

STAFF REPORT

SUBJECT: Contract Award for On-Call Creative, Design and Media Strategy Services
FROM: Tony McCaulay, Director of Planning and Marketing
DATE: June 25, 2018

Action Requested

Staff recommends that the Project & Services Committee forward to the LAVTA Board a recommendation for the award of a contract for On-Call Creative, Design and Media Strategy Services to Celtis Ventures, Inc. for an initial two-year term with three one-year options.

Background

On April 3, Staff issued a Request for Proposals for On-Call Creative, Design and Media Strategy Services. The RFP called for the selected firm to assist LAVTA marketing staff with a number of activities, including:

- Developing an integrated marketing and communications strategy focusing on promoting LAVTA as a viable transportation option
- Planning, managing, facilitating, and implementing coordinated and consistent marketing and branding initiatives related to LAVTA programs, projects, and events
- Project-based activities including strategic planning, copywriting, design, production, and marketing support
- Design, content, or user experience support for campaigns run on or tied to LAVTA's website (wheelsbus.com) as well as other digital media
- Developing concepts and designs for a variety of promotional and informational marketing materials
- Making recommendations on most effective media to use, based on target audience, project objectives, media analyses and available resources. Also provide insight and recommendations on potential partnerships and cross promotional opportunities, and
- Development of measures to assess the effectiveness of marketing and communications efforts as well as analysis and feedback on outreach activities

Discussion

Three proposals were received in response to the RFP. The proposers were MHD Group, Inc., O'Rourke Inc., and Celtis Ventures, Inc. All three submitted solid proposals. The LAVTA staff review team included Executive Director Michael Tree, Director of Planning and Marketing Tony McCaulay and Marketing and Communication Specialist Christy

Navarro. The review team evaluated the proposals on five criteria: Conformance with the terms and requirements of the RFP; agency background and range of services available; qualifications of proposed staff, experience with projects of similar scope and price.

All three members of the evaluation team rated the proposals in the same order:

1. Celtis Ventures, Inc.
2. O'Rorke, Inc.
3. MHD Group, Inc.

The Celtis proposal stood out from the others because of the vast amount of direct public transit experience of the agency and the agency's CEO and staff. Before starting Celtis, CEO Matt Raymond spent 25 years leading the marketing efforts at LA Metro, DART in Dallas and RTD in Denver. Several of the key staff members at Celtis were also previously part of the LA Metro marketing staff. Celtis also presented a strong team of digital professionals, which is important given that several of our near-term marketing projects include web and other digital outreach efforts.

O'Rorke and MHD both have experience working with public agencies. MHD's client list includes the South San Joaquin Irrigation District and Save the Stan, Tri-Dam project. Current and former clients of O'Rorke include the Bay Area Air Quality Management District, SamTrans, Contra Costa Transit, CalTrans and the City of Livermore. Celtis listed ten transit systems as current or former clients, including LA Metro, the Orange County Transportation Authority, Santa Barbara Metropolitan Transit District, Valley Express in Ventura County, Montbello Bus Lines and VIA Transit in San Antonio.

Fiscal Impact

Funds for these services were included in the FY 2019 budget and are estimated to total approximately \$100,000 for the coming year. Projects will be initiated using a negotiated Task Order process. LAVTA will issue a Task Order Proposal Request which will define the Scope of Work, deliverables and required schedule. The vendor will then submit a Task Order Proposal including the Consultant's understanding of the Scope of Work, deliverables and schedule, include a cost proposal and the names of the Consultant personnel proposed under the Task Order. Celtis Ventures has proposed a blended rate of \$129 per hour for all personnel on the project.

Recommendation

Staff requests that the Project & Services Committee recommend to the LAVTA Board the award of contract for On-Call Creative, Design and Media Strategy Services to Celtis Ventures, Inc. for an initial two year term with three one-year options.

Attachments:

1. Resolution 19-2018 Awarding On-Call Creative, Design and Media Strategy Services

RESOLUTION 19-2018
A RESOLUTION OF THE BOARD OF DIRECTORS
OF THE LIVERMORE AMADOR VALLEY TRANSIT AUTHORITY
AWARDING AN ON-CALL CREATIVE, DESIGN AND MEDIA STRATEGY
SERVICES CONTRACT

WHEREAS, LAVTA requires the services of a qualified firm to provide on-call Creative, Design and Media Strategy Services on an needed basis; and

WHEREAS, the agency issued a Request for Proposals (RFP) for On-Call Creative, Design and Media Strategy Services #2018-05; and

WHEREAS, LAVTA has evaluated the proposals received and the evaluation committee determined the proposal received from Celtis Ventures, Inc. to be the preferred responsive and responsible proposer; and

WHEREAS, LAVTA intends to enter into contract with Celtis Ventures, Inc. to provide a range of marketing services including strategic planning, copywriting, design, production, marketing support, and other related marketing tasks requested in the RFP; and

WHEREAS, work shall be issued on a task order basis as outlined in the Request for Proposals #2018-05 and the vendor shall complete the services within the time frame and budget specified in each task order; and

WHEREAS, funds for this contract shall be within the annual Budget authority adopted by the Board of Directors;

NOW, THEREFORE BE IT RESOLVED, by the Board of Directors of the Livermore Amador Valley Transit Authority that the LAVTA Board authorizes the Executive Director to enter into a two-year contract with Celtis Ventures, Inc. for on-call creative, design and media strategy services, from the effective date of the contract; and

BE IT FURTHER RESOLVED that the Board authorizes the Executive Director to execute three optional extension years at LAVTA's sole discretion for on-call creative, design and media strategy services.

PASSED AND ADOPTED this 2nd day of July 2018.

Karla Brown, Chair

Attest: _____
Michael Tree, Executive Director