



NOTICE TO OFFERORS

March 3, 2023

AFFILIATED AGENCIES

*Orange County
Transit District*

*Local Transportation
Authority*

*Service Authority for
Freeway Emergencies*

*Consolidated Transportation
Service Agency*

*Congestion Management
Agency*

*Service Authority for
Abandoned Vehicles*

**SUBJECT: Request for Proposal (RFP) 3-2222
"Bus Advertising Revenue Program"**

All Offerors:

This letter shall serve as **Addendum No. 1** to the above RFP issued by the Orange County Transportation Authority (Authority). Offerors are reminded that the proposal submittal due date is at or before **2 p.m., April 3, 2023**.

Addendum No. 1 is issued to present the pre-proposal registration sheet as Attachment A and the PowerPoint presentation is presented as Attachment B to this Addendum No. 1. Attendees are advised to complete the pre-proposal registration sheet (Attachment A) and email it to the undersigned at gtorres@octa.net, no later than 10:00 a.m., March 7, 2023.

Offerors are reminded to acknowledge receipt of this Addendum No. 1 in their transmittal letter and Exhibit B, "Price Summary Sheet." All changes addressed in this Addendum No. 1 shall be incorporated into the final Agreement.

Questions regarding this Addendum No. 1 should be directed to the undersigned at gtorres@octa.net.

Sincerely,

Gina Torres
Contract Administrator
Contracts Administration and Materials Management



PRE-PROPOSAL CONFERENCE REGISTRATION

RFP/IFB #: **3-2222**

Date: **March 7, 2023**

Title: **Transit Advertising Revenue Program**

1. Company Name: _____
Attendee: _____
Address: _____
City, State Zip: _____
Phone Number: () _____ Registered on CAMM NET? ☐ Yes ☐ No
Prime ☐ Sub ☐ DBE ☐
E-Mail Address: _____

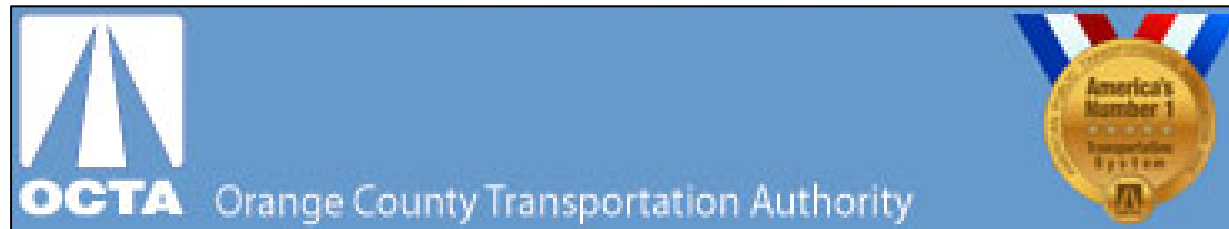
2. Company Name: _____
Attendee: _____
Address: _____
City, State Zip: _____
Phone Number: () _____ Registered on CAMM NET? ☐ Yes ☐ No
Prime ☐ Sub ☐ DBE ☐
E-Mail Address: _____

3. Company Name: _____
Attendee: _____
Address: _____
City, State Zip: _____
Phone Number: () _____ Registered on CAMM NET? ☐ Yes ☐ No
Prime ☐ Sub ☐ DBE ☐
E-Mail Address: _____

Pre-Proposal Conference for

RFP 3-2222

“Transit Advertising Revenue Program”



Agenda

- Introductions
- Purpose of Pre-Proposal Conference
- Online Business and Networking Tools
- Key Procurement Information & Dates
- Review of RFP Documents
- Scope of Work
- Questions and Answers Session
- Closing



CAMM NET Registration

Why register on CAMM NET?

<https://cammnet.octa.net/>

- To receive e-mail notifications of Solicitations, Addenda, and Awards
- View and update your vendor profile
- Required for Award

Online Business & Networking Tools

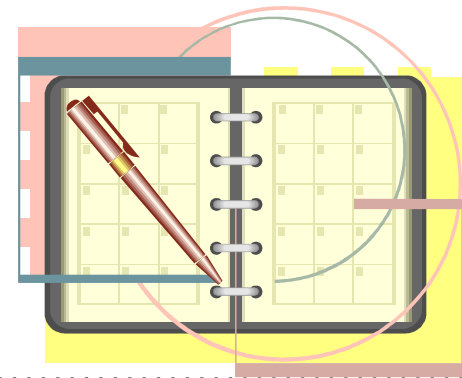
- CAMM NET Connect
 - <https://www.facebook.com/CammnetConnect>
- Working with OCTA
 - <https://cammnet.octa.net/about-us/working/>
- Planholder's List
 - <https://cammnet.octa.net/procurements/planholders-list-selection/>

Vendor Video Training

- How to Submit a Responsive Proposal to an RFP
- Developing a Winning Proposal
 - Both videos available at: <https://cammnet.octa.net/vendor-training/>

Key Procurement Dates

| | |
|------------------------|-------------------------|
| Written Questions Due: | March 10, 2023, 2:00 PM |
| OCTA Responds: | March 21, 2023 |
| Proposals Due: | April 3, 2023, 2:00 PM |
| Interviews: | May 1, 2023 |
| Board Meeting: | July 24, 2023 |



Key Procurement Information

- Next Addendum will contain a copy of the Pre-Proposal sign-in sheet and the answers to our Q&A session.
- Award based on prime-sub relationship, not joint ventures

Guidelines for Written Questions

- Questions must be submitted directly to Gina Torres, Contract Administrator, in writing, by: **March 10, 2023, 2:00 p.m.**
- E-mail: gtorres@octa.net
- Any changes Authority makes to procurement documents will be by written Addenda only
- Addenda will be issued via CAMM NET
- Today's verbal discussions are non-binding.

Next...
Proposal Instructions

Followed by...
Review of Scope of Work

Proposal Submittal Instructions

- Proposals are due by 2:00 p.m., on **April 3, 2023**.
- Proposals are to be submitted to the address specified in the RFP
- Submit **one (1) original** and **one (1) copies of proposal** sealed and clearly identified on exterior of package as specified in the RFP.
- Proposers shall also include **one (1) electronic copy** of their submittal package in PDF format on a CD, DVD, or flash drive.
- Proposal package to be clearly marked with RFP number and title

Proposal Submittal Instructions (continued)

- Authority has the right to:
 - accept or reject any and all proposals;
 - withdraw or cancel the RFP;
 - postpone proposal opening for its own convenience.
- Proposals received are considered public information
- Proposals are not to be copyrighted

Proposal Submittal Instructions (continued)

- Conflict of interest
- Code of conduct
- Contract type will be fixed-guaranteed revenue basis or on a revenue-sharing basis for the services described in the Scope of Work, included in this RFP as Exhibit A. The contract term is for a three (3)-year initial term and two (2), two (2)-year option terms.

Proposal Content

- Letter of Transmittal
- Technical proposal
 - a) Qualifications, related experience and references
 - b) Proposed staffing and project organization
 - c) Work plan
 - d) Cost and Price
 - e) Exceptions/Deviations (Technical vs Contractual)

Proposal Content (continued)

Forms:

- Exhibit D – Status of Past and Present Contracts
- Exhibit E – Campaign Contributions Disclosure
- Exhibit F – Level 1 Safety Specifications
- Exhibit G - Proposal Exceptions and/or Deviations

Note: Forms excluded from 50-page proposal limit.

Proposal Content (continued)

- Cost and Price Proposal – Exhibit B
 - Offeror shall submit proposed pricing to provide services described in Exhibit A, Scope of Work
 - The Offeror shall complete and sign the “ Price Summary Sheet” form included with this RFP (Exhibit B)

Evaluation and Award

- All proposals, timely received, will be evaluated using the following evaluation criteria:

| | |
|-----------------------------------|-----|
| Qualifications of the firm | 35% |
| Staffing and project organization | 15% |
| Work plan | 15% |
| Cost & Price | 35% |

- Evaluation Committee is comprised of internal OCTA staff members

Evaluation and Award (continued)

- “Short-Listed” firms will be invited to interviews (if needed).
- Interviews are scheduled for **May 1, 2023**.
- Offerors are requested to keep this date available.

Award

- Award Process
 - Evaluation Committee recommends highest ranking Offeror for Award.
 - BOD may accept/reject the recommendation
 - All firms submitting a proposal will be notified of Award via CAMM NET

Proposed Agreement

- Proposed Agreement
 - Please review the Proposed Agreement (Exhibit C) so you are aware of the contractual requirements of the solicitation
- Exceptions
 - Any exceptions/deviations must be identified in Exhibit G – Proposal Exceptions and/or Deviations Form and submitted with the proposal.



Proposed Agreement

- Offerors are encouraged to review the entire agreement, in particular:
 - Article 3 - Scope of Work
 - Article 4 - Term of Agreement
 - Article 5 - Payment (time-and-expense)
 - Article 6 - Maximum Obligation
 - Article 9 - Insurance

Scope of Work

(Exhibit A)

Jennifer O'Connor

Principal Marketing Specialist, Marketing & Customer Engagement

Project Overview and Scope of Work

Scope of Work

OCTA

- Multi-modal: Fixed-route bus, paratransit, streetcar and on-demand
- Countywide service: 7 days a week, 4 am to 1 am
- 5 bus operations bases; 1 streetcar operations base

Advertising Revenue Program

- Solicit, produce, place, administer and manage advertisements
- Interior and exterior advertising space available for vehicles
- Open to opportunities for station and/or sponsorships for streetcar

Inventory

Fixed Route and Access Buses

- OC Access (22 ft.) – 248; space: tail
- OC Bus (40 ft.) – 340; space: 1 curb, 1 street, 1 bike rack
- OC Bus (60 ft.) – 36; space: 1 curb, 2 street, 1 bike rack
- Bravo (40ft.) – 30; space: 1 curb, 1 street, 1 bike rack

Streetcar

- Split vehicle (90 ft) – 8; space: curb and street

Types of Advertising

Fixed Route and Access Buses

- Full wrap
- Ultra Super King, Ultra Square
- King, Kong, Tail (Access only)
- Headliner
- Interior cards (11x24), michealangelo

Streetcar Program

- Exterior and Interior vehicles: Full/partial wraps, kings, ultra super kings; ceiling/floor
- Vehicle Interior Digital Display: 27.9 diagonal display
- Stations: 16 individual stops (10 each direction)

Materials

Preferred Material

- Exterior materials for application to body paint:
 - 3M IJ46-20 ScotchCal film
 - 3M 8509 ScotchCal overlamine
- Exterior materials for application to windows:
 - 3M IJ67 Perforated window film
 - 3M 8914 ScotchCal overlamine

Alternative Material

- Exterior materials for application to body paint:
 - General Formulations GF209 film
 - General Formulations GF100 series overlamine
- Exterior materials for application to windows:
 - 3M IJ67 Perforated window film
 - 3M 8914 ScotchCal overlamine

- Questions?



- Reminders

- Questions and Answers session closes March 10, 2023, at 2:00 pm
 - Proposals are due @ 2:00 pm on April 3, 2023
 - Please submit the pre-proposal registration sheet
 - Please register on CAMM NET
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- Thank you for your interest in OCTA.