

STANISLAUS REGIONAL TRANSIT AUTHORITY

REQUEST FOR PROPOSALS

NO. 2021 - 03

BRANDING AND MARKETING SERVICES

Follow-Up Responses to Questions from Potential Proposers to the RFP

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Questions from Moore and Associates

1. For the technical proposal, the sections outlined on pages 8-9 don't include Tab 6. Is this an oversight, or is Tab 6 referenced somewhere else in the RFP?

ANSWER: This was an oversight. There is no information required for Tab 6. It does not need to be included as part of the technical proposal.

2. If interviews are conducted, will they take place in person or virtually?

ANSWER: If interviews are conducted, they would be done either in-person or virtually. The proposer can select which option they prefer.

3. What is the project timeline for the concurrent Comprehensive Operational Analysis (COA) being prepared for StanRTA? When will that study be finalized?

ANSWER: The project timeline for the Comprehensive Operational Analysis is found in RFP 2021-02 that is posted to the StanRTA website. It is anticipated that the work will be done in 12 months. However, parts may be implemented as the StanRTA deems necessary.

4. Does StanRTA already have a stakeholder group and/or a community advisory group in place?

ANSWER: The StanRTA has a list of stakeholders and groups that would be interested in the process but does not have a formal advisory group in place. That list will be provided to the successful proposer.

5. Page 4, Section 103, Section A indicates Phase I is to be completed October 2022. Should this read October 2021?

ANSWER: Yes, it should read October 2021.

6. While we understand the fleet will consist of 130 vehicles, please provide a fleet list by vehicle type (i.e., bus vs cutaway and size) and quantity.

ANSWER: Please see Attachment A below.

7. The agency has identified a \$75,000 budget for Phases I and II. Given Phase II is a "time and materials" contract, how should the consultant determine the division of its budget between the two phases? Will the hard costs of the rebranding (such as printing, media buys, etc.) be paid out of the consultant's \$75,000 budget?

ANSWER: The Consultant should determine the division of costs based on the expertise in providing these services. All hard costs of rebranding, including printing, painting, media buys, etc, are budgeted separately. The Authority expects the Consultant to assist in providing vendors for such services as part of Phase II.

8. For Phase III, our firm has different rates for different functions on the ongoing support list. However, the Cost Proposal form appears to only allow a single rate for anything that falls under Phase III. May we submit additional rates on an separate sheet accompanying the Cost Proposal?

ANSWER: Please see Addendum 2 for an updated Cost Proposal form.

9. Has StanRTA developed a marketing budget for FY 2022? Or for subsequent years through July 2026?

ANSWER: A marketing budget of an estimated \$100,000 is proposed for Phase III. However, that amount may change depending upon the early experience of the Authority in testing new public information approaches and the early results of the COA.

10. Does the 30-page limit for the technical proposal include content for all three phases?

ANSWER: Yes.

Questions from TelegraphPR

1. The cost proposal outlines in the sample that phase 1 is billed differently than phase 2 and phase 3 - e.g. Phase 1 is a lump sum while the other two phases are hourly rates. Could you please clarify if the \$75,000 for the project is for phases 1 and 2?

ANSWER: That is correct. The \$75,000 budget is for Phase I and II.

2. The brand identity manual is outlined as a required material. Are you looking for a typical style guide? Otherwise what additional items would you like to be included in this?

ANSWER: A typical style guide is expected, but also branding for vehicles, signage, bus stops, printed material, etc.

3. The contract term is identified to extend until 2026. Phase 1 and 2 have clear commencement dates. When would you anticipate Phase 2 to finish and Phase 3 to begin?

ANSWER: It is likely that Phase II and III may overlap. For example, the Consultant may be requested to design route brochures/ride guide (a Phase III task) and assist in locating a printer vendor at the same time (a Phase II task).

Attachment A

County Owned Fleet Vehicles

Bus #	Fuel Type	Year/Make/Model	Length	Passenger Capacity	Wheelchair Location	Farebox	County Owned-Video Surveillance System/# Of Cameras	County Owned ITS System	Services Operated on
321	Diesel	2013 Champion Defender	32'	30 or 16/4 w/c	2 each side of the back of bus	GenFare Odyssey-County Owned	9 cameras	ITS & MDT	Shuttles/ADA/Medivan - Fixed Rt 61
10-17	Diesel	2016 Champion Ford 5-550	32'	27 or 13/4 w/c	3 on drivers side/1 back passenger side of bus	GenFare Odyssey-County Owned	4 cameras	ITS & MDT	Medivan/Fixed Rt. 61
01-15	CNG	2015 Ford El Dorado	25'	17 or 13/2 w/c	2 in the back of bus	GenFare Odyssey-County Owned	4 cameras	ITS & MDT	DAR/Shuttles/ADA - Fixed Rt: 45E/45W/61
01-16	CNG	2016 Ford Starcraft	25'	19 or 15/2 w/c	2 in the back of bus	GenFare Odyssey-County Owned	4 cameras	ITS & MDT	DAR/Shuttles/ADA - Fixed Rt: 45E/45W/61
02-16	CNG	2016 Ford Starcraft	25'	19 or 15/2 w/c	2 in the back of bus	GenFare Odyssey-County Owned	4 cameras	ITS & MDT	DAR/Shuttles/ADA - Fixed Rt: 45E/45W/61
03-16	CNG	2016 Ford Starcraft	25'	19 or 15/2 w/c	2 in the back of bus	GenFare Odyssey-County Owned	4 cameras	ITS & MDT	DAR/Shuttles/ADA - Fixed Rt: 45E/45W/61
04-16	CNG	2016 Ford Starcraft	25'	19 or 15/2 w/c	2 in the back of bus	GenFare Odyssey-County Owned	4 cameras	ITS & MDT	DAR/Shuttles/ADA - Fixed Rt: 45E/45W/61
05-16	CNG	2016 Ford Starcraft	25'	19 or 15/2 w/c	2 in the back of bus	GenFare Odyssey-County Owned	4 cameras	ITS & MDT	DAR/Shuttles/ADA - Fixed Rt: 45E/45W/61
06-16	CNG	2016 Ford Starcraft	25'	19 or 7/4 w/c	3 on drivers side/1 back passenger side of bus	GenFare Odyssey-County Owned	4 cameras	ITS & MDT	DAR/Shuttles/ADA - Fixed Rt: 45E/45W/61
07-16	CNG	2016 Ford Starcraft	25'	19 or 7/4 w/c	3 on drivers side/1 back passenger side of bus	GenFare Odyssey-County Owned	4 cameras	ITS & MDT	DAR/Shuttles/ADA - Fixed Rt: 45E/45W/61
08-16	CNG	2016 Ford Starcraft	25'	19 or 7/4 w/c	3 on drivers side/1 back passenger side of bus	GenFare Odyssey-County Owned	4 cameras	ITS & MDT	DAR/Shuttles/ADA - Fixed Rt: 45E/45W/61
09-16	CNG	2016 Ford Starcraft	25'	19 or 7/4 w/c	3 on drivers side/1 back passenger side of bus	GenFare Odyssey-County Owned	4 cameras	ITS & MDT	DAR/Shuttles/ADA - Fixed Rt: 45E/45W/61
475	CNG	2008 Daimler NA Orion VII	40'	37 or 31/2 w/c	1 on each side of the bus behind front wheel wells	GenFare Odyssey-County Owned	9 cameras	No ITS	Fixed Routes: 10/15/40/60
480	CNG	2008 Daimler NA Orion VII	40'	37 or 31/2 w/c	1 on each side of the bus behind front wheel wells	GenFare Odyssey-County Owned	9 cameras	ITS	Fixed Routes: 10/15/40/60
601	CNG	2013 New Flyer XN40	40'	36 or 30/2 w/c	1 on each side of the bus behind front wheel wells	GenFare Odyssey-County Owned	9 cameras	ITS	Fixed Routes: 10/15/40/60

602	CNG	2013 New Flyer XN40	40'	36 or 30/2 w/c	1 on each side of the bus behind front wheel wells	GenFare Odyssey-County Owned	9 cameras	ITS	Fixed Routes: 10/15/40/60
603	CNG	2013 New Flyer XN40	40'	36 or 30/2 w/c	1 on each side of the bus behind front wheel wells	GenFare Odyssey-County Owned	9 cameras	ITS	Fixed Routes: 10/15/40/60
604	CNG	2013 New Flyer XN40	40'	36 or 30/2 w/c	1 on each side of the bus behind front wheel wells	GenFare Odyssey-County Owned	9 cameras	ITS	Fixed Routes: 10/15/40/60
605	CNG	2013 New Flyer XN40	40'	36 or 30/2 w/c	1 on each side of the bus behind front wheel wells	GenFare Odyssey-County Owned	9 cameras	ITS	Fixed Routes: 10/15/40/60
606	CNG	2014 New Flyer XN35	35'	29 or 23/2 w/c	1 on each side of the bus behind front wheel wells	GenFare Odyssey-County Owned	9 cameras	ITS	Fixed Routes: 10/15/40/60
607	CNG	2014 El Dorado National EZ-Rider II	32'	27 or 21/2 w/c	1 on each side staggered towards front of bus	GenFare Odyssey-County Owned	9 cameras	ITS	Fixed Routes: 10/15/40/60
608	CNG	2015 New Flyer XN40	40'	36 or 30/2 w/c	1 on each side of the bus behind front wheel wells	GenFare Odyssey-County Owned	9 cameras	ITS	Fixed Routes: 10/15/40/60
609	CNG	2015 New Flyer XN40	40'	36 or 30/2 w/c	1 on each side of the bus behind front wheel wells	GenFare Odyssey-County Owned	9 cameras	ITS	Fixed Routes: 10/15/40/60
610	CNG	2015 New Flyer XN40	40'	36 or 30/2 w/c	1 on each side of the bus behind front wheel wells	GenFare Odyssey-County Owned	9 cameras	ITS	Fixed Routes: 10/15/40/60
611	CNG	2016 New Flyer XN40	40'	36 or 30/2 w/c	1 on each side of the bus behind front wheel wells	GenFare Odyssey-County Owned	9 cameras	ITS	Fixed Routes: 10/15/40/60
612	CNG	2016 New Flyer XN40	40'	36 or 30/2 w/c	1 on each side of the bus behind front wheel wells	GenFare Odyssey-County Owned	9 cameras	ITS	Fixed Routes: 10/15/40/60
613	CNG	2016 New Flyer XN40	40'	36 or 30/2 w/c	1 on each side of the bus behind front wheel wells	GenFare Odyssey-County Owned	9 cameras	ITS	Fixed Routes: 10/15/40/60
614	CNG	2019 New Flyer XN40	40'	36 or 30/2 w/c	1 on each side of the bus behind front wheel wells	GenFare Odyssey-County Owned	9 cameras	ITS	Fixed Routes: 10/15/40/60 & backup for Commuter
615	CNG	2019 New Flyer XN40	40'	36 or 30/2 w/c	1 on each side of the bus behind front wheel wells	GenFare Odyssey-County Owned	9 cameras	ITS	Fixed Routes: 10/15/40/60 & backup for Commuter

616	CNG	2019 New Flyer XN40	40'	36 or 30/2 w/c	1 on each side of the bus behind front wheel wells	GenFare Odyssey-County Owned	9 cameras	ITS	Fixed Routes: 10/15/40/60 & backup for Commuter
617	CNG	2019 New Flyer XN40	40'	36 or 30/2 w/c	1 on each side of the bus behind front wheel wells	GenFare Odyssey-County Owned	9 cameras	ITS	Fixed Routes: 10/15/40/60 & backup for Commuter
618	CNG	2019 New Flyer XN40	40'	36 or 30/2 w/c	1 on each side of the bus behind front wheel wells	GenFare Odyssey-County Owned	9 cameras	ITS	Fixed Routes: 10/15/40/60 & backup for Commuter
90-16	Diesel	2016 D-4500 MCI	45'	57 or 49/2 w/c	1 on each side of the middle of bus	GenFare Odyssey-County Owned	9 cameras	ITS	Commuter

Equipment ID	Model year	Manufacturer ID	Model ID	Equipment description	License number	Fuel Type
20321	2003	GILLIG	G20B102N4	COACH LOW FLOOR 102" 35'	1487423	Diesel
20322	2003	GILLIG	G20B102N4	COACH LOW FLOOR 102" 35'	1487424	Diesel
20323	2003	GILLIG	G20B102N4	COACH LOW FLOOR 102" 35'	1487425	Diesel
20324	2003	GILLIG	G20B102N4	COACH LOW FLOOR 102" 35'	1487426	Diesel
20325	2003	GILLIG	G20B102N4	COACH LOW FLOOR 102" 35'	1487427	Diesel
20326	2003	GILLIG	G20B102N4	COACH LOW FLOOR 102" 35'	1487428	Diesel
20327	2003	GILLIG	G20B102N4	COACH LOW FLOOR 102" 35'	1487429	Diesel
20328	2003	GILLIG	G20B102N4	COACH LOW FLOOR 102" 35'	1487430	Diesel
20329	2003	GILLIG	G20D102N4	COACH LOW FLOOR 102" 40'	1487431	Diesel
20330	2003	GILLIG	G20D102N4	COACH LOW FLOOR 102" 40'	1487432	Diesel
20331	2003	GILLIG	G20D102N4	COACH LOW FLOOR 102" 40'	1487433	Diesel
20332	2003	GILLIG	G20D102N4	COACH LOW FLOOR 102" 40'	1487434	Diesel
20333	2003	GILLIG	G20D102N4	COACH LOW FLOOR 102" 40'	1487435	Diesel
20334	2003	GILLIG	G20D102N4	COACH LOW FLOOR 102" 40'	1487436	Diesel
20715	2007	MCI	D4000	COACH - BART COMMUTER 40'	1487449	Diesel
20835	2008	GILLIG	C21D102N4	COACH STANDARD FLOOR 102" 40'	1487437	Diesel
20836	2008	GILLIG	C21D102N4	COACH STANDARD FLOOR 102" 40'	1487438	Diesel
20837	2008	GILLIG	C21D102N4	COACH STANDARD FLOOR 102" 40'	1487455	Diesel
20838	2008	GILLIG	C21D102N4	COACH STANDARD FLOOR 102" 40'	1487439	Diesel
20839	2008	GILLIG	C21D102N4	COACH STANDARD FLOOR 102" 40'	1487440	Diesel
20940	2009	GILLIG	G27D102N4	COACH LOW FLOOR 102" 40'	1487441	Diesel
20941	2009	GILLIG	G27D102N4	COACH LOW FLOOR 102" 40'	1487442	Diesel
20942	2009	GILLIG	G27D102N4	COACH LOW FLOOR 102" 40'	1487443	Diesel
20943	2009	GILLIG	G27D102N4	COACH LOW FLOOR 102" 40'	1487444	Diesel
20944	2009	GILLIG	G27D102N4	COACH LOW FLOOR 102" 40'	1487445	Diesel
20945	2009	GILLIG	G27D102N4	COACH LOW FLOOR 102" 40'	1487446	Diesel
20946	2009	GILLIG	G27D102N4	COACH LOW FLOOR 102" 40'	1487447	Diesel
20998	2009	CHEVROLET	C5500	COACH CUT AWAY 35'	1329247	CNG
21102	2011	FORD	E450	COACH CUT AWAY 25'	1406293	Gasoline
21217	2012	MCI	D4500	COACH - BART COMMUTER 45'	1349334	Diesel
21401	2014	FORD	F550	COACH CUT AWAY 30'	1452511	CNG
21447	2014	GILLIG	G27D102N4	COACH LOW FLOOR 102" 40'	1382721	Diesel
21448	2014	GILLIG	G27D102N4	COACH LOW FLOOR 102" 40'	1382722	Diesel

21449	2014	GILLIG	G27D102N4	COACH LOW FLOOR 102" 40'	1382723	Diesel
21450	2014	GILLIG	G27D102N4	COACH LOW FLOOR 102" 40'	1382781	Diesel
21451	2014	GILLIG	G27D102N4	COACH LOW FLOOR 102" 40'	1382772	Diesel
21452	2014	GILLIG	G27D102N4	COACH LOW FLOOR 102" 40'	1382724	Diesel
21453	2014	GILLIG	G27D102N4	COACH LOW FLOOR 102" 40'	1382725	Diesel
21454	2014	GILLIG	G27D102N4	COACH LOW FLOOR 102" 40'	1382785	Diesel
21499	2014	FORD	F550	COACH CUT AWAY 30'	1452510	CNG
21555	2015	GILLIG	G27D102N4	COACH LOW FLOOR 102" 40'	1382795	Diesel
21556	2015	GILLIG	G27D102N4	COACH LOW FLOOR 102" 40'	1382796	Diesel
21557	2015	GILLIG	G27D102N4	COACH LOW FLOOR 102" 40'	1382797	Diesel
21558	2015	GILLIG	G27D102N4	COACH LOW FLOOR 102" 40'	1382798	Diesel
21559	2015	GILLIG	G27D102N4	COACH LOW FLOOR 102" 40'	1382799	Diesel
21560	2015	GILLIG	G27D102N4	COACH LOW FLOOR 102" 40'	1416400	Diesel
21561	2015	GILLIG	G27D102N4	COACH LOW FLOOR 102" 40'	1416401	Diesel
21562	2015	GILLIG	G27D102N4	COACH LOW FLOOR 102" 40'	1416402	Diesel
21563	2015	GILLIG	G27D102N4	COACH LOW FLOOR 102" 40'	1416403	Diesel
21564	2015	GILLIG	G27D102N4	COACH LOW FLOOR 102" 40'	1416406	Diesel
21565	2015	GILLIG	G27D102N4	COACH LOW FLOOR 102" 40'	1416407	Diesel
21566	2015	GILLIG	G27B102N4	COACH LOW FLOOR 102" 35'	1416408	Diesel
21567	2015	GILLIG	G27B102N4	COACH LOW FLOOR 102" 35'	1416409	Diesel
21568	2015	GILLIG	G27B102N4	COACH LOW FLOOR 102" 35'	1416410	Diesel
21603	2016	DODGE	CARAVAN	COACH MINIVAN HANDICAP		Gasoline
21769	2017	MCI	D4500	COACH - BART COMMUTER 45'	1382736	Diesel
21770	2017	GILLIG	LOW FLOOR	COACH LOW FLOOR 102" 40'	1523185	Diesel
21771	2017	GILLIG	LOW FLOOR	COACH LOW FLOOR 102" 40'	1523186	Diesel
21772	2017	GILLIG	LOW FLOOR	COACH LOW FLOOR 102" 40'	1523187	Diesel
21773	2017	GILLIG	LOW FLOOR	COACH LOW FLOOR 102" 40'	1523188	Diesel
21874	2018	PROTERRA	CATALYST 40 E2	COACH LOW FLOOR 102" 40'	1487536	Electric
21875	2018	PROTERRA	CATALYST 40 E2	COACH LOW FLOOR 102" 40'	1487537	Electric
21876	2018	PROTERRA	CATALYST 40 E2	COACH LOW FLOOR 102" 40'	1451494	Electric
21877	2018	PROTERRA	CATALYST 40 E2	COACH LOW FLOOR 102" 40'	1451495	Electric
21878	2018	PROTERRA	CATALYST 40 E2	COACH LOW FLOOR 102" 40'	1451496	Electric
21904	2019	CHEVROLET	C4500	COACH CUT AWAY 25'	1564137	Gasoline
21981	2019	FORD	E450	COACH CUT AWAY 25'	1609906	Gasoline

21982	2019	FORD	E450	COACH CUT AWAY 25'	1609907	Gasoline
21983	2019	FORD	E450	COACH CUT AWAY 25'	1609910	Gasoline
21984	2019	FORD	E450	COACH CUT AWAY 25'	1609917	Gasoline
21985	2019	FORD	E450	COACH CUT AWAY 25'	1609919	Gasoline
21986	2019	FORD	E450	COACH CUT AWAY 25'	1609893	Gasoline
21987	2019	FORD	E450	COACH CUT AWAY 25'	1609908	Gasoline
21988	2019	FORD	E450	COACH CUT AWAY 25'	1609923	Gasoline
21989	2019	FORD	E450	COACH CUT AWAY 25'	1609918	Gasoline
21990	2019	FORD	E450	COACH CUT AWAY 25'	1609922	Gasoline
21991	2019	FORD	E450	COACH CUT AWAY 25'	1609920	Gasoline
21992	2019	FORD	E450	COACH CUT AWAY 25'	1609909	Gasoline
21993	2019	FORD	E450	COACH CUT AWAY 25'	1609954	Gasoline
21994	2019	FORD	E450	COACH CUT AWAY 25'	1609953	Gasoline
21995	2019	FORD	E450	COACH CUT AWAY 25'	1609958	Gasoline
21996	2019	FORD	E450	COACH CUT AWAY 25'	1609957	Gasoline
21997	2019	FORD	E450	COACH CUT AWAY 25'	1609956	Gasoline
22179	2021	MCI	D4500	COACH - COMMUTER 45'	1530037	Diesel
22180	2021	MCI	D4500	COACH - COMMUTER 45'	1530036	Diesel
29914	1999	MCI	102D3	COACH - BART COMMUTER 40'	1487448	Diesel