

Review of Proposals
RFP 0-2206 Rideshare and Vanpool Marketing, Design and Advertising Services
Presented to the Legislation and Communications Committee on October 15, 2020
Six proposals were received, Two firms were interviewed, One firm is being recommended

Overall Ranking	Proposal Score	Firm & Location	Sub-Contractors	Evaluation Committee Comments	Average Hourly Rate
1	86	Brown Marketing Strategies, Inc. San Diego, California	Continental Interpretation Services Infrastructure Productions, LLC Repromagic Pixel Imaging Media Outfront Media Discount Mugs Alibaba Cycling Print Place	Over 13 years in business. The firm demonstrated how they have achieved ridership growth with other agencies. Demonstrated familiarity managing all aspects of the required services. Rideshare Week and carpool campaign experience. Scope of work tailored to Orange County Transportation Authority needs and bringing in knowledge of similar agencies. Experience providing services to other transit agencies such as Rapid San Diego, San Diego Metropolitan Transit System, North County Transit District, and San Diego Association of Governments for iCommute. Creative director brings almost 30 years' experience in the advertising field and creative strategy. Responded to interview questions.	\$120
2	80	Celtis Ventures, Inc. Redondo Beach, California	Young Communications Group Nakatomi and Associates Bumpercar, Inc. Trend Offset Printing Dual Graphics	Over eight years in business. The firm demonstrated how they have achieved ridership growth with agencies. Although detailed, the work plan was not easy to follow. The firm's proposed creative/director/account manager has 20 years marketing experience. The firm has experience working with many transportation agencies and specifically provided marketing services for rideshare and vanpool campaigns for Ventura County Transportation Authority. Responded to interview questions.	\$129

Contracts Administration and Materials Management (1)	Qualifications of the Firm	30 percent
Marketing and Customer Engagement (2)	Staff and Project Organization	20 percent
Planning and Analysis (1)	Work Plan	30 percent
Public Outreach (1)	Cost and Price	20 percent