




March 18, 2024

To: Members of the Board of Directors

From: Jason Jewell, Managing Director 

Subject: Approval to Release Request for Proposals for Pacific Surfliner Marketing Services

Overview

Consultant services are needed to provide field marketing and community outreach services for the Los Angeles – San Diego – San Luis Obispo Rail Corridor Agency, including program management and fulfillment, community outreach and education, promotional marketing, and strategic marketing consultation. Staff has developed a request for proposals to initiate a competitive procurement to select a firm to provide field marketing services.

Recommendations

- A. Approve the release of Request for Proposals 4-2080 to select a firm to provide field marketing services for the Los Angeles – San Diego – San Luis Obispo Rail Corridor Agency for a one-year initial term with two, two-year option terms.
- B. Approve the proposed evaluation criteria and weightings for Request for Proposals 4-2080 for selection of a consultant to provide field marketing services for the Los Angeles – San Diego – San Luis Obispo Rail Corridor Agency.

Discussion

Field marketing is an important part of the Los Angeles-San Diego-San Luis Obispo (LOSSAN) Rail Corridor Agency's (Agency) marketing and communications toolbox. Field marketing efforts ensure that the Agency develops and maintains robust relationships with partners and communities across the corridor.

The field marketing firm will be responsible for assisting internal Agency staff with promoting the Pacific Surfliner as a viable transportation option for travelers to destinations along the LOSSAN Rail Corridor and beyond. The firm will

oversee cooperative advertising, social media, and promotional opportunities with partners in the travel industry, as well as with relevant sports teams, festivals, special events, and trade shows along the LOSSAN Rail Corridor. The firm will also plan, promote, and implement outreach events that drive brand awareness and strengthen relationships with communities served.

Procurement Approach

The LOSSAN Agency’s Board of Directors (Board)-approved contracting and procurement policy requires that the Board approve Requests for Proposals (RFP) over \$100,000, as well as approve the evaluation criteria and weightings. Staff is submitting for Board approval the draft RFP and evaluation criteria and weightings, which will be used to evaluate the proposals received in response to the RFP.

The proposed evaluation criteria and weights are as follows:

- Qualifications of the Firm 25 percent
- Staffing and Project Organization 25 percent
- Work Plan 30 percent
- Cost and Price 20 percent

Several factors were considered in developing these weights. Qualifications of the firm is weighted at 25 percent due to the breadth and depth of the requested services, the successful firm must have a proven track record for meeting similar requirements in previous projects. Staffing and project organization is also weighted at 25 percent as the firm’s proposed project team must demonstrate familiarity with required marketing specializations in terms of knowledge, skills, and experience. Work plan is weighted at 30 percent to emphasize the importance of the firm demonstrating its ability to provide solutions specific to the LOSSAN Agency’s marketing needs and opportunities. Cost and price is weighted at 20 percent to ensure the LOSSAN Agency receives competitive rates for the services provided.

The contract resulting from this procurement will have a one-year initial term with two, two-year option terms. The total cost for the initial term is anticipated to be approximately \$550,000.

This RFP will be released upon Board approval of these recommendations.

Fiscal Impact

Marketing services were included in the LOSSAN Agency's Fiscal Year (FY) 2024-25 annual business plan and Board-adopted budget. The LOSSAN Agency has \$1.6 million in state-provided marketing funds for FY 2024-25.

Summary

Board of Directors' approval is requested to release Request for Proposals 4-2080 to select a firm for field marketing services and the approval of the proposed evaluation criteria and weightings.

Attachment

- A. Draft Request for Proposals (RFP) 4-2080, Pacific Surfliner Marketing Services

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