

Review of Proposals
RFP 8-1795 Pacific Surfliner Marketing Services (Project A)
Presented to Board of Directors - November 28, 2018
Seven firms proposed, two firms interviewed, one firm is being recommended.

Overall Ranking	Proposal Score	Firm & Location	Sub-Contractors	Evaluation Committee Comments	Weighted Average Hourly Rate
1	78	Civilian, Inc. San Diego, California	SLH Communications, Inc. A&R Ventures, Inc.	Highest-ranked firm overall. Provides marketing-related services, including strategic planning, creative development, and media planning. Currently providing media planning and buying services for the LOSSAN Agency. Proposed to utilize subcontractors for additional marketing support. Proposed project manager has ten years of transportation-related marketing experience. Proposed project team members are senior level. Proposed sufficient availability for this effort. Demonstrated an understanding of the project requirements. Discussed approach for developing an integrated marketing campaign plan. Demonstrated an understanding of the Pacific Surfliner and offered potential campaign ideas. Presented approach and answered questions during the interview. Received positive responses from references. Proposed competitive pricing.	\$164
2	72	Sensis, Inc. Los Angeles, California	SSI/Research Now Power Direct Marekting Premier Mail Marketing, LLC Altered LA MWPost Tono Studios Lyon Studios Radstone Photography ColorGraphics a Cenveo Co. CR&A Custom, Inc.	Provides marketing services with experience in increasing ridership and destination marketing. Proposed to utilize subcontractors for additional marketing support. Proposed project manager has been with the firm for three months. Proposed project team has over 20 years of marketing experience. Proposed low availability for this effort. Discussed marketing strategy, creative approach, media strategy, and reporting metrics. Demonstrated an understanding of the Pacific Surfliner and offered potential campaign ideas. Presented approach and answered questions during the interview. Received positive responses from references. Proposed lower pricing	\$147

Evaluation Panel:

Internal:
OCTA Contracts Administration and Materials Management (1)
Los Angeles-San Diego-San Luis Obispo Rail Corridor Agency (2)
OCTA Rail Operations (1)

Proposal Criteria

Qualifications of the Firm
Staffing and Project Organization
Work Plan
Cost and Price

Weight Factors

25%
25%
30%
20%