

SANTA BARBARA METROPOLITAN TRANSIT DISTRICT

Request for Proposal for Marketing Services

Addendum Number 1 – Issued May 3, 2016

The Santa Barbara Metropolitan Transit District (MTD) herewith issues this Addendum No. 1 to its *Request for Proposal for Marketing Services* issued April 15, 2016. In accordance with section 1.4 of the Solicitation Instructions several questions were received by the deadline of 5:00 PM April 29, 2016 that resulted in the below changes to the RFP. These changes are reflected in the attached “red-line” pages which are to replace the corresponding pages in the original RFP. Except as modified by this addendum, all other terms and conditions of the RFP remain unchanged. In any conflict between this addendum and the RFP documents modified as a result of this addendum, the modified RFP documents take precedence.

MTD Initiated Changes

- A1-1. Change to Estimated Contract Amount—MTD has added a \$100,000 minimum to the contract amount. As a result, the following changes are made to the RFP:
- To the Solicitation Instructions Project Summary Sheet under “Estimated Contract Amount:” replace “Not to exceed \$300,000 for the three (3) year base period” with “Minimum of \$100,000 and not to exceed \$300,000 for the three (3) year base period.”
 - In the Master Agreement change Section 8 entitled “Estimated Contract Amount and Delivery Order Pricing” to include the following sentence: “The minimum amount of this indefinite delivery/indefinite quantity contract is \$100,000.”

MTD Responses to Email Questions Received from Interested Parties

- A1-2. Question/Issue: Is the contract amount inclusive of deliverables?

Response: The Minimum of \$100,000 and not to exceed \$300,000 for the three (3) year base period contract amount is inclusive of all deliverables (materials, media buys, etc.). The only exception is the printed bus books containing bus schedules and routing information that are distributed to MTD passengers.

RFP Changes: None

- A1-3. Question/Issue: For each project, would the firm awarded the contract work with one MTD staff member or multiple, and what is the anticipated workflow (rounds of edits, project directions, etc.)?

Response: When MTD issues a Request for Quotation (RFQ) for a particular project (details provided in Section 4 entitled “Procedures to Order Services” in the Scope of Work), anticipated work flow and number of MTD personnel involved in the particular project will be listed in the scope of work section of the RFQ.

RFP Changes: None

End of Addendum



Request for Proposal (RFP) for Marketing Services PROJECT SUMMARY SHEET

Project Name: Marketing Services RFP

Solicitation Issuance Date: Friday, April 15, 2016

Project Description: Provide various marketing services to MTD as described in the enclosed *Scope of Work* on an as needed basis.

Project Location(s): MTD Administrative Facility, 550 Olive Street, Santa Barbara, CA 93101

Pre-Submittal Meeting Date/Time: Monday, April 25, 2016, at 10:00 AM (**Non-Mandatory**)

Pre-Submittal Meeting Location: MTD, 550 Olive Street, Santa Barbara, CA 93101

Requests/Clarifications Deadline: Friday, April 29, 2016, at 5:00 PM

Submittal Due Date/Time: Thursday, May 12, 2016, at 3:00 PM

Submittal Due Location: MTD Administrative Offices, 550 Olive Street, Santa Barbara, CA 93101
Reception Desk on 2nd Floor

Submittal Contents: Proposal; Bidder Information, References & Suppliers, Lobbying Certification, and Acknowledgement of Addenda forms. Submittals without these completed items, signed and dated where specified, may be considered non-responsive & may be rejected.

Contract Award Date: Tuesday, May 31, 2016 (anticipated)

Solicitation Contact: Ryan Gripp, Procurement Specialist, (805) 883-4241, rgripp@sbmtd.gov

Type of Solicitation: Negotiated procurement based on evaluation of qualifications to perform the scope of work and fair and reasonable pricing

Type of Contract: Indefinite Delivery-Indefinite Quantity with Fixed Price Delivery Orders

Estimated Contract Amount: ~~Not to exceed \$300,000 for the three (3) year base period~~ Minimum of \$100,000 and not to exceed \$300,000 for the three (3) year base period

Contract Period: Three (3) years projected to begin June 2016; at the end of the three (3) year period, MTD reserves the right to extend the contract in one year increments for up to two (2) years

Licenses Required: Current licenses as required by the State of California for each person performing under a contract based on this RFP

Check MTD's website at <http://www.sbmtd.gov/business-and-employment/active.html> for updates.

Santa Barbara Metropolitan Transit District

Marketing Services

MASTER AGREEMENT with [insert contractor name in caps]

THIS AGREEMENT is entered into by and between Santa Barbara Metropolitan Transit District, an incorporated transit district under Sections 95000, et seq. of the California Public Utilities Code ("MTD"), and [insert contractor name], a [insert state name] [insert business type] ("Contractor"), at Santa Barbara, California, as of the later date set forth below the signatures executing this Agreement.

WHEREAS:

- A. MTD desires to engage Contractor to provide MTD with a range of professional marketing services (the "Project");
- B. Contractor represents that it has the knowledge and experience to carry out the Project, and desires to carry out the Project pursuant to the terms and conditions hereof, and;
- C. Based upon the representations made by Contractor, MTD desires to retain the services of Contractor to carry out the aforesaid Project, upon the within terms and conditions.

NOW, THEREFORE, for valuable consideration, the receipt and sufficiency of which are hereby acknowledged, the parties do hereby agree as follows:

1. Effect of Recitals. The foregoing recitals are hereby made express provisions of this Agreement.
2. FTA Provisions. The Project is funded in part by the Federal Transit Administration of the U.S. Department of Transportation and, as such, this Agreement is subject to the terms and conditions contained in *Federal Transit Administration: Contract Provisions* which is attached hereto as Exhibit "A" and incorporated herein by this reference.
3. Public Works Provisions. Not applicable to this agreement.
4. Scope of Work. MTD has heretofore issued on April 15, 2016 the scope of work contained in Request for Proposal (RFP) for Marketing Services, a true copy of which is attached hereto as Exhibit "B" and incorporated herein by this reference.
5. Submittal and Price Proposal. Contractor has heretofore submitted on May 12, 2016, its proposal, including required forms; and on [date] its price proposal to carry out the Project, true copies of relevant parts of which are attached hereto as Exhibit "C" and incorporated herein by this reference.
6. Order of Control. Contractor shall carry out the Project described in Exhibit "B" to this Agreement for the pricing quoted in Exhibit "C". All work and services shall be performed according to and controlled by the terms and provisions of this Agreement and the exhibits attached hereto. In the event of any conflict between the contract documents, the following order of control shall prevail: MTD Master Agreement, Exhibit "A", Exhibit "B", Exhibit "C".
7. Estimated Contract Amount and Delivery Order Pricing. The minimum amount of this indefinite delivery/indefinite quantity contract is \$100,000. The not to exceed amount of this indefinite delivery/indefinite quantity contract is \$300,000. This amount is a ceiling only and the actual amount may be less depending on actual services ordered by MTD and provided by the Contractor. Individual orders for specific projects will be priced in accordance with Exhibits "A", "B", and "C".
8. Payment Schedule. Contractor shall submit monthly invoices to MTD for services rendered or approved expenses incurred for such month. Invoices shall indicate a breakdown for each project invoiced including a description of services provided, Contractor and subcontractor/sub-consultant labor hours by category or individual, materials and supplies, etc. Payment from MTD shall be made to Contractor no later than thirty (30) days after receipt of a valid invoice which shall be sent to: Santa Barbara MTD, Attn: Ryan Gripp, 550 Olive Street, Santa Barbara, CA 93101.