

## ADDENDUM

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### CLARIFICATIONS AND/OR CHANGES

Date Issued: February 9, 2011


Addendum No.: 1

RFP Number: 11-24-029-00 (Station Advertising Revenue Program)

Procurement Administrator: Matt Wallace, Procurement and Assets Administrator

#### INTENT

1. This addendum is issued to provide for clarifications and/or changes to RFP No. 11-24-029-00. Acknowledgment of this addendum shall be made in the Proposal Letter (see RFP Appendix E) required as a part of each proposer's submittal.
2. The meeting minutes summary for the scheduled pre-proposal conference held on January 27, 2011 in support of RFP No. 11-24-029-00 are included herein as Attachment "A".
3. The Commission did not receive any questions or requests for clarification from prospective proposers.
4. All other terms and conditions of the RFP will remain the same.
5. The proposal deadline remains Monday, February 14, 2011 at 2:00 p.m.

Issued by:   
Matt Wallace  
Procurement and Assets Administrator

## ATTACHMENT “A”

### PRE-PROPOSAL MEETING MINUTES/SUMMARY REQUEST FOR PROPOSAL (RFP) NO 11-24-029-00 FOR STATION ADVERTISING REVENUE PROGRAM JANUARY 27, 2011

Under this Attachment ‘A,’ the Commission does hereby provide a summary of the various issues discussed at the subject pre-proposal meeting. This information is a summary of that meeting and is provided for your information and convenience. In some instances, and for purposes of clarification, the Commission reserves the right to include additional information regarding the project that may not have been covered at the pre-proposal meeting.

#### **Greetings/Introductions (Matt Wallace)**

The purpose of this meeting is to describe RCTC’s requirements, to introduce you to the project team, and to field any questions you might have about the solicitation process.

Project Team:

Greg Moore	Procurement and Assets Manager - RCTC
Henry Nickel	Rail Program Staff Analyst - RCTC
Matt Wallace	Procurement and Assets Administrator - RCTC
George Salas	Facilities Manager – Bechtel/RCTC
Rosemarie Stevens	Project Administrator – Bechtel/RCTC

#### **PROCUREMENT ISSUES (Matt Wallace)**

At this time we are going to briefly cover some of the purchasing particulars for this RFP.

#### **Section 4.7 - Requests for Clarifications:**

All requests for clarifications, changes, approved equals, exceptions or deviations to the Statement of Work must be submitted in writing to Matt Wallace via fax at (951)787-7906, via email at [mwallace@rctc.org](mailto:mwallace@rctc.org), or via regular mail to the address indicated in the RFP. The cutoff date/time for all questions is Thursday, February 3rd, prior to 2:00 p.m. Answers to questions received by the Commission prior to the request for clarification deadline will be posted on the RCTC website ([www.rctc.org](http://www.rctc.org)).

A sample contract is included in this RFP. The Commission plans to use the sample contract as the contract resulting from this RFP. Therefore, all proposers are encouraged to familiarize themselves with the sample contract form. Again, any questions or concerns you may have regarding the sample contract will also be due Thursday, February 3, 2011 by 2:00 p.m.

#### **Section 4.6 – Addenda:**

Any changes made to the RFP will be issued in the form of an Addendum, which will be posted on the RCTC website. Firms must acknowledge the receipt of Addenda in their proposal letters. Failure to acknowledge receipt of all Addenda may render that proposal non-responsive.

#### **Section 4.14 – Communication Requirements:**

All communications shall run through Matt Wallace. Please do not contact any other proposers or any other RCTC staff members. Violation may result in disqualification of the consultant even after the contract has been awarded.

#### **Section 5.0 – Insurance Requirements:**

Insurance requirements are listed in the sample contract attached to the RFP Package. They consist of general liability, automobile liability, worker’s compensation, and railroad liability insurance (as required).

#### **Prevailing Wage Rate:**

This is a prevailing wage rate project. The contractor is required to pay prevailing wage rates. See Section 3.30 of the Sample Contract.

#### **Section 8.3 - Evaluation Criteria:**

Award will be made to the Proposer whose proposal contains the combination of the criteria listed in Section 8.3 offering the best overall value to the Commission. This will be determined by comparing differences in the value of the Proposers’ respective approaches, relevant professional experience and differences in proposed revenue-sharing plan. In making this comparison between the proposers, the Commission is concerned with striking the most advantageous balance between the proposers’ respective approaches, relevant professional experience and proposed revenue sharing plans.

The evaluation criteria consists of individual criterion that are listed in descending order of relative importance – Work Plan being the most important element.

- Work Plan
- Revenue
- Qualifications of the Firm
- Staffing and Project Management

## **Appendix I – Revenue Proposal Form:**

Enter the percentage of split gross revenue for each year. For example, for year no. 1, simply enter the Commission's percentage and your firm's percentage. The total should equal 100%.

**Period of Performance:** The contract term or period of performance shall be for a five (5) year base period with a single five (5) year option to extend the agreement for a total period of performance of up to ten (10) years. The option term may be exercised by the Commission, at its sole discretion, with prior written notice to the Contractor.

**Minimum Qualifications:** Consultant's key staff or project manager must have provided continuous advertising services for at least five (5) years.

### **Statement of Work Overview (Henry Nickel)**

The Commission is looking for a vendor to provide a turnkey advertising revenue program that will handle everything from the installation to the portfolio management, to the selling and management of the advertisements. Basically, the Commission will be providing the venue and the space and the vendor will be providing the hardware and the expertise. The Commission is not requiring a minimum revenue guarantee. The agreement with the successful consultant shall be based on a revenue split with the Commission.

The Commission currently has a vending contract that covers the vending machines at each of its commuter rail stations, and, under that agreement, the contractors committed to providing hot beverage machines. These machines, however, require an enclosure. The Commission reviewed the possibility of acquiring enclosures or shelters for each machine. The awarded vending company made the suggestion that some vendors might be willing to provide the shelters for us in exchange for allowing advertising on those shelters. This idea expanded and developed into this advertising program Request for Proposals (RFP) No. 11-24-029-00.

Integral to this RFP, is the underlying obligation that the Commission has to provide shelters at its stations to fulfill its vending contract obligations. Therefore, if possible, the Commission is requesting the provision of those shelters as part of each proposal. Should a proposer choose not to include shelters, the Commission will adjust the proposal pricing structure to offset the cost associated with the Commission actually procuring those shelters outside the station revenue contract. This is what paragraphs 2.2.4 and 2.2.5 in the Statement of Work (see Appendix A) attempt to address. Proposers may provide the enclosure specified in Section 2.2.5 or one of an approved equal value or, alternatively, absorb the cost the Commission may incur in purchasing the shelters directly.

Again, the objective of this contract is to provide the Commission with revenue to offset operating costs. The Commission is anticipating the addition of four more commuter rail stations within the next three years. These stations are not included in the current solicitation and may be addressed separately when these stations come on line.

Meeting attendees are now invited to walk the Riverside Downtown Metrolink station in order to better understand Commission requirements. Please be advised, however, that it is each

proposer's responsibility to familiarize itself with each station location and the Commission's Commercial Advertising Policy (attached to the RFP as Appendix 'H'). Please note that the Commission would like to keep this RFP as open-ended as possible, and do not want potential offerors to feel unduly constrained in developing their respective revenue programs.

In terms of bus operations, the Riverside Transit Agency services each of our stations. At the North Main Corona Metrolink station, there is actually a separate bus terminal that is not Commission property. It is on the opposite side of the parking structure on the other side of the tracks. There is, however, a bridge that goes over the tracks. Advertisements can be posted on the bridge going over the tracks.

RCTC also owns the bike lids which are at two of our stations.

### **Questions:**

**Question No. 1** - The RFP refers to "maintenance hours of 9:00 a.m. to 2:30 p.m.". Is there any variance to that?

Answer No. 1: Yes. The primary issue is the safety of patrons during peak ridership times. Most of the Commission's stations are not simply rail stations. Bus service is provided at all the stations, and some of the stations serve as major transfer centers for local bus transit. As it relates to rail service, our peak operations center on the commuter market. Those operations typically are focused on peak commuter traffic during the early morning commute before 9:00 a.m. and during the afternoon-evening commute from 2:30 p.m. until approximately 8:30 p.m.

**Question No. 2** - Any chance of working evenings or weekends?

Answer No. 2: Yes. The Commission would prefer that the successful consultant conduct its routine maintenance during off-peak hours- during the hours of 9:00 a.m. and 2:30 p.m. However, Commission staff will work with the successful consultant to accommodate requests for work during other times.

### **Job Walk**

**Question No. 3** - Can you show us one of the structures that you were talking about in the RFP?

Answer No. 3: Staff can show you the vending machines currently located at the station, but we do not have shelters. As part of the RFP, the Commission is exploring the possibility of having the shelters provided under the station advertising revenue program contract. The RFP calls out an Icon brand enclosure, or an approved equal. The requirements are that the shelter is to cover at least two vending machines and there must be at least one shelter per station, giving the successful consultant the ability to utilize its surfaces for additional advertising space. Offerors can provide a proposal that includes shelters or, alternatively, the Commission would provide the shelters and recoup the cost as part of each consultant's revenue plan. If an offeror's proposal does not include the shelters, then the Commission will assume that the Commission will be purchasing the shelters and installing them. The estimated cost of these shelters is included in the scope of work. Pricing does not include the cost of acquiring and installing the shelters, which shall be borne by the successful consultant.

**Question No. 4** – Will the cost of the shelters be a one-time cost?

**Answer No. 4:** Offerors are afforded wide latitude regarding its method of amortizing the cost of the shelters. Costs associated with the shelters should account for maintenance and installation costs.

**Question No. 5** – Can the vending machines be moved from their current location?

Answer No. 5: Only a foot or two in either direction. Offerors may assume that the vending machines will remain in their current locations. If an offeror feels strongly that the vending machines are not at the best location for the purposes of placing advertising, consultants may indicate in their proposals that an existing location is not maximizing its potential advertising opportunities and provide suggestions as to where the offeror would like to move a particular unit.

**Question No. 6** – As far as property goes, what is the scope of your control?

Answer: Generally speaking, the Commission owns the parking lot and the platform areas at each station. The Commission does not own the track or the right-of-way of the track alignment.

#### **CALENDAR OF EVENTS**

Action	Schedule Date
Request for Proposal Issued	Friday – January 14, 2011
Pre-Bid Conference	Thursday – January 27, 2001
Request for Clarification Deadline	Thursday – February 3, 2011
Proposal Deadline	Monday – February 14, 2011
Interviews (Tentative)	March 3, 2011
Award Date (Tentative)	April 13, 2011

Meeting Adjourned.