



CONTRA COSTA
transportation
authority

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Request for Proposals (RFP) No. 17-2 for Strategic Communications and Marketing Services

ABOUT THE CONTRA COSTA TRANSPORTATION AUTHORITY

The Contra Costa Transportation Authority (CCTA) is a public agency formed by Contra Costa voters in 1988 to manage the county's transportation sales tax program and oversee countywide transportation planning efforts. CCTA is responsible for planning, funding and delivering critical transportation infrastructure projects and programs that connect our communities, foster a strong economy, increase sustainability, and safely and efficiently get people where they need to go. CCTA also serves as the county's designated Congestion Management Agency, responsible for putting programs in place to keep traffic levels manageable.

SCOPE OF WORK

CCTA is searching for qualified firms to provide strategic communication and marketing services to build upon the communications activities and materials executed over the past few years to support CCTA's communications goals of connecting the work our agency does to what is happening in people's lives and aligns with established communication themes:

- *A Partnership with the Public* focuses on the fact that Contra Costa County voters made the decision to invest in transportation infrastructure with the passage of Measure C in 1988 and Measure J in 2004 and informs them of the meaningful projects and programs that have resulted from this investment.
- *Efficiency and Accountability* challenges the usual perception of public agencies as large, inefficient organizations by consistently shining a light on CCTA's many accomplishments with its small staff.
- *Planning for Our Future* is meant to highlight how CCTA's work implementing quality of life improvements through transportation planning is helping residents' vision become a reality.

This contract will run for the period of 24 months with an expected start date in May 2017, with an option to renew for an additional 12-month term, which may be exercised at CCTA's discretion.

CCTA prefers that the agency have experience in the public sector or transportation industries or other transferable experience.

The selected agency will revitalize and refresh CCTA's communications and marketing assets including a redesign of the ccta.net website; creative development of new materials, including videos; management of marketing or advertising campaigns;

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expanded communications support; assistance with media relations and events; and continued support and maintenance of the Authority's web properties, online communications platform and social media channels. CCTA will retain ownership rights to all work products, including creative assets, developed as part of, or in conjunction with this contract. The selected agency will be required to provide all materials, including native files, monthly to CCTA.

CREATIVE DEVELOPMENT

The general public in Country Costa County is very unlikely to have heard of CCTA, although they are likely to be familiar with a few of its key projects and any programs or initiatives that have occurred in their immediate community. More than likely, they do not realize that a portion of the sales tax they pay goes toward funding transportation improvements. The selected agency will develop and execute opportunities for public engagement, and continue building CCTA's profile with the public by developing a suite of communications collateral that highlight the work being done by the agency and reflects current themes and priorities.

In addition to general information about CCTA, this should include development of new materials that inform the public about the work being undertaken on their behalf and how that work is relevant to their everyday lives. This includes expanding CCTA's photography and video library, development of media resources, creating and executing marketing or advertising campaigns and updating templates for fact sheets, presentations, reports to the public, etc. and development of any other materials as needed.

CCTA also produces an agency-wide e-newsletter, as well as topic-specific newsletters (contracting opportunities, press releases, etc.), which are distributed through MailChimp. The selected agency will be expected to create, format, and distribute these newsletters on a regular basis on behalf of CCTA.

WEBSITE REDESIGN AND SUPPORT

CCTA strives to ensure that our websites continue to meet the changing needs of the public and our partners. The current www.ccta.net site launched in early 2014 and was a significant departure from the previous version. In the past few years we have identified several areas for improvement that we would like to incorporate into a redesigned version of this site including increased flexibility with page design to better enable document hosting and inclusion of videos, improving access to meeting agendas and live-streamed meetings, more intuitive navigation of site content, multilingual and accessible features, integration with social media, and refreshing the design to be more mobile-friendly. This task will include undertaking a creative process for developing the new architecture/navigation, the look, the imagery, and the functionality.

In addition to www.ccta.net, the selected agency will be required to manage and maintain all of CCTA's domains for the life of this contract, including oversight of our current web-hosting contract. This includes editing, revising, updating or creating new

content and graphics upon request by CCTA staff. Typically, there are minor content (text-based) changes once every few weeks. Other content (new images, pages, etc.) is added intermittently. Consultant will also be expected to recommend and implement Search Engine Optimization best-practices to improve overall site rankings and adaption to latest search engine algorithms.

COMMUNICATIONS SUPPORT

As the communications activities undertaken by CCTA have grown, there is a need for additional support to continue and build upon those efforts without putting undue burden on the agency's technical staff. The selected agency will be expected to undertake the following functions:

- Direct support of CCTA staff for small-scale projects (presentation assistance, talking points, content development for a variety of platforms such as social media, press releases, editorials, advertorials, fact sheets, etc.);
- Provide dedicated communications support staff with the ability to spend time on-site at CCTA's office to help manage the production and flow of day-to-day communications activities;
- Manage CCTA's social media accounts including development of content for all social media channels and monitoring and maintenance of social media profiles and comments;
- Assist with media relations and events; and
- Collaborate with other consultant and communications teams, CCTA's partners and other agencies on projects and activities as directed by staff.

LOCAL PREFERENCE

CCTA encourages local firms to participate. A firm is considered "local" if it has maintained a local working office within Contra Costa County for at least six months prior to the date of this RFP. Work that is performed outside of Contra Costa County by a local firm does not qualify as local work. The work performed by consultants selected through this RFP process will be locally funded, and therefore, local preference points will be awarded for this evaluation. All prime consultants are required to report on local firm usage during the term of each contract.

Percent, if any, of the proposed consultant team that is considered a "Local Business". Under CCTA policies, a local preference will be used in the scoring of each proposal using the following basis:

- 0 points – if less than 24% of the dollar value of services to be rendered will be performed by a local firm;
- 3 points – if between 25% and 49% of the dollar value of services to be rendered will be performed by a local firm;
- 5 points – if between 50% and 69% of the dollar value of services to be rendered will be performed by a local firm;

- 7 points – if 70% or more of the dollar value of services to be rendered will be performed by a local firm;

BUDGET

The total budget to complete the work outlined in this scope within the 24-month contract period is not-to-exceed \$300,000.

PROPOSALS

Proposals should consist of no more than 50 pages and include the following:

- Overview of agency, including brief description of each team member and experience;
- Work plan narrative highlighting your strategy for addressing the items outlined in this scope of work;
- Samples of relevant creative work for previous/current clients (may include brief client case studies);
- Past clients and projects related to experience in the public sector/ transportation industries or other transferable experience (may include brief client case studies);
- Clear and detailed cost breakdown including agency fees and any sub consultant costs;
- Demonstration of whether/how local preference will be met; and
- References

CRITERIA

CCTA will evaluate proposals received on the following criteria:

Work Plan	25 points
Account Team	20 points
Budget	20 points
Creativity	12 points
Experience	10 points
Local preference	7 points
References	6 points
Total	100 points

Interviews for selected firms will take place the week of April 24 – 28, 2017 on a to-be-determined date at CCTA’s office.

SUBMISSION

Seven (7) hard copy proposals must be received at the office of the Contra Costa Transportation Authority (CCTA) prior to Friday, April 14 at 5:00 pm via regular or expedited mail service at the address below:

Contra Costa Transportation Authority
Attention: Linsey Willis, Director of External Affairs
2999 Oak Road, Suite 100
Walnut Creek, CA 94597

Proposals received after the specified date and time will not be considered. Materials submitted will become public records subject to disclosure provisions of the California Public Records Act and any other related public law or provision of such laws. Marking proposal documents "confidential" does not afford disclosure protection from the Act.

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