



February 17, 2016

To: All Interested Parties

From: Beverly Adamo
Director of Administrative Services

RE: RFP for LAVTA Professional Consulting for Renaming and Branding Services #2016-01

Addendum Number 1

This correspondence constitutes official record of the first alteration of a “Request for Proposals for Livermore Amador Valley Transit Authority (LAVTA) Professional Consulting for Renaming and Branding Services #2016-01” issued on February 1, 2016.

This Addendum responds to written questions as follows:

QUESTION	RESPONSE
1. This RFP is very similar to the one released by LAVTA in April 2015. What is the reason for re-releasing it at this time? What has changed that would effect a response to this RFP?	The changes to this RFP include a more defined “Task” list. In addition, LAVTA has not included a marketing launch task as part of this RFP. It has been re-released to coincide with the Comprehensive Operational Analysis (COA) which is planned to be launched later this year.
2. Who did the naming and branding for "The Rapid"? Will that firm most likely be responding to this RFP?	Two firms, VBN and Pulsar Advertising did the naming and branding for “The Rapid.” It is not known if either firm will be responding to this RFP.
3. Who did the outreach/research for the COA and were you satisfied with the outreach? Are the results of that outreach/research available for review at this time?	The COA project was awarded to Nelson Nygaard who utilized several subcontractors. The market research piece of the COA was conducted by Redhill Group. We will make the LAVTA COA Existing Conditions Report available as a part of the addendum.
4. Who is conducting the Comprehensive Operational Analysis and when will the chosen consultant have access to the draft COA before April?	Nelson Nygaard was awarded the COA. The recommendations for service changes should be available for review by the end of March.
5. Does the 10-page limitation refer to double-sided pages for a total of 20?	Yes, it can be a total of 20.
6. Was the current Rapid brand/logo developed in-house by LAVTA or by an outside firm? If an outside firm, which one?	The Rapid Logo was developed by an outside firm, Pulsar Advertising
7. Please confirm that LAVTA does not wish to change the Rapid logo (as stated on page 4 of the Scope of Work section).	LAVTA does not wish to change the Rapid logo

<p>8. Please confirm that the scope includes one task regarding development of bus wrap artwork, including for the Rapid bus (page 4 of the Scope of Work section).</p>	<p>Please disregard the reference to the Rapid Bus wrap under Task 8. LAVTA only wants new schematics for New Flyer bus, Gillig 2003, Gillig 2016 and Paratransit Vehicle topper, and does not want a new schematic for the Rapid</p>
<p>9. Please confirm that LAVTA is requesting a new Rapid bus wrap.</p>	<p>Please disregard the reference to the Rapid Bus wrap under Task 8. LAVTA does not want a new schematic for the Rapid, only New Flyer bus, Gillig 2003, Gillig 2016 and Paratransit Vehicle topper.</p>
<p>10. Are certain buses used only on certain routes? Or is the entire fleet interchangeable?</p>	<p>The Rapid branded buses only run on the Rapid route. The rest of the fleet is interchangeable.</p>
<p>11. Page 8 of the Proposal Content section (Section 1.6, Price Proposal) specifies that pricing needs to include not only costs for this project but also for “subsequent on-call services.” Will LAVTA provide an estimate of hours or scope that can be used for budgeting purposes for on-call services? If not, how should bidders address this requirement?</p>	<p>Please disregard the reference to “subsequent on-call services.”</p>
<p>12. The RFP specifies a 10-page limit for the Technical Proposal section. Is there an overall page limit for the Proposal?</p>	<p>No.</p>
<p>13. Please clarify which documents/forms must be submitted with the proposal. Page 9 of the Proposal Content section (Section 1.8, Completed Required Forms) lists several forms in Appendix A. Appendix A includes two documents, “Proposal Cover Form” and “Renaming and Rebranding Pricing Form,” which are not included in Appendix A. The list on page 9 includes a “Questionnaire” form that is not included in Appendix A. Please provide any required forms that were not included within Appendix A in the RFP.</p>	<p>The documents/forms that must be submitted are the “Proposal Cover Form” and the “Renaming and Rebranding Pricing Form”. Please disregard the page 9 reference to a “Questionnaire.”</p>
<p>14. Can you provide previous branding documents regarding the meaning of "Rapid" to both users/community members?</p>	<p>We do not have previous branding documents regarding the meaning of “Rapid” to both users/community members. The name “Rapid” was originally meant to indicate a quicker bus route to the BART station.</p>
<p>15. Task 1 deliverables indicate a launch of the new name and logo by early July 2016. What is driving this deadline and what is the internal review process to get to the final name/logo?</p>	<p>The earliest the COA changes will launch is mid-August 2016. The latest is January 2016. The timing will be finalized by April 2016. The final name/logo developed as a part of this RFP will require Board approval.</p>
<p>16. Task 3 indicates staff does not want to change the “Rapid” name. Is not changing "The Rapid" a mandatory?</p>	<p>The agency has specially branded bus shelters and buses that have the Rapid logo and as such it is cost prohibitive to change them. In addition, LAVTA</p>

<p>Can you provide information on who you are referencing when saying “staff” and any additional information on why this?</p>	<p>staff like the Rapid name and associated branding as it currently exists. LAVTA staff intends to utilize the Rapid name, post-COA, to represent highly frequent BART feeder routes. This includes the current Rapid route (route 30), and a proposed new Route 10.</p> <p>"Staff" refers to all LAVTA employees. The Executive Director oversees the operation of the transit system in accordance with the policy direction prescribed by the Board of Directors and is responsible for the overall administration of the fixed route and paratransit system. At present, the Executive Director is supported by a staff of fourteen (14) employees.</p>
<p>17. Task 4 indicates staff does not want to change The “Rapid” logo. What is the reasoning?</p>	<p>The agency has specially branded bus shelters and buses that have the Rapid logo and as such it is cost prohibitive to change them. In addition, LAVTA staff like the Rapid name and associated branding as it currently exists.</p>
<p>18. Is the \$50K budget consulting fees only or does it include the creative deliverable hard costs (example: cost to wrap the busses)?</p>	<p>It is for consulting fees not any hard costs.</p>
<p>19. The proposal indicates a schedule that should accommodate a launch of the new name and logo by early July. Will the launch plan be developed by the agency handling the renaming/branding and via a separate RFP?</p>	<p>The launch plan will be developed separately potentially through another RFP.</p>

Other than those specifically listed above, no other sections, terms or conditions of the above cited solicitation are being altered at this time. All other sections, conditions and language not specifically cited as altered in this document are still in full and original effect.

Submitted:

/s/ Beverly Adamo
Beverly Adamo, Director of Administrative Services

February 17, 2016
Date

Attachment: LAVTA COA Existing Conditions Report