

**RFQ CE-BASE-003-25-1
ON-CALL FLEET MEDIA ADVERTISEMENT**

Valley Regional Transit (VRT) is requesting quotes for **On-Call Fleet Media Advertisement**.

Date Issued:	November 13, 2024
Request:	On-Call Fleet Media Advertisement.
Questions Due	November 21, 2024 @ 4 p.m. Mountain Time
Quotes Due	December 12, 2024 @ 4 p.m. Mountain Time
Scope of Work:	Below
RFQ Contact:	Kevin Womack procurement@ridevrt.org

Quotes can be emailed to:

Valley Regional Transit
Attention: Kevin Womack, Procurement / Contracts Specialist,
**emailed to procurement@ridevrt.org on or before
December 12, 2024 @ 4:00 p.m. MT**

Term:

Offeror shall provide professional services on an as-needed basis as described herein for an initial term of three (3) years commencing on February 1, 2025, and expiring on January 31, 2028, with an option to renew upon mutual agreement of both parties under the same terms and condition for additional two (2) one-year terms.

Submission Requirements

All Quotes must include the following items in order to be considered:

- Description of offeror and qualifications
- Identification of project manager
- Description of the support throughout the term of the project
- Completed price schedule: update included price schedule as needed for procurement; pricing must include all equipment, materials, labor, and any fees
- Any annual price increases must be noted in price quote
- All quotes must be signed by a duly authorized representative of the firm
All unsigned or late submissions will be automatically rejected
- Completed Offeror's General Information Form
- Quote must be submitted in English

Valley Regional Transit (VRT) is seeking on-call vinyl graphic support for VRT's bus wrapping projects. Valley Regional Transit's evaluation team will review and evaluate all quotes. A recommendation to enter into an agreement with the successful offeror(s) will be made based upon best value and price. VRT reserves the right to select one or multiple offerors to create an on-call list for vinyl graphic projects as needed.

Offerors will be notified by email with a Notice of Intent to Award.

We appreciate your interest in Valley Regional Transit and look forward to your response.

EXHIBIT A SCOPE OF WORK

Valley Regional Transit (VRT) is soliciting quotes to print, install, remove and repair graphics on the interior and exterior of its bus fleet, vans, shuttles, and other assets. This RFQ is designed to provide all parties involved with information regarding the installation and maintenance of all graphics for VRT fleet assets in Ada and Canyon Counties. The statement of objective may be refined, edited, modified, expanded, reduced and otherwise changed through the negotiation process between VRT and the successful offeror to ensure that all work performed is in the best interest of VRT.

The offeror shall perform the following work:

1. Coordinate with VRT staff for artwork submission and development of needed design templates for the proposed product/inventory.
2. Using client-provided and VRT-approved artwork, produce/print panels and/or vehicle wraps to accommodate specifications of the vehicles that are under contract for specified advertising.
3. Install new wraps/panels on vehicles. Inspection of installed/removed advertising will be done by VRT staff within 3-5 business days. Any work completed which does not pass inspection must be corrected by the offeror at no additional cost to VRT within seven (7) calendar days. Necessary labels, including vehicle numbers, vents, safety stickers, exterior signage and labels, and various sections of the vehicle (e.g., front curbside/driver's window, emergency exits, etc.), must be clearly visible and unobstructed by the wraps. The necessary labels may also be included in printed designs.
4. Damage to the paint surface caused by the application or removal of advertisements is not considered reasonable wear and tear. Offeror is responsible for the cost of any damages to the vehicle resulting from their installation and/or removal work. Payment for paint and/or body damage will be invoiced, due and payable net 30 days from receipt of invoice, or may be deducted from any balances owed to the offeror. Hiding paint damage will be grounds for termination of services.
5. Graffiti and damage repairs will require offerors to provide a price quote on an as needed basis as services are required.
6. Ensure that advertisements are in good condition at all times. In particular, the offeror will be required to remove/repair any graffiti/defacement within 48 hours of being reported by VRT.
7. Any material installed over the windows of the vehicle must be transparent from the inside, allowing passengers to see out. The first window to the left of the front passenger door will not be covered.
8. The offeror must remove all dated advertising materials within five (5) calendar days from date of expiration of contract (end of flight).

9. Installation of advertising must be done at one of the two (2) VRT locations. VRT staff will ensure vehicles will be at the required location prior to the wrap installation. Quotes should include which location(s) they are proposing for. Locations include:
 - Orchard Maintenance Facility (Orchard), 4701 S. Northrup Ave, Boise, Idaho 83705
 - Happy Day Transit Center (HDTC), 5907 Cleveland Blvd, Caldwell, Idaho 83607
10. VRT's fleet is available in its entirety on Sundays and much of the fleet is available on Saturdays. VRT will endeavor to make vehicles available Monday through Friday between 10:00 am and 2:00 pm. Proposing offeror(s) should consider that most of their work will be done on the weekends or after 7:00 pm on weeknights when buses are most available.
11. Offeror shall contact VRT staff prior to working on vehicles in order to coordinate and schedule all work.
12. Offeror will be responsible for all actions of the offeror's employees while they are on VRT property and are subject to VRT's safety and security procedures.
13. Offeror staff will be required to wear reflective vests at all times when on VRT property.
14. The offeror may make an on-site visit to inspect the styles of vehicle operated by VRT. Visits shall be scheduled at least one calendar week out and occur between the hours of 8:30am-3:30pm.
15. All materials shall be new and not used. The new materials should have a life expectancy of three (3) years, unless requested otherwise.
16. The workmanship employed by the offeror shall be of the best quality and of the highest standard of commercially acceptable practice for this class of work; shall result in the wrap/panel having a neat, clean and finished appearance; and shall accurately reflect the approved artwork.
17. Wrap material must be 3M IJ36-20 or approved equal with UV clear coat. Installation and material must be warranted for one year.
18. VRT reserves the right to add vehicles or other assets of different types and dimensions during the duration of the proposed contract. VRT will provide templates of these vehicles or other assets to offerors when these vehicles or other assets are added and will ask offerors to provide quotes for the same services addressed in this RFQ.
19. When installing/removing advertising, the offeror shall remove and properly dispose of scrap materials. In the event that scrap materials are left at the VRT facility by the offeror, VRT or designated staff may, without prior notice, remove and dispose of the materials.
20. Offeror will provide a proof of performance package within 48 hours of completing installations inclusive of pictures of the installation (all four sides in the case of a full wrap) that are date/time stamped, along with any required invoicing.

21. As some of VRT's fleet runs on CNG (compressed natural gas) the use of open flame (hand torches) is prohibited. Offeror must use electric heat guns or comparable device as approved by VRT staff or representatives.

VRT shall coordinate:

- a. All aspects of advertising sales negotiations
- b. All creative design approvals
- c. Delivery of files, proof creation, and installation, once a creative design is completed and approved
- d. Vehicle availability to the offeror for removal and installation of the panels/wraps upon an agreed schedule
- e. Vehicle exterior cleaning within 24 hours prior to scheduled installation

Fleet Size and Specifications:

The existing VRT fleet is comprised of the following vehicles that will all carry advertising products.

Boise:

10 x 40' Transit Bus

29 x 35' Transit Bus

19 x 25' to 27' Cutaway Bus`

Caldwell:

8 x 40' Transit Bus

7 x 28' to 33' Cutaway Bus

7 x 23' to 26' Cutaway Bus

Meridian:

3 x 22' Cutaway Bus

4 x 17' Minivans

8 x 12 Passenger Van

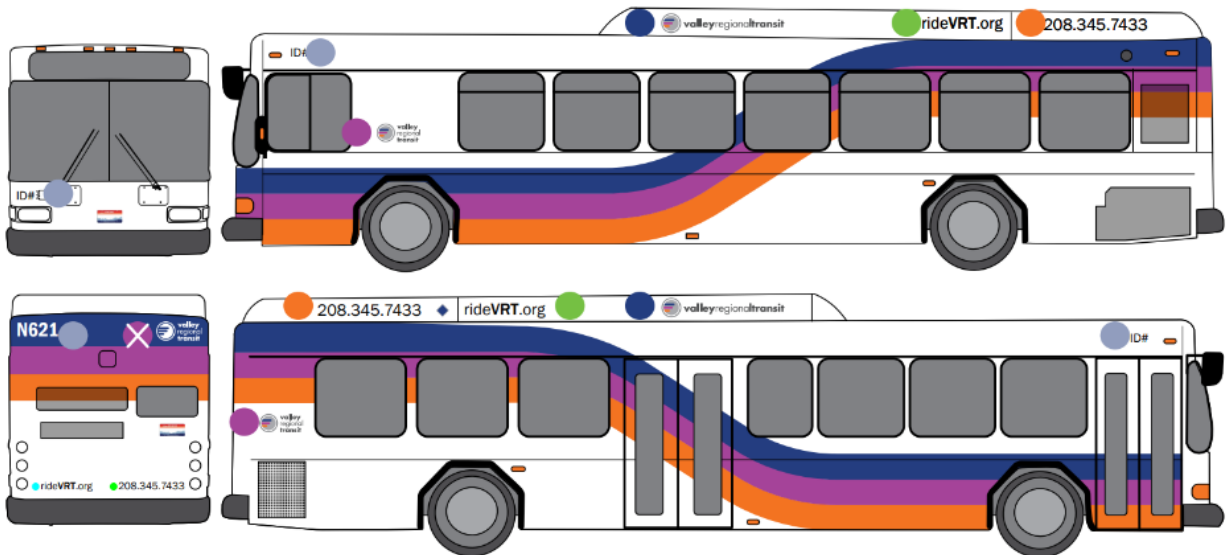
10 x 20' to 22' Transit Van

Current Templates for Tail / Half and Full Wraps are included in the RFQ as Exhibit A:

VRT Livery Guidelines

Gillig 40' Low | Transit Bus

updated 10/16/2024



v42026101

Additional Information:

- Center location noted, size to max available space and clearspace
- Only Use Approved Vector Files
- White vehicles: full color logos
- Any other paint: white vinyl only
- ✓ Clearspace required
- ✗ No specific clearspace minimum

Reference	Locations	Min&Cs	Reference	Locations	Min&Cs
● Main	Tailgate	3" H ✓	✗ Stacked.White	Driver Door, Pass. Door	5" H ✓
● Stacked	Driver Door, Pass. Door	5" H ✓			
● Phone Number	Driver Door, Pass. Door, Tailgate	2.5" H ✗			
● URL	Driver Door, Pass. Door, Tailgate	2.5" H ✗			
● Fleet ID	Driver Door, Pass. Door, Tailgate	2.5" H ✗			

KING: 30" x 144"



QUEEN: 30" x 88"



KONG: 42" x 226" (approx.)



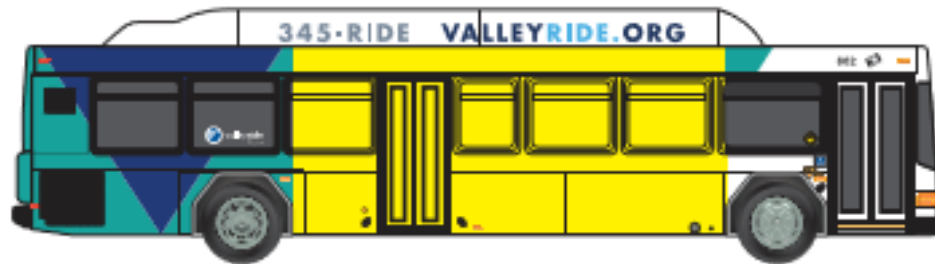
EMPRESS: 42" x 144" (approx.)



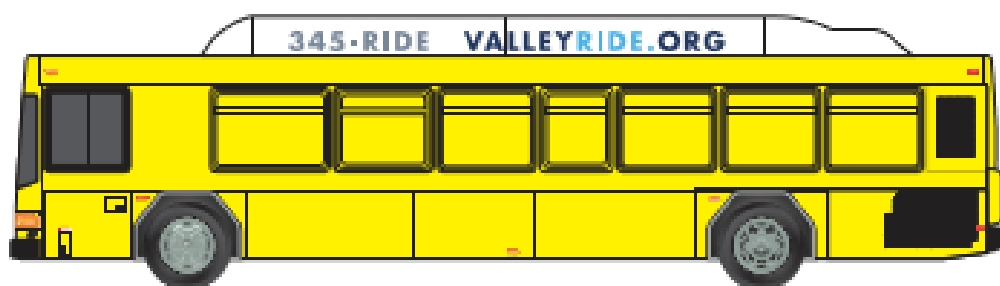
KING KONG: 98" x 226" (approx.)



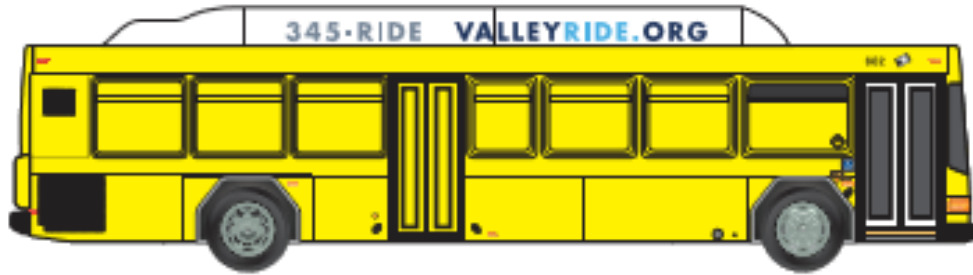
QUEEN IG KONG (CURBSIDE): 98" x 226" (approx.)



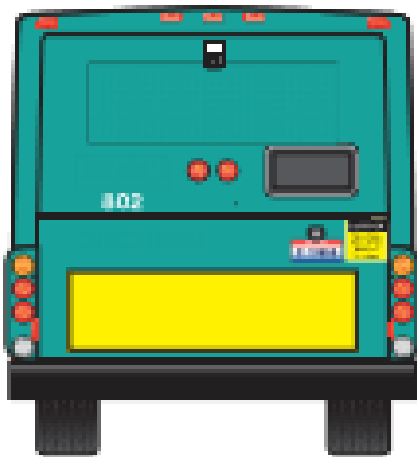
FULL SIDE STREETSIDE: 98" x 476" (approx.)



FULL SIDE CURBSIDE: 98" x 476" (approx.)



TAIL: 20" x 70"



FULL BACK: 84" x 96" (approx.)



REGULATORY AND COMPLIANCE REQUIREMENTS:

Offeror will comply with all federal, state, and local regulations in performance of this service.

ADDITIONAL INFORMATION

VRT may select multiple offerors for this on-call service and extend work to said offerors based on availability.

RECOMMENDATIONS/SUGGESTIONS:

VRT will allow Offeror to make recommendations to the RFQ solicitation by submitting a separate quote with their suggestion(s).

1. _____
2. _____

**EXHIBIT B
PRICE QUOTE**

Offeror’s Price Quote shall contain the information listed below as an Exhibit to Offeror’s quote. Offeror’s Price Quote Exhibit shall be a separate .pdf file included electronically and transmitted as a separate attachment in the email with Offeror’s quote. Offeror’s Price Quote Exhibit shall be signed by Offeror’s authorized representative.

Price Quote must be in US Dollars.

Annual Price Increase:

Any annual price increase must be noted in Offeror’s Price Quote. _____

The various components of Offeror’s Price Quote may be adjusted on the anniversary date of the contract’s effective date. Offeror will give VRT at least thirty (30) days’ prior written notice of the effective date of such price increase. Any such price increase is subject to approval by VRT.

Offeror’s Price Quote will provide key personnel rates who will be working on this project.

Proposed Service Rates:

Offeror will provide flat rate pricing to print, install, and remove graphics as listed. Each task would be paid upon completion, i.e. printing and installation with a new design and removal upon flight expiration.

Type	Price Quote		
	Print	Install	Removal
Full Wrap			
Half Wrap			
King: 30" X 144" (approximate size)			
Queen: 30" X 88" (approximate size)			
Kong: 42" X 226" (approximate size)			
Empress: 42 X 144" (approximate size)			
King Kong: 98" X 226" (approximate size)			
Queen Kong (curbside) 98" X 226": (approximate size)			
Full Side Streetside: 98" X 476" (approximate size)			
Full Side Curbside: 98" X 476: (approximate size)			
Tail: 20" X 70"			
Full Back: 84" X 96"			

Quote shall remain valid for a period of not less than ninety (90) days from the due date of the RFQ solicitation.

Signed: _____ Date: _____

Offeror's General Information Form

Legal Name of Firm: _____

Firm's Address: _____

Firms Contact Person: _____

Title: _____

Telephone: _____

Email: _____

The undersigned certifies as follows:

1. That he/she has read and understands the objectives and requirements of the request for quote; and
2. That he/she agrees to all requirements, specifications, terms, and conditions of the request for quote referenced above; and
3. That he/she will furnish the designated item(s) and /or service(s) as quoted in the request for quote; and
4. That he/she certifies under penalty of perjury that the respondent is, to the best of his/her knowledge, not in violation of any Idaho tax law; and
5. That his/her company has been certified as one of the following registered business classifications:

DBE: _____ Corporation: _____ Other, identify: _____

Respondent's Signature: _____ Date: _____