



DATE: JANUARY 18, 2017

MEMO TO: HERITAGE VALLEY POLICY ADVISORY COMMITTEE (HVPAC)

FROM: AARON BONFILIO, PROGRAM MANAGER
KEVIN KHOURI, TRANSIT SPECIALIST

SUBJECT: REQUEST FOR PROPOSALS FOR MARKETING SERVICES

RECOMMENDATION

- Approve for recommendation to the Ventura County Transportation Commission (VCTC) issuance of a Request for Proposals for Marketing and Outreach services for the Valley Express.

BACKGROUND

The Heritage Valley Transit Service, operated under the name Valley Express, launched mid-fiscal year March 2015. At that time the Commission provided marketing and outreach services under its agency-wide marketing and outreach program with Moore & Associates (Moore). The contract with Moore ended at the end of the fiscal year. Considering the recent launch of this brand-new system and the ongoing post-launch promotional activities, the Heritage Valley Transit Service committees recommended VCTC engage (on behalf of the Valley Express) with Moore for a one-year agreement, effective July 2015 to June 30, 2016. Subsequently, VCTC continued its agreement with Moore, on behalf of the Valley Express for an additional year, which we are in now.

In light of the forthcoming end-date to the existing agreement, the HVTAC recommends that the HVPAC recommend to the Commission the issuance of a Request for Proposals for Marketing and Outreach Services (RFP). While a draft RFP is in development, Commission staff will work with Valley Express member-agency staff to finalize draft of the RFP prior to its release.

The proposed procurement schedule follows:

<i>February 3, 2017:</i>	<i>Approve and release RFP, VCTC February Meeting</i>
<i>March 20, 2017:</i>	<i>Proposals due and evaluation period begins</i>
<i>April 3- 7, 2017:</i>	<i>Conduct Oral Interviews and finalize recommendation</i>
<i>May 5, 2017:</i>	<i>Contract Award, VCTC May Meeting</i>
<i>July 1, 2017:</i>	<i>Contract term begins</i>