

STAFF REPORT

SUBJECT: Contract Award for On-Call Creative, Design and Media Strategy Services  
FROM: Tony McCaulay, Director of Planning and Marketing  
DATE: August 27, 2018

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**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

When staff initially brought this recommendation to the Projects and Services Committee in June, members of the committee asked staff to bring the recommendation back at the next committee meeting and include additional information: the score sheets from members of the evaluation team (with names redacted) and the examples of creative and design work that had

been include in the proposals of the two highest ranked proposers. The score sheets are included as Attachment 1 and the creative and design samples are included as Attachment 2.

### **Discussion**

Three proposals were received in response to the RFP. The proposers were MHD Group, Inc., O’Rorke 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. Evaluation Team Score Sheets
2. Examples of Creative and Design Work, Celtis Ventures and O'Rorke, Inc.
3. Resolution 19-2018 Awarding On-Call Creative, Design and Media Strategy Services

## On-Call Creative and Graphic Design Services

Proposer: MHD Group

Evaluator: \_\_\_\_\_

Date: 5/21/18

Criteria	Score	Comments
Complete and thorough conformance with the terms and requirements of this RFP (Pass/Fail)	Pass	
Agency background and range of services available from the agency (0-30 points)	20	Agency has been in business 30+ years. Experience with public agencies, but not transit. Proposal lacked detail of other two.
Qualifications of Proposed Staff (0-30 points)	20	The four key personnel have 10+ years experience. Hard to tell from proposal the similar work these individuals have worked on.
Experience with Projects of Similar Scope (0-25 points)	15	Public agency yes, transit agency or similar no.
Price (0-15 points)	10	Key personnel are among the highest hourly rate of any proposal.
Total Points	<b>65</b>	

On-Call Creative and Graphic Design Services

Proposer: MHD Group

Evaluator: \_\_\_\_\_

Date: 5/22/18

Criteria	Score	Comments
Complete and thorough conformance with the terms and requirements of this RFP (Pass/Fail)	Pass	
Agency background and range of services available from the agency (0-30 points)	19	A few public agencies, I didn't see any specialists in digital media and no examples of maps, transit or bus advertising. Heavy on creatives not as much in media or digital. Artistic but not as commercial style.
Qualifications of Proposed Staff (0-30 points)	20	Hierarchy of staff was clear, but more strategists on creative side than may be necessary. Staff background listed but no former projects or companies listed.
Experience with Projects of Similar Scope (0-25 points)	15	Environmental agencies and public agencies as well as retail supermarket chains but no transit or samples of ability to provide mapping.
Price (0-15 points)	9	Because of the many executives on this project, the price is a bit higher than competitors.
Total Points	<b>63</b>	Not as much detail provided on qualifying projects.

On-Call Creative and Graphic Design Services

Proposer: MHD Group

Evaluator: \_\_\_\_\_

Date: 5/23/2018

Criteria	Score	Comments
Complete and thorough conformance with the terms and requirements of this RFP (Pass/Fail)	Pass	
Agency background and range of services available from the agency (0-30 points)	15	
Qualifications of Proposed Staff (0-30 points)	20	
Experience with Projects of Similar Scope (0-25 points)	15	Good work. No transit.
Price (0-15 points)	10	Agency Principal - \$200/hour Creative Director - \$200/hour Account Executive - \$100/hour Graphic Designer - \$100/hour
Total Points	60	

On-Call Creative and Graphic Design Services

Proposer: O'Rorke

Evaluator: \_\_\_\_\_

Date: 5/22/18

Criteria	Score	Comments
Complete and thorough conformance with the terms and requirements of this RFP (Pass/Fail)	Pass	
Agency background and range of services available from the agency (0-30 points)	24	Agency has been in business 30+ years. Great deal of experience in public sector marketing, including work with transit agencies and environmental issues.
Qualifications of Proposed Staff (0-30 points)	22	Strong team, most with 10+ years at agency. Subcontractor Gilbert has BART experience.
Experience with Projects of Similar Scope (0-25 points)	20	Best familiarity with local environment and key entities. Very detailed proposal.
Price (0-15 points)	12	Top staff (Keogh) lowest \$ of three proposers. Other staff lower than MHD, mostly similar to Celtis.
Total Points	<b>78</b>	

On-Call Creative and Graphic Design Services

Proposer: O'Rorke

Evaluator: \_\_\_\_\_

Date: 5/22/18

Criteria	Score	Comments
Complete and thorough conformance with the terms and requirements of this RFP (Pass/Fail)	Pass	
Agency background and range of services available from the agency (0-30 points)	22	Strong backgrapund in environmental campaigns, informative, educational. Not as much in transit. Creative not as dynamic or clean as competitors.
Qualifications of Proposed Staff (0-30 points)	25	Qualified, balanced staff with many years of expertise in environmental, grassroots campaign management & creation. Less transit than desired, not much emphasis on digital strategies, examples and outcomes of campaigns.
Experience with Projects of Similar Scope (0-25 points)	20	Examples and ads for Spare the Air, a bit dated and stylistically not bad. Needs some adjusting or modernizing.
Price (0-15 points)	14	Lowest price average, fewer employees.
Total Points	<b>81</b>	

On-Call Creative and Graphic Design Services

Proposer: O'Rorke

Evaluator: \_\_\_\_\_

Date: 5/23/2018

Criteria	Score	Comments
Complete and thorough conformance with the terms and requirements of this RFP (Pass/Fail)	Pass	
Agency background and range of services available from the agency (0-30 points)	20	
Qualifications of Proposed Staff (0-30 points)	20	
Experience with Projects of Similar Scope (0-25 points)	20	
Price (0-15 points)	12	Principal - 180 Account Exe - 150 Graphic Design - 150
Total Points	<b>72</b>	

On-Call Creative and Graphic Design Services

Proposer: Celtis

Evaluator: \_\_\_\_\_

Date: 5/22/2018

Criteria	Score	Comments
Complete and thorough conformance with the terms and requirements of this RFP (Pass/Fail)	Pass	
Agency background and range of services available from the agency (0-30 points)	26	Celtis has been in business for 7 years. Agency clients are almost exclusively transit agencies in the LA/Orange County area. All work done in-house.
Qualifications of Proposed Staff (0-30 points)	25	Agency CEO has 25+ years transit marketing experience. Proposed staff have substantial experience at transit agencies.
Experience with Projects of Similar Scope (0-25 points)	25	Far above other proposers in directly relevant experience. Have worked on college transit pass programs, transit websites, transit rebranding, transit social media.
Price (0-15 points)	12	Rates very similar to O'Rorke. Celtis proposes using a blended rate.
Total Points	<b>88</b>	

On-Call Creative and Graphic Design Services

Proposer: Celtis

Evaluator: \_\_\_\_\_

Date: 5/22/18

Criteria	Score	Comments
Complete and thorough conformance with the terms and requirements of this RFP (Pass/Fail)	Pass	
Agency background and range of services available from the agency (0-30 points)	29	Specialties in transit, public information campaigns, no environmental or other types of experience. Visually stunning ads and design.
Qualifications of Proposed Staff (0-30 points)	30	Detailed backgrounds and resumes provided with many well-known companies and skills.
Experience with Projects of Similar Scope (0-25 points)	25	Exactly the types of projects and experience we are looking for.
Price (0-15 points)	12	Higher prices/more positions but more people with specializations in their field.
Total Points	<b>96</b>	

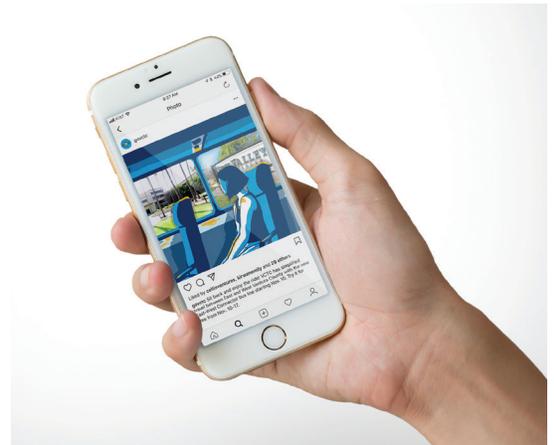
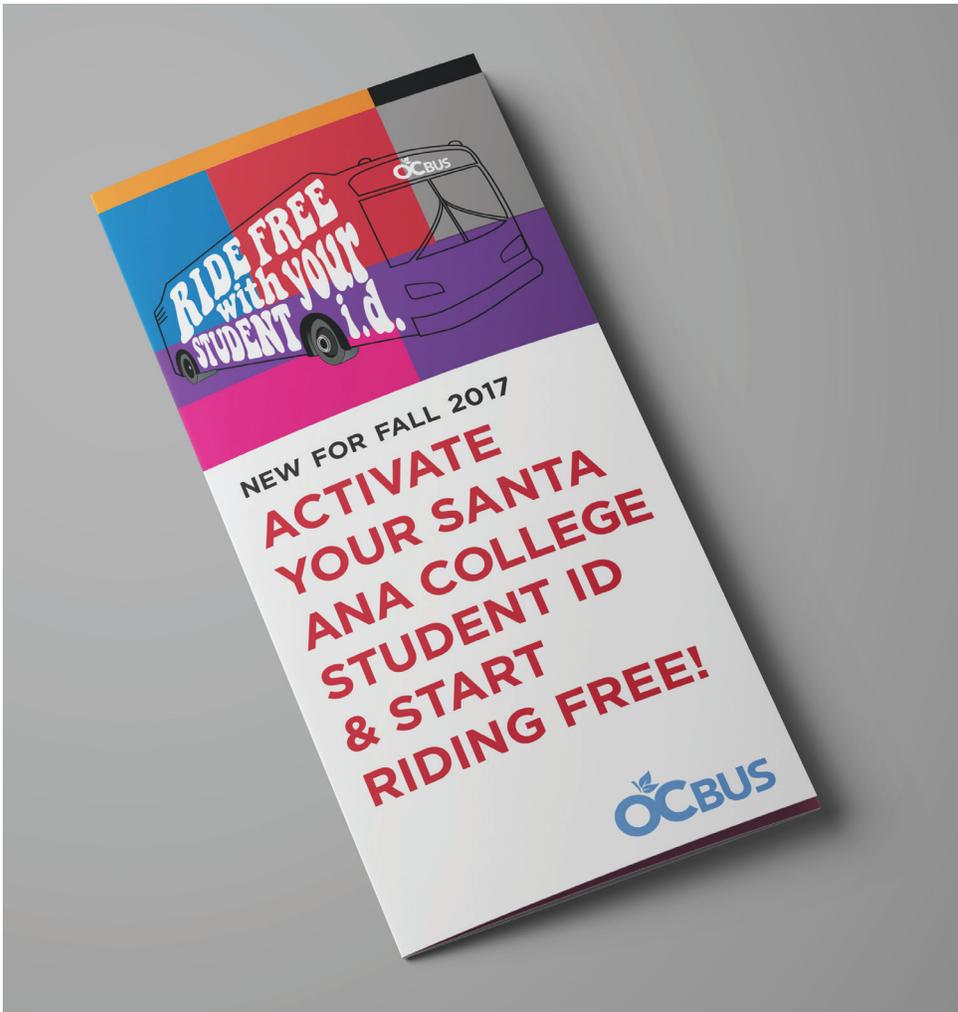
On-Call Creative and Graphic Design Services

Proposer: Celtis

Evaluator: \_\_\_\_\_

Date: 5/23/2018

Criteria	Score	Comments
Complete and thorough conformance with the terms and requirements of this RFP (Pass/Fail)	Pass	
Agency background and range of services available from the agency (0-30 points)	25	
Qualifications of Proposed Staff (0-30 points)	25	
Experience with Projects of Similar Scope (0-25 points)	25	
Price (0-15 points)	8	President/CEO - 225 Account Mgr - 150 Creative Mgr - 150
Total Points	<b>83</b>	



RFP No. 2018-05

# LIVERMORE AMADOR VALLEY TRANSIT AUTHORITY

On-Call Creative, Design and Media Strategy Services

# Celtis

**CELTIS VENTURES, INC.**  
 811 N. Catalina Avenue  
 Suite 3022  
 Redondo Beach, CA 90277  
 310.374.7570

## Firm Profile: Celtis Ventures, Inc.

**Celtis and its team have invigorated public awareness across Southern California, Los Angeles, Dallas, and Denver and contributed to unseen levels of performance, productivity and record growth in each market.** Examples include marketing efforts in Los Angeles resulting in a 50% increase in discretionary transit use, a 40% increase in revenue, and passage of sales tax measures in 2015 and 2008; doubling system ridership and passage of the largest bond election in Texas history; award winning public education campaigns for VCTC, successful bus ridership campaigns for OCTA and reinvigorating brands for Access Services, San Bernardino County Association of Governments and Santa Barbara MTD.



## Celtis will deliver...

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### CLEAR EXPECTATIONS

You'll have a dynamic team of professionals capable of exceeding all of the stated goals and worthy aspirations set forth in this RFP.

### COLLABORATIVE ENGAGEMENT

**A track record for launching nationally recognized branding programs.** With results beyond awareness and recognition, our team will deliver highly desired organizational and operational performance metrics.

### A PATH FORWARD

**Unparalleled success moving the needle.** Delivering results is what Celtis does best. Increasing awareness, improving perception, engaging potential customers, driving use or creating brand new markets, is exactly what Celtis is all about.

### REAL-WORLD EXPERIENCE

**Public Sector marketing experience second to none.** Members of the Celtis team were directly responsible for establishing the LA Metro brand (a shift away from MTA), an effort that led to over 100 awards and was featured in the New York Times, the Los Angeles Times, Communication Arts, Creative Review, Fast Company, Print, STEP Inside Design, HOW and Los Angeles magazines. In 2008, LA Metro received a REBRAND Best Of Award that led to the passage of Measure R, a ½-cent transportation sales tax.

### NO SURPRISES

**In-depth understanding of building brand awareness.** Celtis brings experience honed through actual effort. This means that all campaign concepts will be based on real problems and proven solutions, leading to a more effective result.

### REGULAR REPORTING

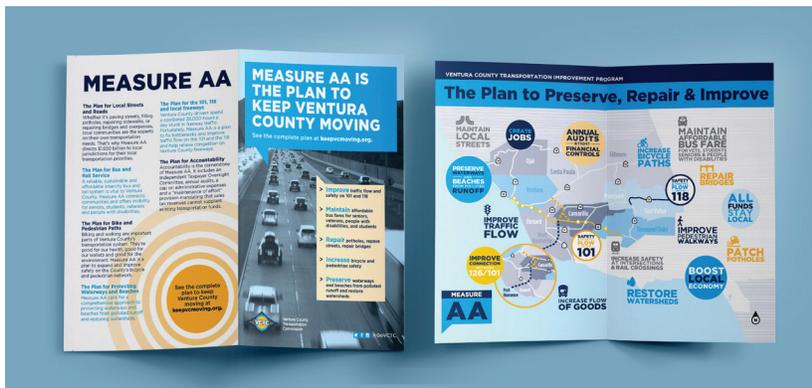
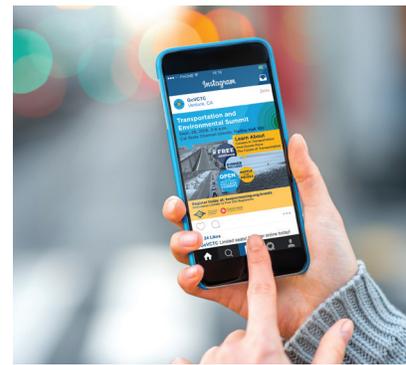
**A constant exchange of ideas.** We build off of engagement with our partners. The best idea wins – regardless of where it comes from. Celtis engages with its clients for optimal outcomes and regular reporting of progress.

### RESULTS

**Success at every level.** The Celtis team is a strike force of marketing and communications executives and professionals who have worked side by side throughout the years to deliver unprecedented results.



# VCTC's Branded Outreach Builds Support



**WHAT:** Marketing; rebranding; public awareness

**WHO:** Ventura County Transportation Commission (VCTC), 2015

**WHY:** VCTC was interested in going to the public with an initiative to fund Ventura County's Long-Range Transportation Plan (LRTP). Previous attempts garnered 42% approval. VCTC needed a comprehensive communications and outreach effort to build support.

**HOW:** Celtis leveraged VCTC's most visible brand asset – its newly painted bus fleet – to construct a consistent research-based messaging platform that included direct mail, print advertising, website, digital marketing, radio, signs, and bilingual communications.

**WOW:** Garner's 48% initial favorability and 60% approval at the ballot box

**KEY PERSONNEL INVOLVED:** Matt Raymond, Georgina Artiga, James Ewing

## Going Bold on Measure M Nets Unprecedented Results

**WHAT:** Communications plan; design; implementation

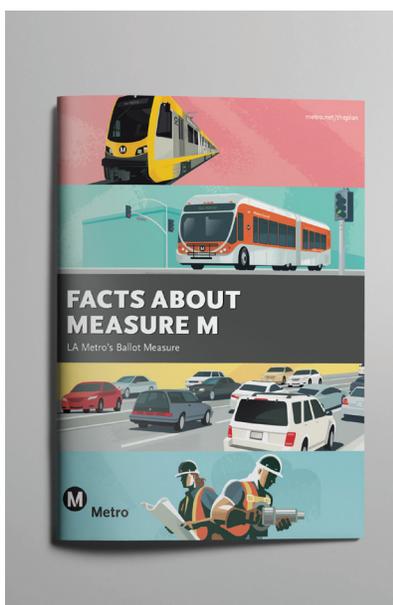
**WHO:** Los Angeles County Metropolitan Transportation Authority (LA Metro), 2016

**WHY:** In 2012, (absent the Celtis team) LA Metro attempted but failed to pass Measure J (an extension of Measure R) by a very narrow margin. Heading into the 2016 presidential election, Celtis was hired by LA Metro to help guide them through the election process. An extension of Measure R and/or a completely new plan was being considered.

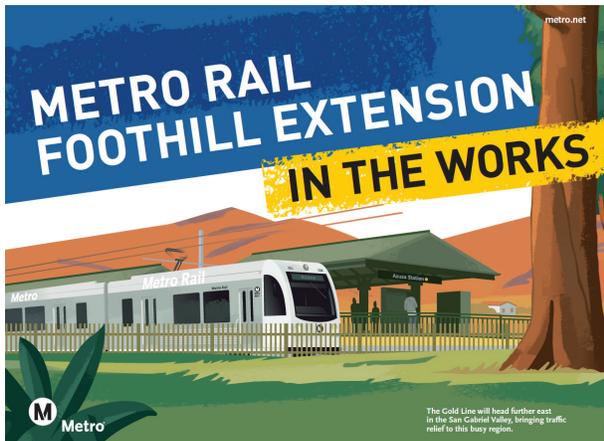
**HOW:** The first step was research to determine voter support. Conventional wisdom favored taking smaller, more measured steps (an extension) but research revealed that a bolder path was in order. In fact, the more we attempted to scale back or limit the proposed measure, the less support it received. The plan was to go bold – move forward with both a new permanent tax and a permanent extension – an approach that had never been undertaken before. It was daring but simple: create an easily identifiable and highly supported goal (ease traffic) and fly it under the banner of "Measure M." The M symbol was used heavily in LA Metro marketing and gave the campaign immediate brand awareness. All materials highlighted the benefits with projects clearly identified.

**WOW:** Delivers an overwhelming YES – with 70% approval

**KEY PERSONNEL INVOLVED:** Matt Raymond, Susana Andres



## Branded Outreach Lets People Know What's "In The Works"



**WHAT:** Outreach; public awareness; branding

**WHO:** Los Angeles Metropolitan Transportation Authority (LA Metro), 2009

**WHY:** LA Metro had 28 projects on the books. Each project was at a different stage in the delivery process; some projects were massive while other were more community-based. Inconsistency in communicating these project caused issues with equity and awareness in the community.

**HOW:** By standardizing the outreach approach for all projects, multiple issues were resolved and a best practice project branding platform was created. We created a suite of information materials and used the same illustrator for every project graphic. This, along with the brand line of "in the works" let Los Angeles County know how much LA Metro was transforming transportation for their benefit.

**WOW:** Project branding leads to greater awareness, improved perception and eventual passage of two transportation sales taxes

**KEY PERSONNEL INVOLVED:** Matt Raymond, Georgina Artiga, Susana Andres

## Dynamic Campaign Across Platforms Invigorates Ridership

**WHAT:** Marketing plan; design; implementation; video production

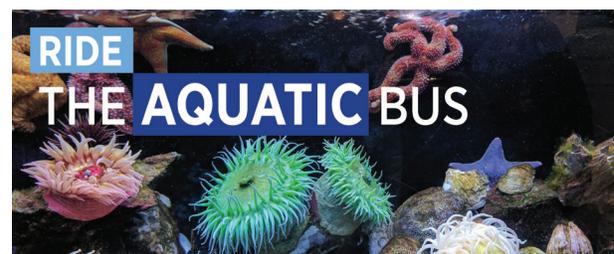
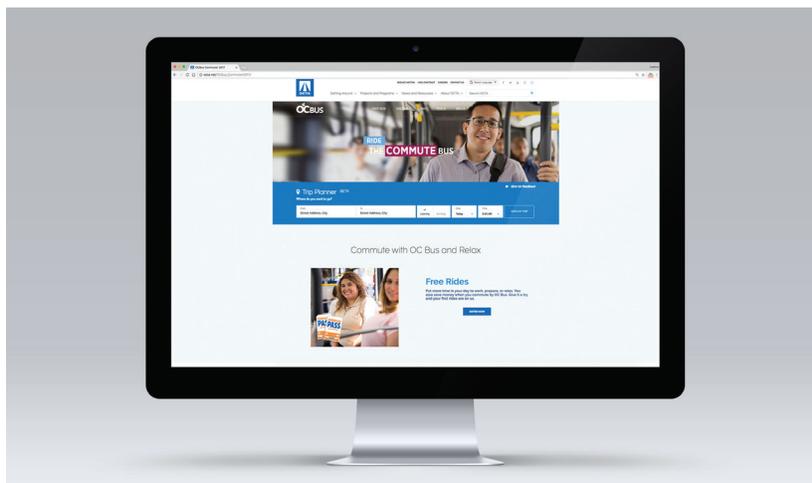
**WHO:** The Orange County Transportation Authority (OCTA; OC Bus), 2017

**WHY:** Like much of the nation, Orange County has endured several years of declining bus ridership. In response, OCTA launched OC Bus 360; a comprehensive effort to reverse the tide of declining ridership by improving bus service and the overall customer experience. Several target lines were identified for service improvements and new customer-oriented programs (mobile ticketing and real-time apps) were introduced. While declines in ridership slowed, a new branded bus ridership campaign was needed to jumpstart ridership.

**HOW:** Ride the SMART, FUN, STYLISH, FREQUENT, etc. Bus became the branding mantra for OCTA's OC Bus 360 Initiative. The objective was to increase ridership on targeted routes by actively and aggressively branding OC Bus and asking people to ride – for a variety of reasons. A comprehensive multi-media campaign, included digital marketing, direct mail, multi-cultural billboards, radio, cable TV, bus advertising, social media and promotional offers was designed to build an enticing, engaging and inclusive brand that invited everyone to Ride the awesome, cool, jolly, fun, fast OC Bus. The results were phenomenal. Ridership on target lines increased 19.5%! Over 5.5 million impressions generated nearly 13,000 respondents, 7,461 were new riders. Additionally, real-time bus app usage eclipsed 1 million per month; the new OC Mobile Ticket App was downloaded 67,000 times; and overall system revenue increased 7%.

**WOW:** Delivers a 19.5% increase in bus ridership

**KEY PERSONNEL INVOLVED:** Matt Raymond, Georgina Artiga, James Ewing



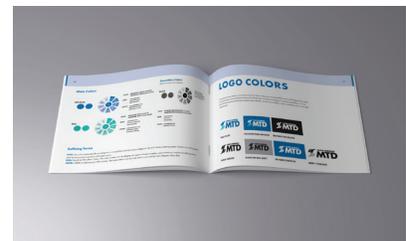
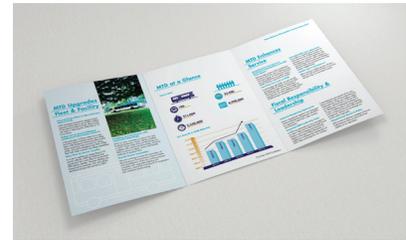
## More Projects with OC Bus



When Celtis client OCTA wanted a branded campaign to promote their partnership with Santa Ana College, our team of designers delivered a unique and eye-catching look for the various material needed. Celtis drafted an original illustration capturing the youthful, spontaneous feeling that OC Bus was looking for, and then translated the artwork across digital and print mediums for a plethora of displays. The designs took the form of brochures, flyers, kiosk posters, car cards, and even a complete bus wrap. At every step of the way, Celtis sought to deliver visuals that went above and beyond expectation, and created a larger-than-life public presence for the campaign.



## An Evolving Brand Refresh Breathes New Life Into Trusted Local Agency



**WHAT:** Rebranding; communications plan

**WHO:** Santa Barbara Metropolitan Transit District (MTD), 2017

**WHY:** Santa Barbara's MTD operates a stable, long-standing transit service in the vibrant communities of Santa Barbara's South Coast. Despite these strengths, the agency functions under an aging brand and its ridership is in decline.

**HOW:** To improve awareness and perception, and attract new riders, the agency hired Celtis to conduct a brand refresh. Celtis kicked off the process by developing a new logo and color scheme for the agency. The brand needed to be inclusive of all constituents and not favor any single jurisdiction. The new logo (approved in 2017) draws inspiration from the region's most beloved assets: rolling waves, blue water and the winding Pacific Coast Highway.

Celtis is also working with MTD to develop and implement a comprehensive branding plan that extends the new look to every aspect of the agency, from vehicles and facilities to customer information and digital communications platforms. The goal is to strategically phase implementation to make as large an impact as possible.

**WOW:** New brand positions venerable transit operator for future growth

**KEY PERSONNEL INVOLVED:** Matt Raymond, Georgina Artiga

## Extending Santa Barbara MTD's Brand to a Web Redesign

**WHAT:** UX/UI development; design; branding

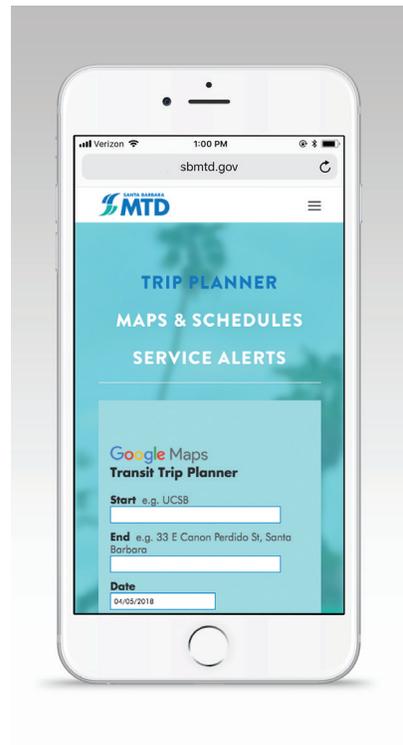
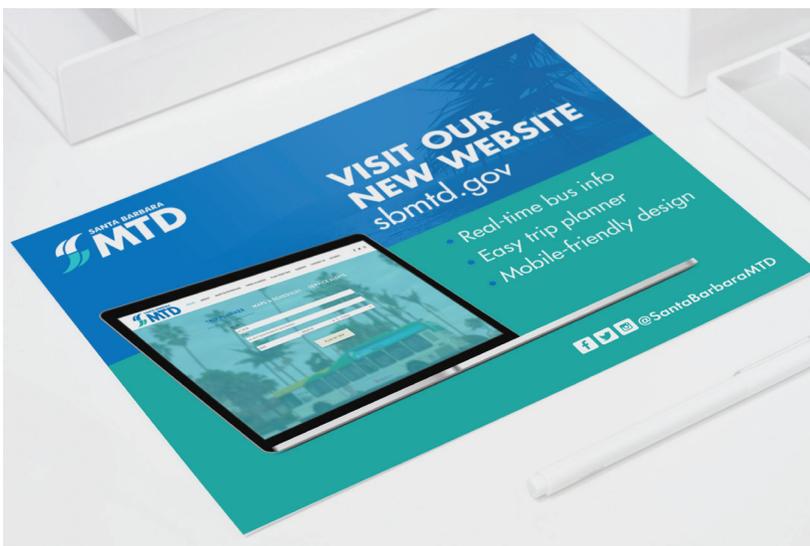
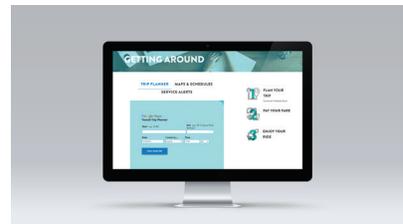
**WHO:** Santa Barbara Metropolitan Transit District (MTD), 2018

**WHY:** After Celtis finished a complete rebranding effort for MTD, the agency sought to update its website. The old site was visually outdated and organizationally cluttered. It was heavy with text and lacked a responsive, mobile-friendly design.

**HOW:** The Celtis web, design and project management teams worked with MTD to provide an aesthetically pleasing and easy-to-navigate website. Building the site from the ground up, Celtis incorporated a clean, modern design, mobile-responsive user interface and streamlined copy. The site integrates seamlessly with MTD's social media, email, and other digital marketing tools.

**WOW:** The new MTD site launched in February 2018, fully streamlining the look of the site to reflect the agency's refreshed brand

**KEY PERSONNEL INVOLVED:** Matt Raymond, Georgina Artiga, James Ewing



## Reinventing the Public Face of San Bernardino Agency Bridges Gap Between Awareness and Approval



**WHAT:** Public outreach; design; implementation

**WHO:** San Bernardino County Transportation Authority (SBCTA, formerly SANBAG), 2016

**WHY:** SANBAG, the San Bernardino Associated Governments, was the transportation planning agency for San Bernardino County. While it has been behind major improvements in the region, few people are aware of its activities or accomplishments. Research was conducted that revealed only 23% of residents were aware of SANBAG, yet their projects and programs received a favorable rating of 78%. The goal was to bridge that gap.

**HOW:** On January 1, 2017, SANBAG became SBCTA. Celtis created a brand for SBCTA to compete with major players in the region. The plan was to use the agency's new identity consistently across projects and programs and to position SBCTA as a major player in the region. The new brand was applied across all communication platforms and incorporated strict guidance for use among partner agencies. The goal was to accelerate the introduction to make as large of an impact as possible.

**WOW:** Rebranding to build support (from 23% to 78%) and become a major player in the region

**KEY PERSONNEL INVOLVED:** Matt Raymond, Georgina Artiga

## B2B Touchpoint Outreach Campaign Ushers in Celebrated Multi-Modal Santa Monica Gateway

**WHAT:** Public outreach; design; implementation; management; events planning and staffing

**WHO:** City of Santa Monica, 2016

**WHY:** Light rail was coming to Santa Monica. The Colorado Avenue Esplanade Project was designed to link rail, bike and pedestrian access to major Santa Monica tourist attractions and popular shopping areas (Santa Monica Pier and Third Street Promenade). The Esplanade promised a sophisticated cityscape along five blocks of Downtown Santa Monica to serve as a multi-modal gateway from the Expo Light Rail Line station to the heart of Santa Monica.

**HOW:** The plan to reach out to local residents, businesses and stakeholders was bold and direct. Larger than life images of what the Esplanade would look like upon completion were posted directly at the construction site. Frequent meetings with stake-holders, continual contact with local businesses and an extensive social media presence were effectively synced during the 14-month project. The Celtis team stressed the advantages of the project and why the inconvenience would be worth the final result. Celtis provided a brand for the project elements and delivered a vision for the final project outcome.

**WOW:** Results in 14-month major construction project with zero complaints

**KEY PERSONNEL INVOLVED:** Matt Raymond, Georgina Artiga



## Strategic Outreach Campaign Urges Angelenos to "LA UP"

**WHAT:** Outreach; implementation; public awareness

**WHO:** Los Angeles County Universal Preschools (LAUP), 2012

**WHY:** LAUP is a 10-year-old non-profit organization whose mission is to support the development of the whole child, grow a qualified and diverse workforce, and strengthen family engagement. The organization creates and sustains strategic partnerships and advocates for policies that promote access and program excellence. Since 2005, LAUP has prepared more than 115,000 children for kindergarten and beyond by funding, rating and raising the level of quality preschool programs throughout Los Angeles County.

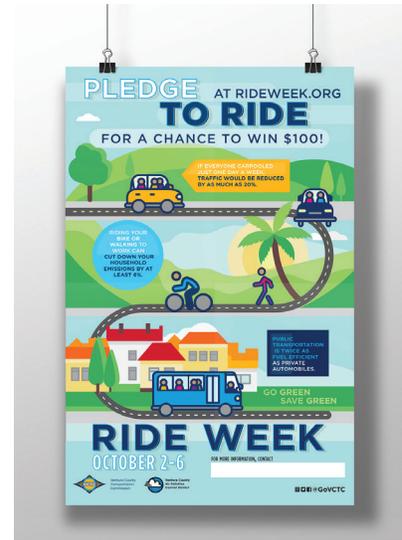
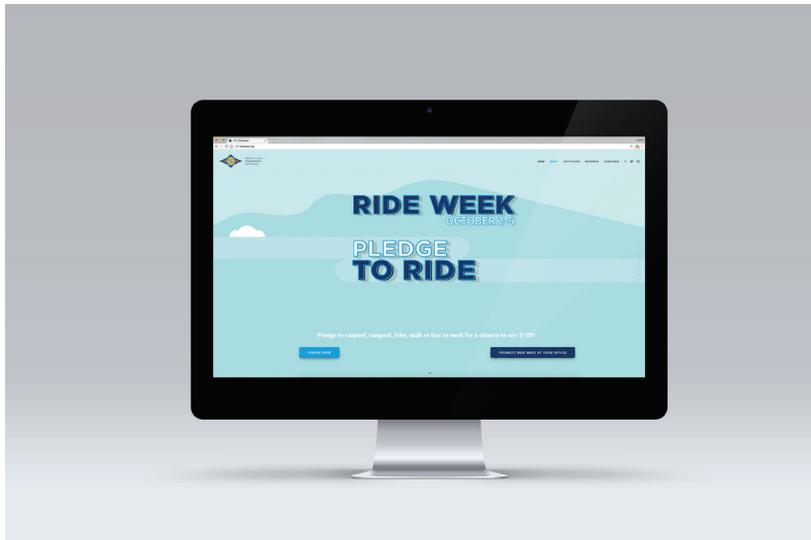
**HOW:** Celtis helped LAUP establish its brand through an aspirational, adaptive digital marketing campaign. The online campaign achieved over 10 million impressions with an extremely limited budget and drove 24,000 people to the LAUP website. The campaign associated the organization with "UP" – look up, stand up, grow up, speak up and more.

**WOW:** "LA UP" triples website engagement

**KEY PERSONNEL INVOLVED:** Matt Raymond



## Original Website and Campaign Successfully Promote Ridesharing Initiative



**WHAT:** An original website and campaign built to promote VCTC's Ride Week campaign

**WHO:** Ventura County Transportation Commission (VCTC), 2017

**WHY:** Ride Week is a national initiative to encourage use of alternative modes of transportation. Celtis designed a website for VCTC that effectively encouraged visitors to pledge to rideshare during Ride Week. It provided a fast and easy platform for commuters to make pledges and for VCTC's partners to download promotional materials. Through consistent design and copy, the site seamlessly integrated with VCTC's social media and digital advertising. The data and analytics generated by the site helped VCTC to understand which modes and messages are most compelling to their audience.

**HOW:** Celtis team members worked collaboratively to generate a visually captivating website and collateral encouraging a call to action: "Pledge to Ride"

**WOW:** 67.5% of users who visited the site completed a pledge to rideshare

**KEY PERSONNEL INVOLVED:** Matt Raymond, Georgina Artiga, James Ewing

## Assessment Provides Insight for the Future of VIA

**WHAT:** Public outreach; communications; assessment

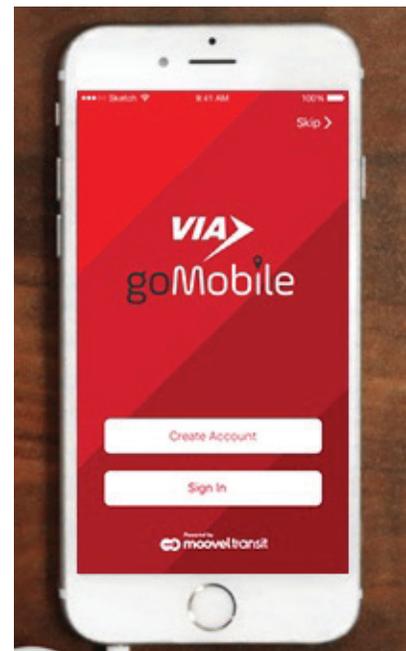
**WHO:** San Antonio VIA Metropolitan Transit (VIA), 2017

**WHY:** VIA Metropolitan Transit has a long-standing reputation for being a quality bus system. But VIA wanted to do things better: introduce new modes, update technologies and facilities and utilize best industry practices in outreach and communications. The goal was to best position VIA to increase awareness of services, build community support and grow ridership.

**HOW:** Celtis conducted a comprehensive assessment of all VIA customer and constituent touchpoints. Everything from vehicles to fare media was evaluated from a customer/constituent perspective. The process began internally with staff interviews representing the entire organization. A field assessment of every VIA facility was conducted as well as a complete review of all digital and traditional communications. Celtis simultaneously conducted an industry audit of best practices in the areas of outreach, customer service and communications. A final report of findings and recommendations was presented to VIA executive staff.

**WOW:** Establishes a path forward to build a strong brand

**KEY PERSONNEL INVOLVED:** Matt Raymond, Georgina Artiga



## Dynamic Video Projects Bolster Support and Build Awareness for VCTC



**WHAT:** Video production; marketing plan

**WHO:** Ventura County Transportation Commission (VCTC), 2016-2017

**WHY:** VCTC was providing free rides for U.S. military veterans on Veterans Day on its VCTC Intercity Transit bus service. It was part of a county-wide effort to honor local veterans. VCTC was in need of an effective way to promote this campaign and generate positive community engagement.

**HOW:** Celtis produced an emotional video featuring veterans by creating an environment that fostered positive community feedback. This video became the cornerstone of a digital campaign targeted to Ventura County that was featured on Facebook and Instagram. These platforms enabled VCTC to track community engagement as well as allow them to quantifiably measure and dissect the successful performance of the video.

**WOW:** Earns 22,170 video views and 14,888 clicks and engagements

**KEY PERSONNEL INVOLVED:** Matt Raymond, Georgina Artiga, Cristina Bonnici

### Video Portfolio Available:

<https://www.youtube.com/channel/UCw84Esxw5GAo-TYmsNEpKdg/featured>

## Relevant Campaigns and Projects



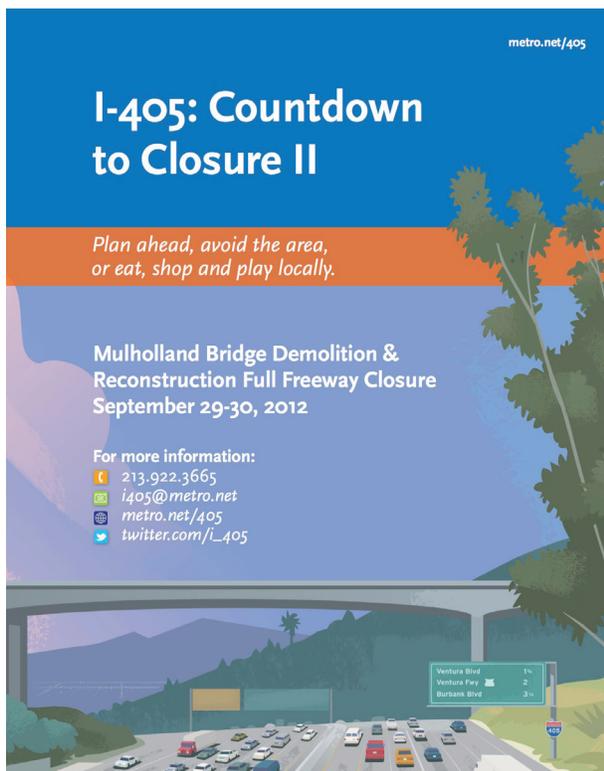
### LA METRO ACHIEVES 20-YEAR RIDERSHIP GOAL BY MARKETING BUS LIKE RAIL

A new rapid transit concept was introduced: Bus Rapid Transit (BRT), which LA Metro would deliver in lieu of light rail. The strategy was to market “it” like rail. BRT possesses many of the same characteristics of rail, and we used that to our advantage. We communicated every feature and benefit “it” (BRT) had. The campaign launched in the planning phases and carried through into operations. The Metro Orange (BRT) line couldn’t have been more successful.



### OUTREACH CAMPAIGN INSPIRES THE PUBLIC TO “IMAGINE”

LA Metro had tested the waters by going to the voters to increase transportation via a local sales tax, but polling numbers didn’t reach the 2/3 approval threshold. Heading into a presidential election (in 2008) presented a rare opportunity for high voter turnout. The process was transformed into an aspirational outreach campaign. We used elements of the plan to get people to “Imagine... more rail to more places; a faster commute; getting there faster; etc.” The “Imagine” campaign included: outdoor, transit, radio, presentation materials, videos and more – and it increased support for sales tax by 25%.



### A WARNING AGAINST “CARMAGEDDON” RESULTS IN MEASURABLE IMPACT

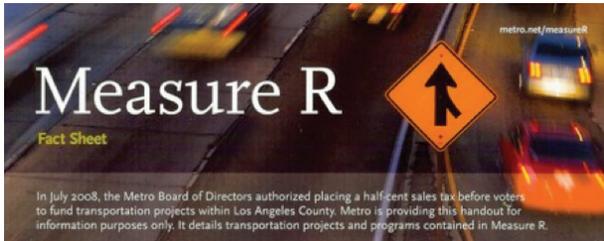
In 2011 and 2012, California Department of Transportation (Caltrans) and LA Metro asked Celtis staff (then LA Metro employees) to develop and execute a wide-ranging outreach program to reduce vehicle traffic on the I-405 Freeway while the Mulholland Bridge was demolished and the entire freeway was closed. The program used social media, videos, website content and extensive outreach to traditional news media and stakeholder organizations to reach local, state and national audiences. The campaign’s message was “Stay Away, Shop and Play at Home.” The outreach campaign resulted in a 50-70% reduction in traffic.

## Other Success Stories



### “OPPOSITES” POSITIONED LA METRO AS THE HERO THE AWARD-WINNING

The “Opposites” campaign was one of LA Metro’s most popular and successful in terms of positioning transit as the solution to the problem of high gas prices and traffic. This campaign helped secure new riders and greatly contributed to a transportation sales tax victory in Los Angeles.



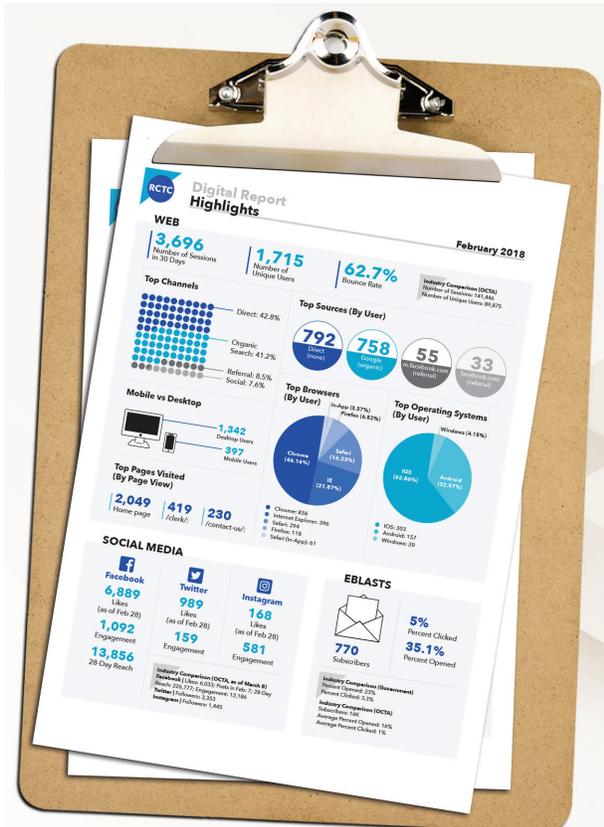
### “MEASURE R” TRANSPORTATION SALES TAX WAS VICTORIOUS

Initiated and led the 68% passage of a transportation sales tax initiative (Measure R) in Los Angeles County. The public information campaign showcased a simple 5-point plan to relieve traffic congestion in the region. The Measure will generate \$40 billion over 30 years and fund over 24 projects the region.



### MONTEBELLO BUS LINES MOBILE APP REDUCED PHONE CALLS BY 50%

The “Ride MBL” campaign launched a new AVL system that resulted in a 50% reduction in customer inquiries on the costly and labor-intensive telephone customer information service.



### “DESTINATION” SERIES PROMOTED 50 LOCATIONS REACHABLE BY RAIL

“Destination” series continually featured popular attractions reached by system. Nearly 50 destinations were promoted; system connectivity touted; increases in reported attendance – by as much as 20%.

### THOUGHTFULLY DESIGNED SCORECARDS PUT RESULTS IN PERSPECTIVE

The Celtis team knows analytics. Raw data is filtered through a creative lens in the generation of infographics, reports, and scorecards. Good graphic design does so much more than make the numbers look nice – it puts them into context and positions RCTC for growth and success.

## The Celtis Approach to On-Call Creative, Design and Media Strategy Services

### STEP ONE | IMMERSION

Celtis will fully understand the internal and external operating environment. Celtis will conduct a 360-degree review of issues, accomplishments, concerns, goals and objectives. Celtis will meet with staff and key constituents to gain a complete understanding and perspective of what matters most. We will review research, ridership data, media coverage and industry reports. We will combine our unique knowledge, experience and understanding of the industry, along with review of issues and opportunities specific to marketing, communications and the brand.

### STEP TWO | ANALYSIS

Celtis will identify strengths, weaknesses, issues and opportunities. We will review performance and outcomes of past marketing and branding efforts to determine the optimal approach to communications. Celtis will analyze the brand to determine public and customer awareness, perception and understanding. We will identify key public and private audiences, organizations and opinion leaders to ensure all future communications are relevant, targeted and always hit the mark.

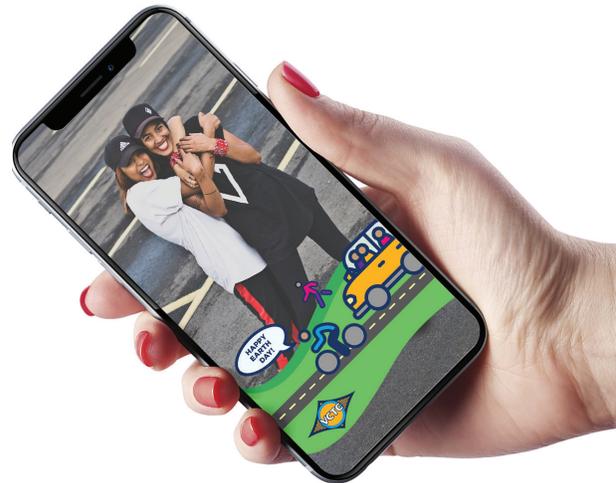
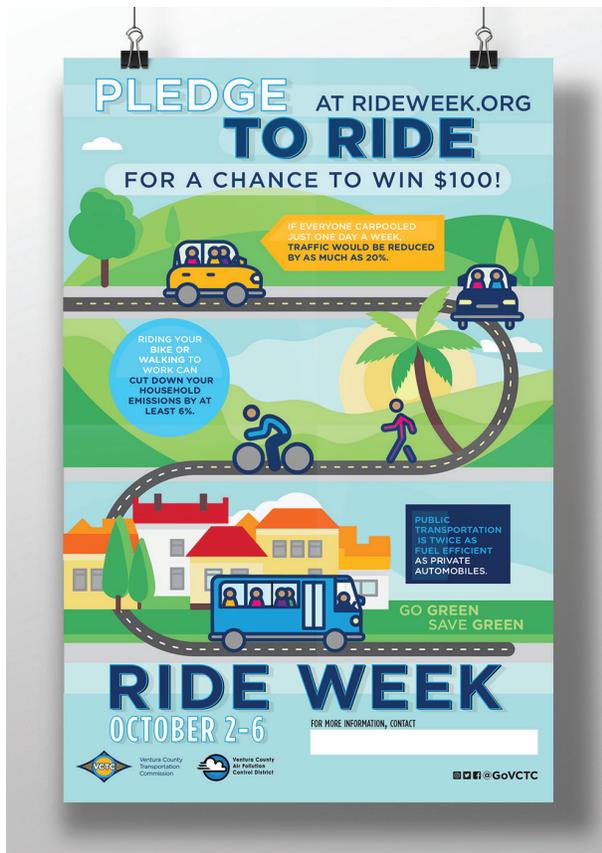
### STEP THREE | PLANNING

Celtis will develop a comprehensive marketing and communications plan for each task. The plan will provide strategies and tactics to increase awareness and support, build the brand image and attract customers. Celtis understands how to market like no other in the industry. We will layout a clear path forward to achieve business and operational objectives; improve outreach and events; B2B/G2G relations; digital and social media engagement; constituent outreach; and general marketing and communications.



*A comprehensive marketing and communications plan makes all the difference in the essential planning stages. Observations, objectives, and a road-map for brand success set up clients (like MTD, pictured here) for major growth and maximum engagement.*





The Celtis creative team has ample experience in extending branding across platforms. Once a brand is established or refreshed, Celtis has the ability to apply the look, feel, and message to diverse media. On top of skillfully design print media, we are capable of producing compelling digital and social media graphics such as post-able content, Snapchat geofilters, and website artwork.

#### STEP FOUR | IMPLEMENTATION

Celtis will provide on-going creative support for communications, marketing and community relations programs. We will develop digital (static and video) content for all social and digital media channels and develop print ads based on campaigns, plans and strategies. Celtis will update and build the brand. We will create engaging graphics; augment and enhance marketing and collateral material in both print and digital format; create media and government relations kits; update the website; and develop comprehensive digital and social media engagement program..

#### STEP FIVE | TRANSFORMATION

Celtis will actively manage state-of-the-art information and engagement programs that will serve as examples for the industry to follow. On an ongoing basis, Celtis will provide copywriting, design, printing and distribution services; prepare and edit written materials; support community relations and social media efforts to secure "grass roots" and legislative support for initiatives and funding programs; and provide weekly status and "look-ahead" reports to keep staff well informed and integrated in every aspect of communications.

#### STEP SIX | DELIVERY

Celtis understands the operating environment and will provide marketing and communications support at every level. We will recommend broadcast, digital and print media buying strategy based on annual goals and budget. We will serve as an extension of staff and participate in annual agency campaign strategy sessions, meetings with appropriate staff and the CEO (as requested).

O'Rorke, Inc.

Request for Proposals # 2018-05

On-Call Creative, Design and Media  
Strategy Services for Livermore  
Amador Valley Transit Authority

May 11, 2018

**O'Rorke Inc.**

**San Francisco Office**

220 Montgomery Street, Suite 1950

San Francisco, CA 94104

Tel (415) 543-9119 Fax (415) 543-0566

Ms. Fishman is always on top of current media trends, and is as adept at negotiating and booking digital media as she is at identifying and booking traditional advertising. We regularly manage campaigns that include a mix of highly targeted digital ads for both online and mobile users, as well as digital streaming radio, social media advertising, digital retail and large format digital outdoor placements. We can also guide clients through the process of incorporating retargeting technology into their digital ad buys, and we are skillful at collaborating with client web development teams to track and analyze a variety of digital website traffic streams.

With over 20 years of experience working closely with regional media outlets, Ms. Fishman is consistently able to identify the most strategic advertising choices for specific audiences while negotiating the highest value possible for client budgets. She has successfully negotiated millions of dollars in media buys for O’Rorke’s clients with value-added bonuses in excess of 20 percent of the paid contract.

## b) Experience

<b>CLIENT:</b>	<b>City of San Mateo</b>
<b>REFERENCE:</b>	Kathy Kleinbaum
<b>TELEPHONE:</b>	(650) 522-7153
<b>EMAIL:</b>	kkleinbaum@cityofsanmateo.org
<b>ADDRESS:</b>	330 W. 20th Avenue, San Mateo, CA 94403
<b>WEBSITE:</b>	<b>ConnectSanMateo.com</b>
<b>CONTRACT DATES:</b>	2015-2017
<b>BUDGET:</b>	\$125,000
<b>SERVICES PROVIDED:</b>	Graphic design, creative production, campaign strategy, media buying, grassroots community outreach and website development services for Connect Redwood City Campaign.

In 2015, the City of San Mateo in partnership with SanTrans and Commute.org tasked O’Rorke with developing and launching a pilot program based off of the successful Connect, Redwood City! program to offer various transportation options to encourage people to reduce single-occupancy driving and, subsequently, reduce greenhouse gas emissions. O’Rorke implemented a targeted strategy to promote the convenient, affordable, and stress-free travel options to residents, visitors, and commuters when travelling to, from, and around San Mateo.



O’Rorke designed the logo and all branding elements for the Connect San Mateo program to emphasize the program’s purpose—offering multi-modal transportation options to connect people to their destinations. The program highlighted the bike share, car share, vanpool, and multiple transit alternatives available to help residents, visitors and

commuters easily travel to their destinations. O’Rorke also secured further partnerships for co-branding and advertising opportunities with like-minded organizations to promote Connect San Mateo.

O’Rorke worked with Rocket Science Studio to develop and launch an innovative, yet cost-sensitive, landing page, [ConnectSanMateo.com](http://ConnectSanMateo.com). The landing page was developed using responsive design for optimal viewing on desktop, tablet or mobile and included both a rotating banner, integration with Google Maps and a Trip Planner function.

Our targeted creative was used in TV, print, online, outdoor and transit advertising as well as non-traditional forms of outreach such as direct mailers, bumper stickers and recumbent bicycle outreach. O’Rorke also drafted and disseminated e-newsletter and social media content for partners to share about the Connect San Mateo program

<b>CLIENT:</b>	<b>Marin Hazardous and Solid Waste Joint Powers Authority</b>
<b>REFERENCE:</b>	Steve Devine, Program Manager
<b>TELEPHONE:</b>	(415) 473-2711
<b>EMAIL:</b>	sdevine@marincounty.org
<b>ADDRESS:</b>	1600 Los Gamos Drive, Suite 210, San Rafael, CA 94903
<b>WEBSITE:</b>	<a href="http://ZeroWasteMarin.org">ZeroWasteMarin.org</a>
<b>CONTRACT DATES:</b>	2013 - Present
<b>BUDGET:</b>	\$180,000 annually
<b>SERVICES PROVIDED:</b>	Graphic design, creative production, campaign strategy, media buying, grassroots community outreach and website development services for Zero Waste Marin Waste Reduction Campaigns.



To meet the statewide recycling goal of 75 percent by 2020, the Marin Hazardous and Solid Waste Joint Powers Authority enlisted O’Rorke to inform and educate Marin County residents about waste reduction practices, and to encourage them to take proactive steps to reduce waste in their homes and communities. In 2013, O’Rorke facilitated 32 stakeholder interviews and used the feedback gathered to design and implement a targeted “Leftovers get new life in Marin” campaign to educate residents about food scrap composting. The campaign ran from 2013 – 2015, with customized artwork for each city and town in Marin.

To help stretch the advertising budget, O’Rorke reached out to the San Francisco Department of the Environment and negotiated a gratis license for Marin County to adapt the popular “Green Cart” television spot for local use. As a result, visits to the [ZeroWasteMarin.org](http://ZeroWasteMarin.org) website experienced a significant jump during the weeks that the TV spots aired in each subsequent campaign year.

In 2017, O’Rorke developed a new campaign for Zero Waste Marin to help residents pick the smarter alternative to put into their shopping carts to help reduce waste in their communities. “Shop Smart. Waste Less.” is designed to compare and contrast a smart choice, such as a reusable travel mug, with a more wasteful choice, such as single-use paper coffee cups. We recently orchestrated a photoshoot in a Marin County grocery store with refined “Shop Smart. Waste Less.” visuals scheduled to begin running in May 2018. **To ensure wide visibility, our media buy includes queen bus side ads with Golden Gate Transit, kiosk posters at the Larkspur Landing Ferry Terminal, and transit shelters throughout the County, along with shopping cart ads, local print, targeted digital, TV and movie theater ads.**

While paid advertising is an excellent method for reaching residents on a broader level, it often takes multiple, ongoing campaign touch points to ensure that residents do not forget key messages over time. We have developed e-newsletters for garbage bill inserts and articles for local schools with messages tailored to each hauler’s service area, designed posters for chambers of commerce, local grocery and hardware stores and all the local libraries in the county, distributed door-hanger surveys for multifamily residents to assess attitudes about composting and recycling services, and placed large outdoor street banners and posters in high traffic locations throughout Marin County. This combination of non-traditional outreach methods ensures that residents see Zero Waste Marin’s waste reduction messages in multiple locations and formats throughout the year.

Since we began working with Zero Waste Marin in 2013, O’Rorke has conducted over 40 community presentations, reaching thousands of residents across the County. These presentations are designed to target harder-to-reach audiences including community groups, rotary and volunteer clubs, faith-based organizations and homeowner associations. Resource haulers have been supportive of these outreach efforts, often sending a representative to lead a question and answer session for residents at the end of our presentations. Feedback from these and other community engagement methods has been extremely positive, with many organizations requesting follow up presentations and additional Zero Waste materials.



<b>CLIENT:</b>	<b>Bay Area Air Quality Management District</b>
<b>REFERENCE:</b>	Lisa Fasano
<b>TELEPHONE:</b>	(415) 749-5170
<b>EMAIL:</b>	lfasano@baaqmd.gov
<b>ADDRESS:</b>	375 Beale Street, Suite 600, San Francisco, CA 94105
<b>WEBSITE:</b>	<b>SpareTheAir.org, BayAreaCommuteTips.org, EmployersSpareTheAir.org</b>
<b>CONTRACT DATES:</b>	1998 – 2002, 2004 – 2018
<b>BUDGET:</b>	Annual budget of \$1.9 million
<b>SERVICES PROVIDED</b>	Graphic design, creative production, campaign strategy, media buying, media relations, multicultural outreach, event management, grassroots community outreach, website development services, business outreach, research and campaign evaluation services for Spare the Air Campaigns.

For nearly 20 consecutive years, O’Rorke has handled some or all aspects of the Spare the Air campaigns, including the collaboration with MTC and 30+ transit agencies on the Spare the Air Free Transit effort 10 years ago.

In 2017, O’Rorke developed the concept and managed the advertising for the Spare the Air Every Day campaign to encourage residents to carpool to work and featured visuals that emphasized the ease and multiple lifestyle and timesaving benefits of carpooling. O’Rorke provided guidance on the casting, coordinated the photoshoot and developed creative messaging for four different ads as part of the “brought to you by carpooling” campaign. The campaign included a large digital component in addition to ads placed with traditional media outlets. Geo-targeted online, mobile and tablet ads, social media ads, online and mobile streaming radio spots, and ads with digital television subscription services and digital on-demand cable all directed residents to visit the **BayAreaCommuteTips.org** website. O’Rorke also spearheaded the website design, content development and construction to consolidate a comprehensive database of commute programs and incentives into one streamlined location. O’Rorke worked with Rocket Science Studios to design and build the website using responsive design for streamlined viewing on mobile, tablet or desktop, and recently added new sections to promote carpooling.



O’Rorke also spearheaded the creative process and subsequent photoshoot for our most recent Winter Spare the Air campaign, “If your home’s smoking, it’s time to quit,” a visually provocative image of a cigarette chimney and cigarettes in a fireplace that make the connection between second-hand cigarette smoke and wood smoke. In Fall 2017, we shot a follow-up TV commercial that further emphasizes the impact

of wood smoke on indoor air quality. **For the last several winter seasons the campaign has included high impact placements with multiple transit agencies including Golden Gate Transit, West Contra Costa Transit, County Connection, AC Transit and LAVTA.** To support our paid advertising efforts, each fall since 2008 we have conducted door-to-door outreach to distribute information on the wood burning rule in key neighborhoods heavily impacted by wood smoke. To-date, we have reached approximately 16,000 households in 52 cities, including Dublin, Pleasanton and Livermore.

On behalf of the Air District, O’Rorke works with businesses in the Bay Area to promote commute alternatives to their employees. In 2017, O’Rorke coordinated three focus groups with large employers in the Bay Area — including one in the Tri-Valley — as well as two networking events for employers. O’Rorke was in charge of outreach and recruitment to encourage employers to promote carpooling, public transit, biking, walking and more commute options to their employees. As part of our work, we worked closely with ridesharing companies like Scoop, Carzac, Duet, and more.



O’Rorke has also worked with the Air District on many smaller projects to generate behavior change on a local level. To educate parents about the harmful effects of letting cars idle near schools, O’Rorke organized students at Pleasanton Middle School to pass out spray misters and encourage parents to turn off vehicles while waiting to pick up children. The event was organized in partnership with UCSF Benioff Children’s Hospital and the City of Pleasanton, and was widely covered regionally, resulting in 374 stories worth over \$600,000 in publicity value.

In addition, because of our capabilities to deliver results on time and on budget, the Air District has tasked O’Rorke on five occasions to manage large-scale, regional climate conferences, with our most recent Climate Leadership Forum featuring keynote speaker Van Jones. We are currently in the early stages of planning a sixth Climate Conference for the Air District, tentatively scheduled for September 2018 in San Francisco.

<b>CLIENT:</b>	<b>San Francisco Department of the Environment</b>
<b>REFERENCE:</b>	Donnie Oliveira
<b>TELEPHONE:</b>	(415) 606-8039
<b>EMAIL:</b>	compostoliveira@gmail.com
<b>ADDRESS:</b>	1455 Market Street, Suite 1200, San Francisco, CA 94103
<b>WEBSITE:</b>	<b>SFEnvironment.org</b>
<b>CONTRACT DATES:</b>	Multiple contracts, 1990s -present
<b>BUDGET:</b>	Averages \$200k - \$300K per year
<b>SERVICES PROVIDED:</b>	Graphic design, creative production, campaign strategy, media buying, multicultural outreach, media relations, event management and grassroots community outreach for multiple waste reduction, energy efficiency, hazardous waste and pollution prevention campaigns in San Francisco.

Over the past several decades, O’Rorke has conducted multiple social marketing campaigns for the San Francisco Department of the Environment. Recent projects include a wide variety of creatively executed events — ranging from large press launches to highly targeted community events — as well as more traditional educational outreach campaigns encouraging residents to adopt alternative modes of transportation in the Ingleside neighbourhood and to use the SF Property Assessed Clean Energy (PACE) program to fund energy efficient home upgrades. Across all programs, O’Rorke recommended and advocated for materials to be available in Chinese, Spanish, and other languages to reach all San Francisco residents.

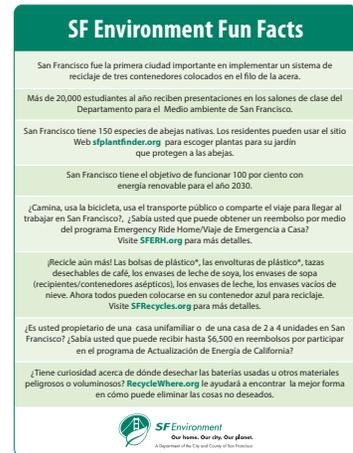


Beginning in 2015 to present, O’Rorke has managed the Mayor’s Earth Day Breakfast, a celebration of the City of San Francisco’s dedication to environmental initiatives from zero waste, energy, transportation, biodiversity and more. In lieu of a traditional breakfast in 2015, we planned and executed the late Mayor Ed Lee’s Earth Day Climate Action Bus Tour, which included a press conference at AT&T Park followed by a bus tour to Boeddeker Park where the late Mayor participated in a tree planting with key partners and community members. In April of this

year, we managed the logistics for the 2018 Mayor’s Earth Day Breakfast, a celebration that culminated in the announcement of San Francisco’s goal to be carbon-neutral by 2050.

In 2015 and 2016 O’Rorke was tasked with supporting the Department’s efforts to reduce drive-alone rates in the Ingleside neighbourhood. To reach this extremely small segment of the city, our campaign featured a series of mailings and door hangers followed by a digital advertising campaign with ads geo-targeted to residents via Maxpoint and Facebook.

In September 2017, O’Rorke was tasked with planning and executing seven community meetings to gather feedback on San Francisco residents’ environmental priorities. With only two weeks to plan, we spearheaded the recruitment of a diverse range of community members, organized facilitators, designed and produced worksheets and signage in English, Spanish and Chinese, and coordinated all event logistics for seven separate events. O’Rorke worked closely with staff and community organizations to tailor the meetings to each of the diverse audiences and supervised and staffed all seven events. In spite of the small timeframe to plan and execute these community meetings, O’Rorke successfully met and exceeded client expectations for the community meetings — our quick efforts in their time of need were even recognized by the San Francisco Commission of the Environment.



In addition to working on events in 2017, O’Rorke also assisted with a direct mail campaign to new San Francisco residents notifying them of their transportation options and an advertising and media relations campaign encouraging residents to use the SF PACE program to fund energy efficient home upgrades. Our graphic design team developed multiple creative comps that were then adapted to target homeowners in San Francisco in English and Chinese. We also worked internally and with multicultural outreach specialists to ensure that our messaging in Chinese was relevant and touched upon the community’s priorities. **Our media buy included highly visible placements on bus shelters throughout the city, Pandora online radio streaming audio and banners, in-language radio and Facebook ads.** Our campaign culminated in April 2018 with a press event in partnership with our non-profit partners and the City and County of San Francisco to announce the largest LED light bulb giveaway in history.

<b>CLIENT:</b>	<b>Los Angeles County Waterworks Districts</b>
<b>PROJECT:</b>	Water Conservation Campaigns
<b>REFERENCE:</b>	Melinda Barrett, retired
<b>TELEPHONE:</b>	(559) 580-0944
<b>EMAIL:</b>	barrett.melinda1@gmail.com
<b>ADDRESS:</b>	1000 South Fremont Avenue, Building A9-E, 4th Floor, Alhambra, CA 91803
<b>WEBSITE:</b>	<b>LACWaterworks.org</b>
<b>CONTRACT DATES:</b>	2007 - present
<b>BUDGET:</b>	246,000 annually
<b>SERVICES PROVIDED:</b>	Graphic design, creative production, campaign strategy, media buying, multicultural outreach, media relations, event management and grassroots community outreach for multiple water conservation campaigns in Los Angeles County.

O’Rorke’s relationship with the Los Angeles County Waterworks District began over 10 years ago with a bang. Our initial “Three Easy Ways” campaign for LA County was so successful that water conservation levels were exceeded a year ahead of schedule, and the results were impressive: residents had reduced water use by 24 percent since 2007, a decade ahead of the state’s 20 percent reduction goal by 2020.

In 2015, in response to the statewide drought declaration, O’Rorke launched a drought-focused water efficiency campaign that included both traditional and digital advertising elements and hyper-local messaging placements. O’Rorke coordinated a photoshoot in Malibu and secured a location of a home with drought-tolerant landscaping. Our artwork was featured throughout Southern California on outdoor and light pole banners, bill inserts, geo-targeted ads on Facebook, Division D and RTBiq ad serving platforms, posters placed at the library and local businesses, the County website and even on movie theatre screens. In an effort to maximize visibility for our campaign, we partnered with the Malibu Chamber of Commerce, the City of Malibu and Caltrans on separate efforts to showcase signage encouraging residents to reduce their water usage and to find and fix leaks.



Based on focus groups in English and Spanish that we conducted in 2017 with Antelope Valley and Malibu residents, O’Rorke will commence our next outreach campaign in 2018, which will focus on encouraging residents to adopt water conservation measures as a way of life. Our new artwork will highlight the journey that water takes to get to Southern California by way of the aqueducts and remind residents that water is a precious and limited resource. O’Rorke’s outreach plan is designed to increase public awareness of Waterworks’ services, quality and value; improve communications during water leaks, repairs, and outages; and improve communications channels for customers. Our new campaign is expected to kick off in Summer 2018 and will include traditional and digital advertising, community outreach to local businesses, institutions and schools, and website updates.

### **c) Resumes of Key Personnel**

O’Rorke staff is always accessible and, as our references will attest, we are excellent stewards of our clients’ relationships with other agencies and the community. You will always have access to our team members and principal. The team described here is the team that will work on the project.

#### **TRACY KEOUGH MANAGING PRINCIPAL O’RORKE, INC., JUNE 2001 - PRESENT**

#### **SELECTED CLIENTS**

**Bay Area Air Quality Management District**—Provided strategy and oversight for all programs, including creative development. Managed all aspects of the Spare the Air and Winter Spare the Air campaigns to reduce automobile exhaust and wood smoke pollution. Conceptualized, planned and executed the 2006 Climate Protection Summit with keynote speaker Al Gore, and the 2009 Climate Action Summit in Oakland with keynote Thomas Friedman, and Attorney General Jerry Brown. Led strategy for the fall 2016 Climate Leadership Forum in San Francisco featuring keynote speaker Van Jones. Currently working with the Air District to plan a climate conference in Fall 2018 in San Francisco.

**Caltrans**—Managed immediate content development and helped develop the advertising plan for the five major closures of the San Francisco-Oakland Bay Bridge during the Labor Day Weekends of 2006, 2007, 2009, and 2013, and the Presidents’ Day Weekend of 2012.

# VI. Supporting Documentation

The following samples are highlights of the various creative campaigns O’Rorke has developed for transit-specific programs and events, as well as events we’ve managed in the Tri-Valley.

## Transit Wraps



Spare the Air Train Wrap for Capitol Corridor



Spare the Air Bus Wrap for Oakland Broadway Shuttle



Mayor’s Earth Day Climate Action Bus Tour Wrap for the San Francisco Mayor’s Office



Spare the Air Bus Wrap for LAVTA

## TV and Video



**Blue Cart / Green Cart TV for Livermore Recycles**



**Andy Washburn Carpooling TV for Spare the Air**



**Spare the Air video, filmed at Fallon Middle School in Dublin**



**Ride Me TV for Spare the Air, filmed in Livermore at Poppy Ridge Golf Course**



**The Beard Carpooling TV for Spare the Air**

## Events



I Pool to School Event for Spare the Air, held in Pleasanton and featuring Wheels Bus



Idle Free Press Event for Spare the Air, held at Pleasanton Middle School



Bike Mobile / Bike Rodeo Event for Spare the Air and MTC, held at Green Elementary School in Dublin

# GILBERT AND ASSOCIATES — SAMPLES

BART— Misc. car cards

## One Ticket. One Seat.

Starting this fall, BART Police will begin enforcing our new policy, "One Ticket, One Seat." Please be courteous to other passengers by:

- Stowing your stuff on your lap or on the floor.
- Keeping your feet off the seats
- Not laying down

www.bart.gov

## Make Your Voice Heard

The BART Board of Directors wants to hear from you. Let us know what you think about our service, stations, train cars, fares, policies—whatever is on your mind.

Here's How

- Attend a Board Meeting
- Send us an email: [BoardofDirectors@bart.gov](mailto:BoardofDirectors@bart.gov)
- Write a letter: BART Board of Directors, PO Box 12688, Oakland, CA 94604-2688

Go to [www.bart.gov/board](http://www.bart.gov/board) for dates, times and locations of Board Meetings along with minutes and agendas, a comment form and videos from past Board Meetings. You can even watch most Board Meetings live online.

BART... and you're there.

## Stay Connected

When you are riding on BART, or before you get to the station, make sure you have the most up-to-date information about our system.

Visit [www.bart.gov](http://www.bart.gov) on your mobile or desktop to plan your next BART trip and keep up to date with the latest BART news and service updates that affect you.

- The BART QuickPlanner is the fastest, easiest way to plan a BART trip: [www.bart.gov](http://www.bart.gov)
- Know when to go with BART real time departures: [bart.gov/departures](http://bart.gov/departures)
- Stay informed with BART service advisories: [bart.gov/advisories](http://bart.gov/advisories)
- Read BART news and watch BARTtv video: [bart.gov/news](http://bart.gov/news)
- Sign up for BART updates via email or text: [bart.gov/alerts](http://bart.gov/alerts)

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**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 10th day of September 2018.

\_\_\_\_\_  
Scott Haggerty, Chair

Attest: \_\_\_\_\_  
Michael Tree, Executive Director