

# Valley Transportation Services

## Request for Proposal

RFP 2011-001

### Valley Transportation Services

#### RFP for Consulting Services for Logo and Branding Consideration for Valley Transportation Services

Release Date: Tuesday March 16, 2011

Questions on RFP due: Wednesday March 23, 2011

Answers to Questions: Monday March 28, 2011

Proposals Due: Friday April 8, 2011, by 2pm

Potential Interview date: April 18, 2011

Valley Transportation Services

12188 Central Avenue #202

Chino, CA 91710

#### **Introduction:**

Valley Transportation Services, A Consolidated Transportation Services Agency (CTSA) is a newly created 501 C3 Nonprofit Entity established to serve the mobility needs of seniors, persons with disabilities and persons of low income in the Valley portion of San Bernardino County. Valley Transportation Services was established in September of 2010 and receives funding through the County local sales tax initiative, Measure I. Valley Transportation Services has a 7 member Board of Directors who are appointed by San Bernardino Associated Governments, Omnitrans and the County of San Bernardino

#### **Services:**

Valley Transportation Services desires to secure professional consulting services to develop branding concepts, develop a logo, symbols and or design, web page/site and establish branding strategies to deliver a message and brand.

The consultant will provide professional and marketing services to prepare final design and or working templates that will include but not be limited to the following: logo, slogan, graphics, letterhead, website and various other marketing and promotional items.

The proposed new brand should convey an inviting image for coordination and transit. Decisions regarding colors, logos and new signage will convey the new brand and be consistent in all marketing material.

The scope of work includes:

1. Develop initial agency logo including colors and design
2. Develop website/webpage design
3. Design graphics and decals
4. Design of letterhead, business cards and the like
5. Develop branding strategies to help identify and deliver a message and brand

A budget of \$40,000 has been set for the Valley Transportation Services Branding and Marketing Project, however the overall budget will be part of the consideration for award of contract.

### **Proposal Requirements**

Consultant should submit 5 hard copies and one cd of the proposal – short and concise proposals are preferred.

1. Cover letter – The letter should be addressed to:

Phil McGuire, Interim Executive Director  
Valley Transportation Services c/o SANBAG  
1170 W 3<sup>rd</sup> Street  
San Bernardino, CA 92410

The letter should describe the firms/teams interest and commitment to the project. The letter shall state that the proposal shall be valid for 120 day period and include the name, title, address and telephone number of the individual to whom correspondence and other contract should be directed. The person authorized by the firm to negotiate a contract with VTS shall sign the cover letter.

2. Project understanding – Clearly convey the consultants understanding of the nature of the work and issues related to the project

3. Approach and management plan – Provide the firm’s approach and management plan for providing services

4. Qualifications and experience – provide the firms qualifications and experience of assigned staff. Specific experience on similar projects should be described. Key staff is expected to be committed for the duration of the project.

5. Work plan and schedule – describe how each task of the project will be conducted, including deliverables for each task and schedule. The work plan should be in sufficient detail to demonstrate a clear understanding of the project. The schedule should show the expected sequence of tasks and include durations for the performance of each task. Discuss the firm’s approach for completing the

requested services keeping the project on schedule. The project is expected to commence no later than May 1, 2011 and draft and final documents fully completed by July 31, 2011.

6. References – provide three references from recent work (previous three years) similar to the proposed project with a brief description of the project

7. Budget – provide a budget and schedule to complete each of the tasks associated with this project by hours and rate.

### **Selection of a consultant**

The Branding Committee will evaluate each responsive proposal based upon the selection criteria. From the proposal evaluation, a short list of the most qualified firms may be prepared for formal interviews. The selection team will focus on the project understanding and approach, project management structure and process and references. The selection team may conduct interviews to determine the best qualified firm for the project or may award a contract on the basis of the proposal only.

### **Scope of work**

#### **Background:**

As a newly created Consolidated Transportation Services Agency, Valley Transportation Services, a nonprofit 501 c3 agency is in need of branding and marketing services. Valley Transportation Services was created by the SANBAG Board of Directors and designated as the CTSA for the San Bernardino Valley. The territory covered by Valley Transportation Services includes the following cities: Chino, Chino Hills, Colton, Fontana, Grand Terrace, Highland, Montclair, Loma Linda, Ontario, Redlands, Rancho Cucamonga, Upland and Yucaipa, commonly referred to as the San Bernardino Valley. Valley Transportation Services is modeled after Paratransit, Inc., a CTSA, located in Sacramento, which is the oldest and largest CTSA in California. Valley Transportation Services has been tasked to work on mobility issues and to coordinate social service transportation for persons with disabilities, senior citizens and persons of low income. Some of the initial work that may be accomplished by Valley Transportation Services includes, but is not limited to, developing travel training programs, coordinating existing human service/social service transportation providers, developing partnerships with various other nonprofit/social service entities to enhance mobility options beyond public transit. Longer term goals may include direct operation of vehicles, joint procurement activities, centralized dispatching, fleet maintenance service and the like. No definite work program has been selected by the Board of Valley Transportation Services as of yet.

#### **Scope of Services:**

The scope of services includes working with Valley Transportation Services Staff and selected board members in designing logos, letterhead, business cards, website/webpage and overall branding of Valley Transportation Services. The Branding services should include a future vision to incorporate potential opportunities such as logos for vehicles, brochures, programs and projects that will easily identify Valley Transportation Services as a project sponsor or partner, so it could include graphics for placement on vehicles or signs. There may be a need for collateral conceptual marketing materials that convey a message of some type in reference to mobility and mobility options. Create the initial identity of Valley Transportation Services and establish branding strategies to deliver a message and a brand. Consultant is not constrained by the use of Valley Transportation Services only and may recommend another appropriate name if so desired.

**Deliverables:**

The following are minimum deliverables:

Various design work

Logo

Slogan

Website/webpage design and layout

Overall agency branding guidelines

Business card and letterhead design

The proposal should include detailed printing production costs

**Tasks:**

1. Deliver initial agency logo including colors and slogan
  - a. produce logo design guidelines addressing range of proposed uses
2. Design of website/webpage layout – should include a template for an informational site and interactive site
3. Design of business cards, letterhead and any other business documents
4. Create branding strategies/marketing strategies

**For questions please call**

Phil McGuire, Interim Executive Director, Valley Transportation Services

707 318 3646

Beth Kranda, SANBAG Staff

909 884 8276