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## REQUEST FOR QUALIFICATIONS

THE TRANSPORTATION AGENCY FOR MONTEREY COUNTY (TAMC) INVITES  
CONSULTANTS TO SUBMIT STATEMENTS OF QUALIFICATIONS FOR:

**ON-CALL CONSULTANT) FOR GRAPHIC DESIGN OF PUBLIC OUTREACH  
MATERIAL/MARKETING/WEB DOCUMENT SERVICES**

You are invited to submit your qualifications for the services to complete the above work. Submittals are due via email to the project manager, Theresa Wright, [theresa@tamcmonterey.org](mailto:theresa@tamcmonterey.org), by 12:00 noon Pacific Standard Time on Thursday, April 14, 2022.

Copies of the RFQ and the detailed information regarding the submittal requirements are attached and available at the TAMC website ([www.tamcmonterey.org](http://www.tamcmonterey.org)) in electronic format. You may email the project manager, noted above, for further information. Email inquiries, including the submittal of the Statement of Qualifications, should include the above subject (in bold) in the subject header.

## BACKGROUND

The Transportation Agency for Monterey County (“TAMC” or the “Agency”) is a state-designated public agency with regional transportation planning responsibilities, including rail planning, that cross city-county boundaries. TAMC is committed to planning, funding and delivering transportation projects for the region. The Agency is also committed to providing information to the public about its projects, plans and activities, ensuring public participation and fostering public understanding of its functions.

TAMC’s Board of Directors includes twenty-three members who consist of local officials from each of its twelve incorporated cities and five county supervisorial districts, and ex-officio members from six public agencies. The mission of TAMC is to proactively fund and plan a transportation system that enhances mobility, safety, access, environmental quality and economic activities by investing in regional transportation projects for Monterey County residents, businesses and visitors.

## PROJECT DESCRIPTION

This request for qualifications will be used by TAMC to select a consultant or consultant team to provide creative development of marketing collateral and support materials to be used on multiple Agency platforms and presentations.

A copy of the template agreement anticipated to be used by TAMC is Attachment B. A single document will be prepared between the Consultant and TAMC consistent with the provisions of these attachments.

It is important that the consultant have the capability to work closely with Agency staff. The consultant or consultant team must be prepared to undertake whatever liaison and meetings are required to satisfy this requirement.

## PROJECT BUDGET and CONTRACT TERM

The allocated budget for this work is not more than \$90,000 over a three-year period. The term of the contract will be effective July 1, 2022 – June 30, 2025. Work will be issued on a task order basis, with a separate scope of work and budget for each task issued.

## SELECTION PROCESS

TAMC will establish a review committee to review the statements of qualifications. This review may be followed by an oral interview between a review committee and the firm(s) that respond(s) best to the RFQ. Based on the recommendations of the review committee, TAMC staff will issue a "Notice of Intent to Award" notice to all responders, indicating staff's intent to negotiate with the specific firm considered to be the most qualified consultant or consultant team.

Further, the Agency may, or may not, also negotiate contract terms with selected consultants prior to award, and expressly reserves the right to negotiate with several consultants simultaneously and, thereafter, to award a contract to the consultant offering the most favorable terms to the Agency. Submittals, therefore, should contain the consultant's most favorable terms and conditions, because the selection and award may be made without further discussion with any consultant. The most responsive and competitive submittals will be considered by the Executive Director, or the Board of Directors (as applicable) for consideration and selection. The Agency reserves the right to accept or reject any and all submittals, to waive minor irregularities, and to request additional information or revisions to offers, and to negotiate with any or all consultants at any stage of the evaluation.

The evaluations will be based upon the following criteria:

1	<p><u>Project Team Skills:</u> Do the qualifications of the key personnel to be assigned to the anticipated projects coincide with tasks listed in the Scope of Work? Do the assigned personnel and sub-consultants have requisite experience and professional qualifications? Does the firm's organizational structure show sufficient depth for its present workload?</p>	40 points
2	<p><u>Demonstrated Knowledge and Experience:</u> Describe your relevant project experience and provide design samples which demonstrate the firm's creativity and ability to provide public outreach/marketing/web documents for use across multiple media platforms.</p> <p>Is the firm familiar with Monterey County and understand its complexities?</p>	40 points
4	<p><u>References:</u> favorable references from past clients. [if applicable]</p>	10 points
5	<p><u>Cost:</u> Competitive rates as compared to other teams.</p>	10 points

Total of 100 possible points

### 2022 Graphic Design RFQ Schedule

Date	Action
Wednesday, March 23	Release Requests for the RFQ
Thursday, April 14	Electronic Proposal Due
Tuesday, April 26	Rank and Review Proposals
Wed/Thur., May 11-12	Optional Interviews
Tuesday, May 17	Notice of Intent Letters Sent
Thursday, May 25	TAMC Board of Directors approves contract
Friday, July 1, 2022	Contract goes into effect
Monday, June 30, 2025	Contract expires

#### QUESTION & ANSWERS, REQUESTS FOR CLARIFICATION OR EXCEPTIONS, ADDENDA

This Request for Qualifications and any addenda will be posted on the Agency's website ([www.tamcmonterey.org](http://www.tamcmonterey.org)). Questions and answers regarding the request for qualifications will also be posted on the website. All potential bidders are responsible for checking the website for any addenda to the bid documents, and the proposal must cite any addenda to be responsive. To receive email notifications of addendums to this Request for Qualifications, prospective proposers must submit an email request to the Project Manager.

Any requests for clarification or exceptions to requirements in this Request for Qualifications must be received by the Agency no later than 12 noon, PST, on Thursday, March 31, 2022, to guarantee response or consideration. Responses to questions concerning this Request for Qualifications posed before this deadline will be posted on the Agency's website ([www.tamcmonterey.org](http://www.tamcmonterey.org)).

#### SUBMITTAL REQUIREMENTS and FORMAT

All interested firms are required to submit one (1) digital copy of their statement to perform the requested consulting services.

##### A. Project Team

The statement shall clearly identify a Project Manager and include the names and qualifications of all personnel of the proposed team to be assigned to the contract and a chart representing the proposed organizational structure of the team. The submittal shall identify the skills of each of the team members and how those skills will be utilized in the work.

##### B. Demonstrated Knowledge and Experience

The statement shall include the Project Manager and assigned team members' demonstrated knowledge of, expertise and experience in the work as specified.

C. References

The statement shall include at least three (3) recent references from past clients for similar types of work.

D. Cost of Services

The statement of qualifications shall include a listing of the hourly rates for the assigned personnel for the term of the contract.

## PROPOSED AWARD SCHEDULE

Notice of Intent to publish Request for Qualifications (RFQ): March 8, 2022

TAMC Board approval of Release of RFQ: March 22, 2022

Release of Request for Qualifications: March 23, 2022

Electronic proposals due to TAMC: April 14, 2022

Review and Ranking of Submittals: April 26, 2022

TAMC Board consideration of contract: May 25, 2022

Contract expiration date: June 30, 2025

## MISCELLANEOUS

- A. **Modification or Withdrawal of Submittals**  
Any submittals received prior to the date and time specified above for receipt may be withdrawn or modified by written request of the proposer. To be considered, however, the modified submittal must be received by the time and date specified above.
- B. **Property Rights**  
Any submittals received within the prescribed deadline become the property of TAMC and all rights to the contents therein become those of TAMC.
- C. **Confidentiality**  
Before award of the contract, all Proposals will be designated confidential to the extent permitted by the California Public Records Act. After award of the contract (or if not awarded, after rejection of all Proposal), all responses will be regarded as public records and will be subjected to review by the public. Any language purporting to render all or portions of any submittals as confidential will be regarded as non-effective and will be disregarded.
- D. **Amendments to Request for Qualifications**  
TAMC reserves the right to amend the Request for Proposals by addendum before the final submittal date.
- E. **Non-Commitment of TAMC**  
This Request for Qualifications does not commit TAMC to award a contract, to pay any costs incurred in the preparation of a submittal for this request, or to procure or contract for services. All products used or developed in the execution of any contract resulting from this Request for Qualifications will remain in the public domain at the completion of the contract.

F. Conflict of Interest

The prospective consultant shall disclose any financial, business or other relationship with TAMC that may have an impact upon the outcome of this contract or TAMC construction project. The prospective consultant shall also list current clients who may have a financial interest in the outcome of this contract or TAMC projects that will follow. In particular, the prospective consultant shall disclose any financial interest or relationship with any construction company that might submit a bid on TAMC projects.

G. Nondiscrimination

The prospective consultant must certify compliance with nondiscrimination requirements of TAMC pertaining to the development, implementation and maintenance of a nondiscrimination program. The prospective consultant's signature affixed to and dated on the cover letters shall constitute a certification under penalty of perjury under the laws of the State of California that the proposer has, unless exempted, complied with the nondiscrimination program requirements of Government Code Section 12990 and Title 2, California Code of Regulations, Section 8103.

H. Final Selection and Protests

The selection process is considered concluded when a "Tentative Award" email is sent to all participating consultants indicating which consultant will be recommended approval. The firm recommended is not a final selection and no contract is certain until approved by the TAMC Executive Director, or Board of Directors, as applicable.

Protestants shall email a detailed statement of protest to the project manager at [theresa@tamcmonterey.org](mailto:theresa@tamcmonterey.org): no later than five (5) business days after receipt of the Tentative Award email described above.

## QUESTIONS

If you need assistance or have any questions, please email the Project Manager, Theresa Wright at [theresa@tamcmonterey.org](mailto:theresa@tamcmonterey.org).

### Attachments:

- A. Scope of Work
- B. Sample TAMC Standard Agreement for Professional Services
- C. Sample Invoice Cover Page Format