

Review of Proposals
RFP 3-2607 Rideshare and Vanpool Marketing Services
 Presented to Legislative and Communications Committee - February 15, 2024
Six proposals were received, three proposals were evaluated, two firms were interviewed, one firm is being recommended

Overall Ranking	Proposal Score	Firm & Location	Sub-Contractors	Evaluation Committee Comments	Weighted Average Hourly Rate
1	88	Jovenville, LLC, doing business as We The Creative Irvine, California	Lightsource Printing Main Graphics Select Graphics and Printing, Inc.	<p>Founded in 1995 and brings 28 years of experience in the creative marketing industry. Demonstrated direct relevant experience and capabilities in all aspects of the services requested, including creative and design work. Provided similar services to public agencies including the City of Anaheim, City of Lancaster, Marin Transit, and Orange County Transportation Authority (OCTA).</p> <p>Key personnel proposed for the project are qualified and have prior experience with rideshare and vanpool programs. Chief creative officer brings 28 years of experience and the account manager has five years of experience.</p> <p>Addressed all the requirements identified in the scope of work and outlined the activities that would be undertaken in completing the services. Developed a "4D Approach" based on discovery, design, development, and delivery to meet the needs of delivering a successful marketing campaign.</p> <p>Employs a unique brainstorming approach called "Boardstorming" to come up with innovative ideas and address the challenges of marketing rideshare and vanpool programs.</p> <p>Excellent samples of past collateral for similar marketing campaigns.</p> <p>Received positive responses from references.</p> <p>Proposed competitive hourly rates.</p>	\$141.21
2	84	Loma Media San Diego, California	Excitant Media Competitive Edge Research Excitant Media Competitive Edge Research SVPR Communications Chir Valle Photography, Inc. Phantasitc Design	<p>Founded in 2001 and a full-service marketing and communications agency. Provided similar services to public agencies including Chicago Metra, New York City Transit Authority, the San Diego Association of Governments, and the United States Department of Transportation.</p> <p>Proposed a team with experience and qualified backgrounds suitable to perform the requirements of the scope of work. Chief creative officer has over 30 years of experience and the account manager has 21 years of experience.</p> <p>Addressed the requirements of the scope of work and the firm demonstrated an understanding of rideshare and vanpool programs.</p> <p>Proposed a combination of quantitative and qualitative research techniques to grow OCTA's rideshare and vanpool programs.</p> <p>Good samples of past collateral for similar marketing campaigns.</p> <p>Received positive responses from references.</p> <p>Proposed competitive hourly rates.</p>	\$140.61

Evaluation Panel: (5 members)

- Internal*
- Contracts Administration and Materials Management (1)
 - Marketing and Customer Engagement (2)
 - Planning and Analysis (1)
- External*
- Los Angeles County Metropolitan Transportation Authority (1)

Proposal Criteria

- Qualifications of the Firm
- Staffing and Project Organization
- Work Plan
- Cost and Price

Weight Factors

- 25%
- 20%
- 30%
- 25%