



**REQUEST FOR PROPOSAL (RFP) # 26-001**  
**Creative and Communication Services**

**July 29, 2025**

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**ONLINE PROPOSAL SUBMITTAL ONLY THROUGH PLANET BIDS**

**NOTE:** Updates, changes or addendums to the RFP are posted at:

<https://www.planetbids.com/portal/portal.cfm?CompanyID=28908>

## TABLE OF CONTENTS

<b>SECTION 1 - SCHEDULE OF EVENTS .....</b>	<b>4</b>
<b>SECTION 2 – proPOSAL INSTRUCTIONS .....</b>	<b>5</b>
2.0    DEFINITIONS .....	5
2.1    QUESTIONS REGARDING RFP AND POINT OF CONTACT .....	5
2.2    pROPOSAL SUBMITTANCE .....	5
2.3    PROPOSAL VALIDITY .....	6
2.4    PROPOSAL FORM.....	6
2.5    PROPOSAL CHANGES .....	6
2.6    PROPOSAL LIST .....	6
2.7    PROPOSAL FORM PROVISIONS .....	6
2.8    SAM.gov REGISTRATION .....	6
2.9    WAGES – WORKER’S COMPENSATION .....	7
2.10   EQUAL OPPORTUNITY.....	7
2.11   Question & APPEAL PROCEDURES .....	7
2.12   APPENDICES.....	7
2.13   BRAND NAMES.....	8
2.14   NEW MATERIAL (IF APPLICABLE) .....	8
2.15   TAXES.....	8
2.16   PRE-CONTRACTUAL EXPENSES.....	8
2.17   JOINT OFFERS.....	8
2.18   PROPOSAL PROTEST PROCEDURES.....	8
2.19   ADDENDA AND INTERPRETATIONS.....	9
2.20   EQUIVALENT MATERIALS.....	9
2.21   SUB-CONTRACTORS .....	10
2.22   PROPOSER’S LICENSING REQUIREMENTS .....	10
2.23   PROPOSAL RESPONSIVENESS.....	10
2.24   SPECIAL NOTE - CHANGE ORDERS AFTER AWARD.....	10
2.25   PROPOSAL FORMAT AND CONTENT .....	10
<b>SECTION 3 – EVALUATION AND SELECTION CRITERIA .....</b>	<b>15</b>
3.0    EVALUATION OF PROPOSALS.....	15
3.1    EVALUATION PROCEDURE .....	15
3.2    SCORING SCHEDULE .....	15
3.3    EVALUATION CRITERIA .....	15
3.4    AWARD .....	17
3.5    NOTIFICATION OF AWARD AND DEBRIEFING .....	18
3.6    CONFIDENTIALITY .....	18
3.7    ACCEPTANCE OF ORDER .....	18
3.8    DISQUALIFICATION OF PROPOSING COMPANIES .....	18
3.9    DISCREPANCIES AND MISUNDERSTANDINGS .....	18
<b>SECTION 4 – SCOPE OF WORK.....</b>	<b>19</b>
4.3    Safety.....	25
4.4    PERIOD OF PERFORMANCE.....	26
<b>SECTION 5 – MINIMUM QUALIFICATIONS .....</b>	<b>27</b>
5.1    FIRM QUALIFICATIONS .....	27

## **ATTACHMENTS**

**ATTACHMENT A – LBT-01 GENERAL TERMS AND CONDITIONS**

**ATTACHMENT B – PRICE RESPONSE FORM**

**ATTACHMENT C – INSURANCE REQUIREMENTS**

**ATTACHMENT D – REQUIRED FORMS**

**ATTACHMENT E – REFERENCES**

**ATTACHMENT G – SAMPLE AGREEMENT**

**ATTACHMENT H2 –SBE PROGRAM PARTICIPATION REQUIREMENTS**

**ATTACHMENT J – SUPPLIER AND W-9 REQUEST FORM**

## SECTION 1 - SCHEDULE OF EVENTS

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Schedule of Events	Date	Time
RFP Issue Date	<b>July 29, 2025</b>	--
Written Questions Due	<b>August 5, 2025</b>	2:00 PM (PST)
Written Answers Due	<b>August 12, 2025</b>	5:00 PM (PST)
Proposal Due Date	<b>August 25, 2025</b>	2:00 PM (PST)

**QUESTIONS WILL ONLY BE ACCEPTED IF SUBMITTED ON PLANET BIDS.**

Responses to questions and addendums will be posted at:  
<https://www.planetbids.com/portal/portal.cfm?CompanyID=28908>

***PROPOSALS NOT RECEIVED BY THE DATE AND TIME SPECIFIED WILL BE REJECTED.***

## **SECTION 2 – PROPOSAL INSTRUCTIONS**

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**The following instructions and conditions apply when responding to this RFP:**

### **2.0 DEFINITIONS**

For the purpose of this RFP:

1. “LBT” shall mean Long Beach Transit (LBT), Purchaser, Owner, FTA Recipient, or Grantee.
2. “Proposer” shall mean Seller or Contractor.
3. SBE mean Small Business Enterprise

### **2.1 QUESTIONS REGARDING RFP AND POINT OF CONTACT**

Any questions, interpretations, or clarifications, either administrative or technical, about this RFP must be requested in writing via Planet Bids no later than the date indicated in Section 1, Schedule of Events. All written questions will be answered in writing and conveyed to all proposers. Oral statements concerning the meaning or intent of the contents of this RFP by any person are not considered binding. The point of contact for this RFP shall be:

Majed Albokaei

Senior Buyer

562-599-8553

malbokaei@lbtransit.com

<https://www.planetbids.com/portal/portal.cfm?CompanyID=28908>

All communications regarding this solicitation shall be made directly with the designated Buyer. Any verbal or written communications between any potential or actual proposer, or its representatives and any LBT Board Member, staff member, committee member, or consultant regarding this procurement are strictly prohibited from the date of the RFP advertisement through the date of execution of the agreement. The only exception to this is communications at a publicly-noticed meeting of the LBT Board of Directors.

Any violation of the requirements set forth in this section shall constitute grounds for immediate and permanent disqualification of the Proposer from participation in this procurement.

### **2.2 PROPOSAL SUBMITTANCE**

Proposals must be submitted in strict compliance with the Proposal Instructions as prescribed within this RFP, and must be received electronically through LBT’s online portal at: <https://www.planetbids.com/portal/portal.cfm?CompanyID=28908> no later than

**2:00 PM** on or before **August 25, 2025**. Allow sufficient time to upload all the proposal documents.

**PROPOSALS NOT RECEIVED BY THE DATE AND TIME SPECIFIED WILL BE DEEMED NON-RESPONSIVE AND NOT CONSIDERED FOR AWARD.**

### **2.3 PROPOSAL VALIDITY**

All Proposals submitted must be valid for a period of 120 days from the “Proposal Due Date”.

### **2.4 PROPOSAL FORM**

Your Proposal must be submitted on the forms provided. Proposals submitted on any other forms may be considered non-responsive and may be rejected. Your Proposal shall include the properly completed and signed PRICE SUMMARY FORM.

### **2.5 PROPOSAL CHANGES**

Any verbal modifications of the conditions or specifications documented herein shall be considered void and ineffective for Proposal preparation and evaluation purposes. Only changes issued in the form of written addendums to this RFP from Buyer’s Procurement Department shall be considered valid and binding

### **2.6 PROPOSAL LIST**

The Buyer reserves the right to remove from mailing lists for future Proposals, for an indeterminate period of time, the name of any Proposing Company for their failure to accept a contract, failure to respond to two (2) consecutive Requests for Proposal and unsatisfactory performance. Please note that a “No Proposal” is considered a response.

### **2.7 PROPOSAL FORM PROVISIONS**

No form provisions, terms, conditions, requirements, and the like shall be considered as part of the Proposal, unless a statement is typed or written on the Proposal that such form provisions are intended to be part of the Proposal.

### **2.8 SAM.GOV REGISTRATION**

Vendors are required to register in [SAM.gov](https://sam.gov) (system for award management) in order to be awarded contracts. Vendors are required to complete a one-time registration to provide basic information relevant to procurement and financial transactions. Vendors must update or renew their registration annually to maintain an active status.

**Proposers shall submit a printout from sam.gov showing they are not debarred or excluded with their proposal.**

## **2.9 WAGES – WORKER’S COMPENSATION**

Proposing Companies are reminded that not less than minimum salaries and wages set forth by the Department of Industrial Relations; State of California must be paid on this project. Additionally, Proposing Companies must also be compliant with requirements relating to Worker’s Compensation and conditions of employment.

## **2.10 EQUAL OPPORTUNITY**

The Buyer hereby notifies potential proposers that all firms will be afforded equal opportunity to submit proposals in response to this request and will not be discriminated against in consideration for award on the basis of race, religion, color, sex, creed, marital status, ancestry, physical or mental disability, medical condition, sexual orientation, national origin, age, or any other consideration made unlawful by federal, state or local laws.

## **2.11 QUESTION & APPEAL PROCEDURES**

- (1) All requests for approved equals, clarifications of specifications, and protests of specifications must be received by the Buyer in writing in PlanetBids Q&A section no later than the date as specified on the “Written Questions Due” date on the Schedule of Events. Verbal inquiries will not be accepted. Any request for an approved equal or protest of the specifications must be fully supported with technical data, test results, or other pertinent information as evidence that the substitute offered is equal to or better than the specification requirements. The burden of proof as to the equality, substitutability, and compatibility of proposed alternates or equals shall be upon the Proposing Company, who shall furnish all necessary information at no cost to the Buyer. The Buyer shall be sole judge as to the equality, substitutability, and compatibility of proposed alternates or equals.
- (2) Buyer replies to requests under paragraph 2.12 (1) above will be dated no later than the “Written Answers Due” date as specified in the Schedule of Events. Any verbal replies are not to be considered valid.
- (3) Any requests for approved equals, clarifications of specifications, and protests of specifications must be clearly labeled “Not A Bid” and submitted on or before the Written Questions due date mentioned in Section 1. The Buyer is not responsible for failure to address an appeal that has not been labeled as such.

## **2.12 APPENDICES**

Information considered by the Proposing Company to be pertinent to this RFP and which has not been specifically solicited in any of the aforementioned sections may be placed in a separate appendix section. Proposing Companies are cautioned, however, that this does not constitute an invitation to submit large amounts of extraneous material; appendices should be relevant and brief.

### **2.13 BRAND NAMES**

It should be understood that specifying a brand name, components, and/or equipment in this RFP shall not relieve the Proposing Company from its responsibility to produce the product in accordance with any performance warranty and contractual requirements. The Proposing Company is responsible for notifying the Buyer of any inappropriate brand name, component, and/or equipment substitute for consideration by the Buyer.

### **2.14 NEW MATERIAL (IF APPLICABLE)**

Except as to any supplies and components which this agreement specifically provides need not be new, the Proposing Company represents that the supplies and components to be provided under this agreement are new and of recent manufacture (not used or reconditioned, and not of such age or so deteriorated as to impair their usefulness or safety). If at any time during the performance of this agreement, the Proposing Company believes that the furnishing of supplies or components that are not new is necessary or desirable, Proposing Company shall notify the Buyer immediately, in writing, including the reasons therefore and proposing any consideration that may flow to the Buyer if authorization to use such supplies is granted.

### **2.15 TAXES**

- The Buyer Is Exempt From The Payment Of Federal Excise And Transportation Taxes, So Such Taxes Must Not Be Included In Proposal Prices.
- This Proposal Is Subject To A State And Local Sales Tax, Which Shall Be Shown Separately, But Is A Part Of The Contract Price.

### **2.16 PRE-CONTRACTUAL EXPENSES**

The Buyer will be under no obligation for payment of pre-contractual expenses. Pre-contractual expenses are defined as expenses incurred by Proposing Company for the following:

- A. Preparing the Proposal in response to this solicitation;
- B. Submitting that Proposal to the Buyer;
- C. Negotiating with the Buyer any matter related to this Proposal; and/or
- D. Other expenses incurred by Proposing Company prior to date of award.

### **2.17 JOINT OFFERS**

Where two or more Proposing Companies desire to submit a single Proposal in response to this RFP, they should do so on a prime-subcontractor basis rather than a joint venture. The Buyer intends to contract with a single firm and not with multiple firms doing business as a joint venture.

### **2.18 PROPOSAL PROTEST PROCEDURES**

The Buyer has on file a set of written protest procedures applicable to this solicitation that may be obtained by contacting the Buyer's representative responsible for this procurement. Any protest filed by a Proposing Company in connection with this solicitation must be submitted in accordance with Buyer's written procedures.

## **2.19 ADDENDA AND INTERPRETATIONS**

- A. No interpretation of the meaning of any plans, specifications or other pre-proposal documents will be made to any Proposing Company orally. Every request for such interpretations shall be in writing addressed to the attention of the Buyer listed above. Such requests must be received at least fifteen (15) working days prior to the date fixed for the opening of general Proposals respectively. Any and all such interpretations and any supplemental instructions will be in the form of written addenda to the specifications and, if issued, will be posted on Planet Bids. It is the Proposing Company's responsibility to ensure all requests are received and answered by the Buyer in timely fashion.
- B. Failure of any Proposing Company to receive any such addendum or interpretation shall not relieve such Proposing Company from any obligation under his Proposal as submitted. All addenda so issued shall become part of the Contract Documents. Proposing Company shall assume full responsibility for making himself completely aware both of the existence and contents of all addenda. Each Proposing Company will be presumed to have inspected any relevant site, and to have read and be thoroughly familiar with any associated or referenced plans, specifications or other documentation (including all addenda) and referenced legal provisions. The failure or omission of any Proposing Company to examine any form, instrument, document or referenced applicable legal requirements shall in no way relieve any Proposing Company from any obligation with respect to the Proposal submitted.

## **2.20 EQUIVALENT MATERIALS**

- A. All Proposals shall be in strict compliance with the requirements of the Technical Specifications provided, including the provisions herein regarding "approvals", "approved equals" and "deviation". Where a feature, component, or item is specified by brand name in these specifications, the words "or approved equal" will apply. Where the "approval" of the Buyer is specifically required by these specifications in connection with a particular feature, or if the Proposing Company proposes to submit a Proposal containing "approved equal" or "deviations" from specific requirements of these specifications, the Proposing Company shall submit written requests at least fifteen (15) working days prior to the date and hour of the Proposal Due Date. Requests received after this time will not be considered. Requests shall be accompanied by an itemized comparison of the proposed substitution with the products specified or named by Addenda. It is the Proposing Company's responsibility to ensure requests and received and acknowledged by the Buyer.
- B. Proposals shall contain copies of "approvals", "approved equals" or "deviations" as are specifically approved by the Buyer, confirmed in writing, prior to Proposal due date. Any unapproved deviations, exceptions, substitutions, alternates, or conditional qualifications contained in a Proposal may be cause for its rejection.

## **2.21 SUB-CONTRACTORS**

A listing of all Sub-contractors and Material Suppliers performing work for the prime Contract in an amount, equal to or in excess of one-half (0.5%) percent of the total Proposal Amount, shall be submitted and received with the Proposal. This list of Sub-contractors and Material Suppliers is a part of the Proposal Package, and failure to submit said listing may constitute an incomplete Proposal. The list of Sub-contractors shall be included in attachment H-2 SBE Participation Requirements.

## **2.22 PROPOSER'S LICENSING REQUIREMENTS**

The successful Proposing Company and their (applicable) subcontractor(s) may be required to possess a business license from the City of Long Beach, California, along with any specialty licenses necessary for this project. It is the responsibility of the Proposing Company to determine what licenses are required.

Furthermore, the Proposing Company shall ensure that any and all sub-contractors fully comply with any other appropriate licensing requirements. The Proposing Company shall also certify that all information provided and representations made in the proposal are true and correct, and made under penalty of perjury. Proposing Companies shall provide this information on the certification presented in the RFP. Failure to provide the information requested on any certification forms or elsewhere as part of the Proposal may be cause for rejection of the Proposal.

## **2.23 PROPOSAL RESPONSIVENESS**

Proposing Companies shall respond to this RFP with respect to any and all sections, terms, conditions, requirements, specifications and drawings and the like. Failure to submit a complete response will likely result in proposal rejection.

## **2.24 SPECIAL NOTE - CHANGE ORDERS AFTER AWARD**

Upon award to the successful proposing company, no changes may be made to the General Requirements or Technical Specifications without written authorization from the Buyer. Any requests for changes from the Proposing Company (Seller) must be made using the Buyer's Request For Change Order (RFCO) process. The RFCO process consists of completing a request form, identifying any impact to cost or schedule, and obtaining written approval of the Buyer. Approved RFCO's will result in a revision to the original Purchase Order.

## **2.25 PROPOSAL FORMAT AND CONTENT**

### **a. Presentation**

Proposals should not include any unnecessarily elaborate or promotional material. The formats for the technical and cost proposals shall be as shown below. Proposing Companies are urged to be thorough in the presentation of their proposals. Material shall be presented in the order of the format below. All submittals are mandatory and considered part of the evaluation process. Failure to comply with this requirement may result in disqualification.

**b. Letter of Transmittal**

The Letter of Transmittal should identify the proposing company and demonstrate the firm's understanding of the project and services required and the anticipated outcomes. Specifically, the Letter of Transmittal shall be addressed to the Buyer as indicated in Section 1 of these instructions and must, at a minimum, contain the following:

1. Identification of the Proposing Company, including name, address and telephone.
2. Proposed working relationship between the Proposing Company and subcontractors, if applicable.
3. Acknowledgment of receipt of all RFP addenda, if any.
4. Name, title, address and telephone number of contact person during period of proposal evaluation.
5. A statement to the effect that the proposal shall remain valid for a period of not less than 120 days from the date of submittal.
6. Signature of a person authorized to bind the Proposing Company to the terms of the proposal.

**c. Executive Summary**

1. In addition to any introductory remarks in the Executive Summary, the Proposing Company shall state its understanding of the overall project objectives and the skill levels required to successfully accomplish the project objectives. Key points of the proposal should be summarized including: primary tasks or events, the approach to be employed, any innovative techniques or solutions, insights, resources, requirements and etc.
2. This summary shall also state whether the proposal does or does not fully comply with the requirements as defined in this RFP, noting any exceptions, and shall be signed by an authorized representative of the company.

**d. Technical Proposal**

1. Qualifications, Related Experience and References of the Proposing Company

This section of the proposal should establish the ability of the Proposing Company to satisfactorily perform the required work by reasons of: experience in performing work of a similar nature, demonstrated competence in the services to be provided, strength and stability of the firm, staffing capability, work load, record of meeting schedules on similar projects, and supportive client references.

The Proposing Company shall:

- i. Provide a brief profile of the firm including: the types of services offered, the year founded, form of the organization (corporation, partnership, sole proprietorship) number, size and location of offices, and number of employees.
- ii. Provide a general description of the firm's financial condition and identify any conditions (e.g., bankruptcy, pending litigation, planned office closures, impending merger) that may impede The Proposing Company's ability to complete the project.
- iii. Describe the firm's experience in performing work of a similar nature to that solicited in this RFP, and highlight the participation in such work by the key personnel proposed for assignment to this project. Describe experience in similar projects, particularly in the transit and public sector environments. The Proposing Company must demonstrate to the satisfaction of the Buyer that it has sufficient resources, capabilities and experience to meet the business needs as stated in this document. The Proposing Company shall state and identify its involvement with other clients for both past and present projects. The Proposing Company shall state the client's name, and references (See 5 below) for similar projects, particularly those conducted for public transit in particular and the public sector in general. Be specific with respect to past and current assignments elaborating on those projects of similar type, magnitude and complexity. The Proposing Company's involvement and responsibility should be defined for each project.
- iv. Identify any subcontractors by company name, address, contact person, and telephone number and project function.
- v. Provide as a minimum one reference for each project cited as related experience and furnish the name, title, address and telephone number of the person(s) at the client organization who is most knowledgeable about the work performed. The Proposing Company may also supply references from other work not cited in this section as related experience. Proposers must also submit Attachment D.
- vi. Briefly describe other projects currently in process and how those projects affect the company's current capacity and capacity during this proposed project. Identify any capacity or availability issues for any major subcontractors proposed.

## 2. Proposed Staffing and Project Organization

This section of the proposal should establish the method that will be used by the Proposing Company to manage the project as well as identify key personnel assigned. The Proposing Company shall:

- i. Indicate adequacy of labor resources utilizing a table projecting the labor-hour allocation to the project by individual task.
- ii. Include the name and roles of the Proposing Company's Project Manager and other key managerial and technical personnel to be assigned to the project in the specified tasks and include major areas of any subcontract work.
- iii. Include a statement certifying that the key personnel will be available to the extent proposed, for the duration of the project in the manner prescribed, acknowledging that no person designated as "key" to the project shall be removed or replaced without the prior written concurrence of the Buyer.
- iv. Include and thoroughly explain the project organization and control measures, including the proposed quality assurance plan.
- v. Include a statement signed by a duly authorized officer of the Proposing Company to the effect that all personnel offered in the proposal are either employed full-time by the firm or contractually obligated to the firm and available for the duration of the project at the person-hour level shown.

### 3. Resumes

Each proposal shall include a resume of not more than two pages, for each key staff member including: Project Manager, task and discipline leaders and key specialists. Resumes will include: title, years of experience, education, professional registrations, specific prior assignments with name of client, specific project role and responsibilities, and start and end dates for each assignment.

### 4. Work Plan

The Proposing Company shall provide a narrative, which addresses the Technical Specifications and shows The Proposing Company's understanding of the Buyer's needs and requirements.

The Proposing Company shall:

- i. Describe the approach to completing the tasks specified in the

Technical Specifications.

- ii. Outline sequentially the activities that would be undertaken in completing the tasks and specify who would perform them.
- iii. Furnish a schedule for completing the tasks in terms of elapsed weeks from the project commencement date.
- iv. Identify methods that the Proposing Company will use to ensure quality control as well as budget and schedule control for the project.

The Proposing Company may also propose procedural or technical enhancements/innovations to the General Requirements and Technical Specifications, which do not materially deviate from the objectives or required content of the project.

5. Exceptions/Deviations

State any exceptions to or deviations from the requirements of this RFP, segregating "technical" exceptions from "contractual" exceptions. Where the Proposing Company wishes to propose alternative approaches to meeting the Buyer's technical or contractual requirements, thorough explanations are required.

**If no exceptions are requested or identified during the Q&A phase, Proposer(s) will be deemed to have accepted all requirements, including contractual terms and conditions, as set forth in the solicitation. Exceptions will not be considered after this phase of the solicitation.**

e. Cost and Price Proposal

1. As part of the cost and price proposal, the Proposing Company shall submit proposed pricing for each item described in the Scope of Work.
2. The Proposing Company shall complete the "PRICE RESPONSE FORM," included with this RFP, and furnish any narrative required to explain the prices proposed. A "Firm-fixed-Price" proposal is the preferred method of pricing.

## **SECTION 3 – EVALUATION AND SELECTION CRITERIA**

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### **3.0 EVALUATION OF PROPOSALS**

This RFP includes specific requirements that will be used for the evaluation of Proposals. In order to be considered a responsive Proposal, the Proposing Company will submit all items as required in the General Requirements, Scope of Work, and Technical Specifications. The Buyer will evaluate Proposals with respect to established evaluation criteria. As part of the evaluation process, the Buyer may request selected Proposing Companies appear for oral interviews after reviewing the written Proposals. Proposing Companies should be prepared to have key management personnel available for these interviews.

The Buyer will notify the Proposing Company of the date and time at which the interview will occur. The Buyer may also request additional information to clarify or assist in the evaluation.

### **3.1 EVALUATION PROCEDURE**

An evaluation committee, in accordance with the criteria established, will evaluate all proposals received as specified. The evaluators, in applying the major criteria to the proposals, may consider additional sub-criteria beyond those listed. Proposing companies should be aware however, that award may be made without interviews or further discussion.

### **3.2 SCORING SCHEDULE**

	<b>Evaluation Criteria</b>	<b>Allocation</b>
<b>A</b>	<b>Relevant Experience and Expertise</b>	25%
<b>B</b>	<b>Quality of Portfolio and Case Studies</b>	20%
<b>C</b>	<b>Technical Capabilities and Approach/ Presentation Quality and Team Chemistry</b>	20%
<b>D</b>	<b>Cultural Competency and Inclusive Marketing</b>	15%
<b>E</b>	<b>Value and Cost Structure</b>	20%
	<b>Total Possible:</b>	<b>100%</b>

### **3.3 EVALUATION CRITERIA**

Award will be made to the Offeror whose proposal offers the best value to the Buyer. Proposals will be evaluated in accordance with the following criteria:

### **1. Relevant Experience and Expertise: 25%**

- Experience with public transportation clients and transit marketing challenges
- Demonstrated track record of increasing ridership or public engagement
- Familiarity with public sector constraints and processes
- Depth of knowledge in transportation communications

### **2. Quality of Portfolio and Case Studies: 20%**

- Creativity and innovation demonstrated in past work
- Measurable results achieved for similar clients
- Quality of multimodal campaigns (print, digital, social)
- Examples of successful community outreach campaigns
- Demonstrated strategic thinking in campaign development

### **3. Technical Capabilities and Approach: 20%**

- Website management competency and WordPress expertise
- Digital analytics capabilities and reporting framework
- Media planning expertise and channel strategy
- Project management systems and processes
- Performance guarantees/quality control procedures, approval workflows, and remedies
- Technical resources and infrastructure
- Communication clarity during the proposal process
- Team dynamics and cultural fit with agency staff
- Responsiveness to questions and feedback
- Quality and thoroughness of proposal materials
- Professionalism of client service approach

### **4. Cultural Competency and Inclusive Marketing: 15%**

- Experience developing multilingual campaigns (Spanish, Khmer)
- Demonstrated understanding of diverse communities, including an understanding of the communities served by LBT and what makes Long Beach different from the surrounding communities.
- Approach to accessibility in communications (ADA compliance)
- Cultural sensitivity in messaging and imagery

- Experience reaching underserved populations

## **5 . Price - 20%**

This section will consider the full contract value to LBT. The maximum points is awarded to the lowest price and overall best deal. Points on proposals with higher prices shall be determined by dividing the lowest proposal price by the higher proposal price and multiplying by the maximum points. In the event a single Proposal is received, the Buyer will conduct a price or cost analysis. A price analysis is the process of examining the proposal and evaluating the separate cost elements. It should be recognized that a price analysis through comparison to other similar procurements must be based on an established or competitive price of the elements used in the comparison. The comparison must be made to a purchase of similar quantity and involving similar provisions. Where a difference exists, a detailed analysis must be made of this difference and costs attached thereto.

### **3.4 AWARD**

- A. The Buyer reserves the right to withdraw this request at any time without prior notice. Furthermore, the Buyer makes no representations that an agreement will be awarded to any Proposing Company responding to this invitation. The Buyer expressly reserves the right to accept or reject any and all Proposals, or any item or part thereof, or to waive any informalities or irregularities in Proposals received without indicating any reasons for such actions.
- B. The Buyer may negotiate contract terms with the selected Proposing Companies prior to award, and expressly reserves the right to negotiate with several Proposing Companies simultaneously and, thereafter, to award a contract to the Proposing Company offering the most favorable terms to the Buyer.
- C. The Buyer reserves the right to award its total requirements to one Proposing Company or to apportion those requirements among several Proposing Companies as Buyer may deem to be in its best interest. In addition, negotiations may or may not be conducted. Therefore, the proposal submitted should contain Proposing Company's most favorable terms and conditions, since the selection and award may be made without discussion.
- D. The Buyer reserves the right to make award within one hundred twenty (120) calendar days from the date Proposals are opened. Should award in whole or in part be delayed beyond the period of one hundred twenty (120) days, such award shall be conditioned upon successful Proposing Company's acceptance.
- E. Prior to award of contract, the selected firm may be required to submit to a pre-award audit of their financial records to confirm claims of financial stability and ascertain the capacity of the firm's accounting system for administering the project.

### **3.5 NOTIFICATION OF AWARD AND DEBRIEFING**

The Proposing Companies who submit a proposal in response to this RFP shall be notified in writing regarding the firm who was awarded the contract. Such notification shall be made within fourteen (14) days of the date the contract is awarded.

### **3.6 CONFIDENTIALITY**

Prior to Contract Award, the Buyer will treat as confidential all information contained in and so clearly identified in Proposals, supplements, and communications made in the course of procurement negotiations.

To ensure appropriate post-award confidentiality, Proposing Companies should clearly identify trade secret information and should specifically cite statutory or regulatory authority for exemption from public disclosure. The Buyer disclaims liability for inadvertent disclosure of trade secrets or other information entitled to confidential treatment if the Proposer has failed to identify trade secrets or other sensitive information clearly or has failed to cite statutory or regulatory authority for keeping other information confidential.

### **3.7 ACCEPTANCE OF ORDER**

The successful Proposing Company will be required to accept a written contract and/or purchase order in accordance with, and including as a part thereof, the published notice of Request for Proposal the requirements and conditions and specifications, with no exceptions other than those specifically listed in the written contract or purchase order.

### **3.8 DISQUALIFICATION OF PROPOSING COMPANIES**

In the event that any Proposing Company acting as a prime contractor has an interest in more than one Proposal, all such Proposals will be rejected, and the Proposing Company will be disqualified. This restriction does not apply to sub-contractors or suppliers who may submit proposals to more than one Proposing Company. No proposal will be accepted from a Proposing Company who has not been licensed in accordance with the provisions of the State Business and Professions Code.

### **3.9 DISCREPANCIES AND MISUNDERSTANDINGS**

Proposing Companies must satisfy themselves by personal examination of any work site, drawings, Scopes of Work and by any other means as they may believe necessary, as to the actual physical conditions, requirements and difficulties under which the work must be performed. No Proposing Company shall at any time after submission of the Proposal, make any claim or assertion that there was any misunderstanding or lack of information regarding the nature or amount of work necessary for the satisfactory completion of the job. Any errors, omissions, or discrepancies found in any plans, specifications, or other documents provided, shall be called to the attention of the Buyer and clarified prior to the submission of Proposals.

## **SECTION 4 – SCOPE OF WORK**

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### **4.1 INTRODUCTION AND BACKGROUND**

Long Beach Transit (LBT) is a public, non-profit transit agency providing fixed-route bus service in Long Beach, California, and 14 surrounding cities in Los Angeles and Orange counties (Long Beach, Lakewood, Signal Hill, Artesia, Bellflower, Carson, Cerritos, Compton, Downey, Hawaiian Gardens, Los Alamitos, Norwalk, Paramount and Seal Beach). LBT has over 17 million annual bus boardings and provides the community with route options in a 100-square-mile area. LBT also offers Dial-A-Lift paratransit service in Long Beach, Lakewood and Signal Hill, as well as AquaLink and AquaBus water taxi service in the Long Beach harbor and along its coastline.

In support of LBT's strategic priorities to Improve Safety and Service Quality, Exercise Financial Accountability, Enhance Customer Experience, Foster Employee Engagement, and Promote Community and Industry Focus, LBT focuses to effectively communicate with its customers, employees, the community it serves, and the transit industry through communications, creative services, and website management.

### **4.2 SCOPE OF WORK**

LBT is seeking a qualified consultant to develop strategic marketing, communication and outreach plans (plans) that will complement, support and enhance its core business initiatives and outcomes. While various products and services will be outlined, the consultant will be expected to design Plans that meet the following objectives:

- Build on LBT's positive brand image
- Enhance customer value/engagement to help increase ridership
- Increase awareness and support of LBT's services and/or initiatives (e.g., 2026 FIFA World Cup Service, UCLA Commuter Service, Aqua-Taxi, Agency Annual Budget Book/Outreach, customer survey results, etc.)

The scope of work also includes comprehensive website support.

### **OVERSIGHT AND COLLABORATION**

Under the direction of the Executive Director/Vice President of Customer Relations and Communications, the selected consultant will collaborate with the Communications and Community Relations team on the following. In addition, on a bi-annual basis, the selected consultant will provide detailed progress reports and recommendations to

support ongoing project alignment, performance evaluation, and strategic decision-making to the CEO/DCEO.

## **CORE DELIVERABLES**

The consultant is expected to develop plans on an annual basis, supporting one to three major campaigns each year. The consultant will be responsible for identifying and recommending data-driven opportunities, strategies, and tactics to promote the agency to diverse audiences, with the goal of increasing LBT transit value and engagement. In addition, the consultant will participate in quarterly planning sessions with agency executives to review performance, refine campaign approaches, and ensure alignment with overall strategic objectives.

### **Content Creation and Design**

- Create engaging brand content across various channels to:
  - Extend and optimize LBT's current brand campaign to help increase brand awareness, understand who LBT is and what LBT does, building trust in the diverse communities it serves, and grow LBT's position as a leader in the transit service space.
- Create and design print, digital, video (e.g., light motion/animation support), and other materials to advocate, educate, inform, and promote agency to employees and the public.
- Provide on-call copywriting services with a one- to two-week turnaround for standard requests and a 24- to 48-hour turnaround for urgent requests.
- Provide photography services, as needed.
- Develop multilingual content strategies for key customer demographics.

### **Website Management/ Social Media and Digital Advertising**

- Provide recommendations for LBT's websites and paid social media content to build recognition, traffic, and reach, and to increase understanding of the agency's services and programs in conjunction with its marketing and customer communications objectives.
- Advise and recommend strategies to enhance the integration and alignment of creative assets across various platforms and technologies, including but not limited to digital, print, social media, video, and emerging formats, to ensure consistent branding, streamlined workflows, and improved audience engagement.

- Strategic implementation of seeding LBT’s information on news aggregators.
- Research and strategize targeting content towards key audiences such as but not limited to tourists, the elderly, and students – both K-12 and college, and minority communities, consistent with the annual strategy developed by the consultant and staff.
- Meet Web Content Accessibility Guidelines 2.1 AA compliance (required by laws and regulations, like the American Disability Act) standards for all digital properties.
- Implement and report on website analytics.
- Recommend User Experience (UX) improvements based on user behavior data.
- Maintain mobile responsiveness across all digital properties.
- Updating content within seven business days of approval.
- Timely website updates coinciding with seasonal campaigns, service changes, and other projects.
- Demonstrate the ability to navigate and operate the WordPress Content Management System (CMS) to create, update and maintain website content.
- Create and develop ongoing paid social media content and campaigns with one to three posts per platform per month. (This may change based on recommendations from the selected consultant).
- Collaborate with agency staff to ensure consistency between paid and organic social media.
- Provide monthly analytics reports on campaign performance against established KPIs.
- Implement A/B (split) testing of creative approaches to optimize engagement.

### **Media Planning and Purchasing**

- Negotiate the purchase of advertising, including online, print, television, and other media, consistent with the annual strategy.
- Provide media value add-ons through negotiated placements.
- Develop media plans targeting specific rider segments and geographic areas.
- Report on media effectiveness with recommendations for optimization.

### **Budget Management**

- The cost of paid advertising and paid social media will be included in the agreement as a reimbursable item on a monthly basis.
- The total advertising budget through June 30, 2026, is \$430,000. Future budgets will be similar.
- Consultant must clearly note if there are additional administrative fees, markups, or costs associated with the reimbursable ad budget, and provide detailed monthly reconciliation reports for all advertising expenditures.

### **Multicultural and Inclusive Communications**

- Develop and implementing strategies to reach non-English-speaking markets (including Khmer and Spanish), consistent with the brand.
- Ensure all creative materials reflect the diversity of our ridership.
- Provide culturally appropriate translations, rather than literal ones, and ensuring all multilingual content is reviewed for cultural nuance, readability and accuracy.

### **Customer and General Demographic Research**

- LBT will conduct periodic customer satisfaction and demographic surveys to use as an indication of where customer service improvements are necessary, to define its customers, and identify new potential markets for ridership growth.
- The consultant will work with LBT's chosen survey consultants and LBT staff to incorporate questions that will provide the data needed (but will not be required to conduct any surveys).
- LBT staff will require detailed oversight and input from the consultant to get the most out of the data collected by the survey consultants.

### **Meeting Schedule and Reporting**

- Conduct weekly or biweekly status calls with the LBT Manager to provide updates and address ongoing project need.
- Facilitate monthly strategy sessions with the communications team, held virtually or in person, to align on goals, messaging, and creative direction
- Lead quarterly in-person performance reviews and strategic planning sessions with the Executive Team to evaluate outcomes and adjust priorities.
- Organize and execute two (2) full-day annual strategy workshops to support long-term planning, innovation, and cross-functional alignment.

- Develop and maintain annual development of a standard service level agreement regarding brand use, quality assurance, and agreed-upon timelines.
- Generate periodic performance reports that include analysis of campaign performance and audience engagement.

### **Collaboration Tools and Processes**

- Utilize tools, reports, and meetings for project tracking and approvals.
- Follow established brand guidelines for all created materials.
- Maintain digital asset management system for all creative materials.
- Implement efficient approval process for all deliverables.
- Provide all source files upon project completion.
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### **Innovation**

- Propose innovative approaches, including how to gamify activations, to reach diverse rider populations.
- Test emerging channels annually to evaluate effectiveness.
- Apply behavioral science principles to campaign development.
- Identify technology integration opportunities to enhance customer experience.

### **Timeline**

- Contract start date: **January 1, 2026**
- Major seasonal campaigns align with back-to-school, summer, and special events. LBT has three service changes per year (February, June, and August).

## **PROPOSAL REQUIREMENTS**

The specific content of each proposal will vary, but all proposals *must* include the following information:

### **Understanding of LBT’s mission, Experience and Capabilities:**

#### **Introduction:**

Demonstrate your understanding of LBT’s vision, objectives, and services and how creativity would play a critical role in advancing its mission. Describe how you develop

an integrated strategic and tactical plan focused on increasing customer value and deepening engagement across key audiences .

### **Experience and Capabilities:**

- **Public Transportation Experience:**

Detail experience working with transit agencies or similar public entities. Provide 2-3 case studies demonstrating successful campaigns with measurable results.

- **Portfolio:**

Provide samples of different kinds of creative work, representative of the scope of your capabilities.

- **Team Structure:**

Outline the team that would service our account, including roles, experience, and time allocation.

- **Team Capacity:**

Outline how the team will ensure adequate resources are devoted to LBT to ensure timeliness and quality, especially during seasonal campaigns and service changes.

### **Technical Capabilities:**

- **Website Development:** Demonstrate WordPress expertise with examples.

- **Digital Analytics:** Showcase your analytics capabilities and reporting framework.

- **Media Planning:** Describe your media planning and buying process.

- **Translation Services:** Outline your approach to translations and cultural adaptation.

- **Quality Assurance/Performance Guarantees:** Describe how your team ensures the materials created undergo a rigorous quality assurance process to minimize errors and alignment with the agency's brand, American Disability Act compliance, and factual accuracy.

- What are the proposed guarantees/remedies when agreed-upon deadlines are missed or quality controls are lacking?

## Pricing and Terms

- **Proposed Rate Sheet:** Estimated cost of the services to be performed, including:
  - A breakdown (rate sheet) of the hourly rates for labor (hours and billing rates by position) and other costs.
  - The rate sheet must estimate the total number of hours expected to complete all the required work with a monthly, not-to-exceed amount that will be billed to LBT.
  - Additional services (if applicable).
  - Sub-consultant fees (if applicable).
  - Administrative fees associated with managing the monthly, reimbursable advertising budget (if applicable).

## Intellectual Property

- Providing agency with the copyright for all materials indefinitely. Consultant must submit all materials produced and may not reuse, resell or transfer commissioned work without written permission.

### 4.3 SAFETY

Proposer must comply with the following Safety Guidelines:

- a. Proposer shall recognize the importance of performing services in a safe and responsible manner so as to prevent damage, injury, or loss to individuals, and the environment. Proposer assumes responsibility for implementing and monitoring all Environmental Health and Safety precautions and programs related to the performance of services.
- b. The Proposer is solely responsible with providing a safe work environment for its employees, agents and subcontractors. Any hazards or unsafe practices the Proposer may identify that it is unable to correct or are outside the Proposer scope of responsibility must be promptly reported to LBT. LBT reserves the right to require to discontinue operations at any time if it determines that actions are creating an unsafe environment or situation.
- c. The Proposer must refrain from creating work hazards for others and for individuals authorized to be within or in proximity to LBT work areas.
- d. Proposers shall not operate LBT machinery without express written consent. Only licensed operators may operate forklifts or other heavy machinery on LBT property, with LBT approval.

- e. LBT is a smoke-free environment. This policy applies to all proposers, their employees and subcontractors working on LBT premises.
- f. Proposers must abide by all applicable local, state, and federal rules and regulations pertaining to safe working practices and procedures to protect proposer/subcontractor employees as well as LBT staff and visitors.

#### **4.4 PERIOD OF PERFORMANCE**

3 year base contract plus 2 one year options.

## **SECTION 5 – MINIMUM QUALIFICATIONS**

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### **5.1 FIRM QUALIFICATIONS**

To be considered responsive to the RFP, firms must demonstrate that they meets the following minimum qualifications by providing a thorough response and verifiable evidence of compliance. Non-compliance with these requirements may disqualify your proposal from further consideration.

- a. Firm has not defaulted on a contract within the past five (5) years or declared bankruptcy or been placed in receivership or been denied credit within the past three (3) years.
- b. Firm has not been assessed any penalties for non-compliance with any federal, state, local, city, or county labor laws and/or regulations within the past five (5) years.
- c. Firm is currently not under investigation for any charge or claim for noncompliance with any federal, state, local, city, or county labor laws and/or regulations including, without limitation prevailing wage laws and apprenticeship laws.
- d. Firm must have a minimum of 5 years' experience and demonstrated track record of quality work, knowledge, skills, and abilities in creative and social media services preferably in an environment of similar size and scope of the LBT.
- e. Licensed to do business in the State of California.