should not submit a proposal to Alameda CTC.**

Collate by form type rather than by firm, with prime first and subs in alphabetical order by firm name; e.g.:

1. Levine Act Statement Forms
 - Prime
 - Sub 1
 - Sub 2

Proposal Requirements (Cost Forms)

- Cost Proposal Form B - **Complete in its entirety, for all firms on your team regardless of tier, including:**
 1. Breakdown of costs (direct rates, fringe & overhead, etc.)
 2. Expense detail (include all vendors/firms incurring costs)
 3. Prime and sub contact information
- Caltrans LAPM Exhibit 10-K (ICR Certification):
 1. The **most current Fiscal Year End (FYE) Indirect Cost Rate (ICR) at the time of submittal must be the one submitted.** I.e., the 2018 FYE ICR must be provided unless only the 2017 FYE ICR is available.

Proposal Requirements (References)

References Forms

- For each key staff member, provide a minimum of three (3) references related to previous projects similar to this project, or elements of this project, on which the key staff member worked within the past five (5) years using the References Form. No more than one (1) of the minimum three (3) required references shall be from Alameda CTC.
 - Part A contains Reference's contact details and Reference's project details on which the Proposer worked; this is for Alameda CTC's information and for the Reference to verify.
 - Part B contains the Reference's responses regarding the Proposer.

Form	Proposer Action	Reference Action
Part A	Complete one form for each Key Personnel and Submit to both Alameda CTC and Reference	Review
Part B	Do not modify; submit to Reference	Complete and Submit to Alameda CTC

Proposal Requirements (Package)

- **Technical Proposal (without** cost elements): **4** printed technical proposals, electronic files in Word and PDF formats; conversion to RTF format is acceptable.
- **Cost Proposal (sealed separately** and **labeled** “Cost Proposal Attachment”): **1** printed cost proposal, electronic files in **both** Excel and PDF formats.

Proposals must be submitted in a sealed envelope or container and delivered to the Sole Point of Contact.

Proposers submitting proposals should allow sufficient delivery time to ensure timely receipt by the Alameda CTC. **The time of submittal will be based the clock at Alameda CTC’s reception desk.**

Evaluation Criteria

Proposal Criteria	Maximum Points
Understanding the Required Scope of Work.	34
Expertise.	22
Management Plan.	22
Staffing Plan and Availability.	22
Total:	100

Interview Criteria	Maximum Points
Understanding the Required Scope of Work.	22
Expertise.	22
Management Plan.	22
Staffing Plan and Availability.	22
Effectiveness of Interview	12
Total:	100

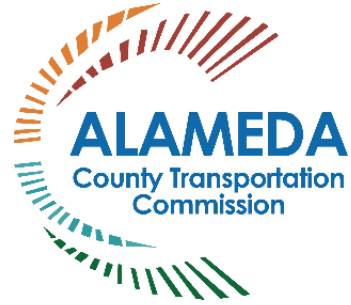
Award

The Selection Review Panel will recommend award to the highest ranked proposer based on the final scoring from the Interview Criteria and will not include the initial scoring of the technical proposals. If the Selection Review Panel determines that interviews are not necessary, proposers will be ranked based on the scoring of the technical proposals.

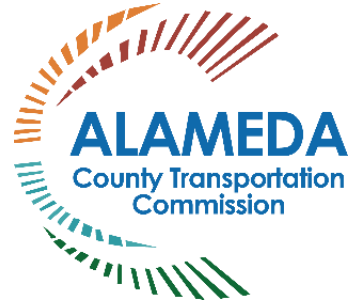
Sole Point of Contact:

E.W. Cheng (echeng@alamedactc.org)

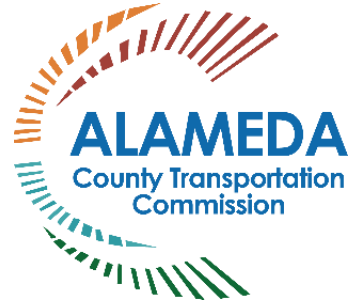
All communications should be directed to the Sole Point of Contact below. Do not contact other agency staff, project team members, or panel members throughout this procurement process.



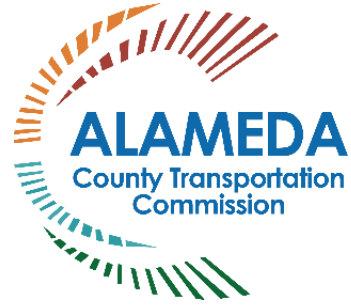
Questions Submittal



Proposer Networking Session



General Q&A



Thank You

For more information, visit

www.AlamedaCTC.org