

**VICTOR VALLEY TRANSIT AUTHORITY**

*Representing the communities of Adelanto, Apple Valley, Barstow, Hesperia,  
Victorville, and San Bernardino County.*

**RFP 2025-06  
TRANSIT ADVERTISING SERVICES**

**March 26, 2025**

## NOTICE INVITING PROPOSALS 2025-06 Transit Advertising Services

### 1. Purpose of the Procurement and Period of Performance

The Victor Valley Transit Authority (VVTA) is soliciting proposals to provide revenue-generating Bus Advertising Services on the interior (Infotainment System) and exterior of buses. The period of performance will be for two years with three one-year options to extend.

### 2. Obtaining the Proposal Document

Proposal documents may be obtained from Victor Valley Transit Authority electronically at [cplasting@vvta.org](mailto:cplasting@vvta.org), [www.publicpurchase.com](http://www.publicpurchase.com), or [www.vvta.org/procurement](http://www.vvta.org/procurement). Proposals requested by courier or via USPS mail shall be packaged and sent only at the Proposers' expense.

### 3. Proposal Due Date and Submittal Requirements

Proposals must be received by **3:00 PM on (PDT) Thursday, April 24, 2025**.

3.1 Sealed Proposals shall be delivered to the following address:

Victor Valley Transit Authority  
Attn: Christine Plasting, CPPB, NIGP-CPP  
Procurement Manager  
17150 Smoke Tree Street  
Hesperia, CA 92345

3.2 Envelopes or boxes containing proposals shall be sealed and clearly labeled with VVTA's RFP number and the solicitation title: **"VVTA RFP 2025-06 Transit Advertising" The Technical Proposal and Price Proposal shall be in separate envelopes clearly marked "Technical Proposal," and "Price Proposal."**

3.3 Proposers are requested to submit to VVTA one (1) original and one (1) electronic copy via DVD/CD or thumb/flash drive of the proposals. As an alternative, Proposers may submit their proposals electronically via [www.publicpurchase.com](http://www.publicpurchase.com). The Technical Proposal and Pricing Proposal must be separately uploaded files on publicpurchase.com. A Proposal is deemed to be late if it is received by VVTA after the deadline stated above. Proposals received after the submission deadline shall be returned unopened to the Proposer. It is the Proposer's sole responsibility to ensure that the Proposals are received by the Procurement Manager by the date and time stated above.

### 4. Validity of Proposals

Proposals and subsequent offers shall be valid for a period of ninety (90) days. An award may be made without further discussion. VVTA reserves the right to withdraw or cancel this RFP at any time without prior notice and VVTA makes no representation that any contract will be awarded to a proposer responding to this RFP.

### 5. Pre-proposal Meeting and Questions

There will not be a pre-proposal conference/job walk. However, the deadline for questions is at 5:00 PM (PDT), Friday, April 11, 2025. Prospective bidders are requested to submit written questions to the Procurement Manager at [cplasting@vvta.org](mailto:cplasting@vvta.org). Responses shall be shared with all known prospective proposers by written addenda only.

**The successful Proposer will be required to comply with all applicable Equal Opportunity Laws and Regulations.**

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## INSTRUCTIONS TO PROPOSERS

### A. PROPOSAL TIMELINE

Date of RFP:	March 26, 2025
Agency:	VICTOR VALLEY TRANSIT AUTHORITY
Address of Agency:	17150 SMOKE TREE ST., HESPERIA, CA 92345-8305
Contracting Officer:	Christine Plasting, CPPB, Procurement Manager
Telephone No:	(760) 995-3583
FAX No:	(760) 948-1380
Email Address:	cplasting@vvta.org
Pre-proposal Conference (Non-Mandatory)	Not for this solicitation
Last Day for Questions	5:00 p.m. (PDT), Friday, April 11, 2025
Addenda and Answers to questions	2:00 p.m. (PDT), Thursday, April 17, 2025
Proposals Due Date	3:00 p.m. (PST), Thursday, April 24, 2025
Anticipated Award Date	May 19, 2025

### B. PURPOSE

The Victor Valley Transit Authority (VVTA) is soliciting proposals from qualified proposers to award a contract for interior (Infotainment system) and exterior advertising for the fixed-route transit fleet within the service area of VVTA.

### C. BACKGROUND

1. VVTA is a Joint Powers Authority (JPA) created in 1992 to provide comprehensive public transit services to six incorporated towns and several unincorporated communities (represented by the San Bernardino County Board of Supervisors) – all member jurisdictions are located in San Bernardino County, a region that covers an area of approximately 950 square miles.
2. VVTA serves the Victor Valley, a sub region of Southern California north of the Cajon Pass, east of the Los Angeles County line, incorporating much of the Northern portion of the Mojave Desert in San Bernardino County. Victor Valley is part of the Inland Empire, a sub region of the Greater Los Angeles Area.

3. In addition to fixed route, rural routes, and complementary paratransit service, VVTA operates its BV Link – which provides intercity service from Barstow to Victorville and down into the San Bernardino Valley; its NTC Commuter service which operates from Victorville and Barstow to the National Training Center at Fort Irwin; Micro Link Micro-transit pilot program; and a turnkey vanpool operation.
4. VVTA was recently designated as a Consolidated Transportation Services Agency (CTSA) for the North Desert Region of San Bernardino County - a very large geographic area including responsibility for volunteer driver transportation services in Trona and Big River.

#### **D. PERIOD OF PERFORMANCE**

The term of the contract is a period of two (2) years, with three one-year option years to extend exercised upon mutual agreement between VVTA and the awarded contractor.

#### **E. COMPENSATION**

##### **1. Compensation Structure:**

Contractors' compensation to VVTA will be based on either (1) a fixed annual guarantee; or (2) a percentage of gross advertising revenue generated and a minimum monthly guarantee. The contractor must submit proposals for both compensation structures. VVTA will select which compensation structure it concludes is in its best interest. The selected compensation structure will be used as the evaluation criteria during the evaluation process, and in the contract for the term of the contract.

In the event of a decrease of more than five percent (5%) in the total number of buses available for advertising purposes, the payment by Contractor may be reduced pro rata for the months involved to reflect the reduced service level. Contractor must provide documentation to VVTA which proves to VVTA's sole satisfaction that Contractor's reduction in revenue is due solely to a reduction in available advertising space before VVTA will agree to any reduction in compensation. In the event of an increase in the total number of buses in operation, the parties shall agree in advance of receipt of the buses by VVTA whether to incorporate them into the resulting contract. If the number of buses in operation is thereby increased by more than five percent (5%), then the annual payment to VVTA shall be adjusted on a pro rata basis to reflect the increase.

##### **2. Method of payment to VVTA:**

The awarded proposer shall make monthly payments to VVTA. Said monthly payments shall be made by the 20<sup>th</sup> working day of each month for the revenues that have been billed during the preceding month. Any payment not made within ten (10) days of the due date may be subject to a 5% late fee.

If compensation is based on a fixed annual guaranteed amount, each monthly payment shall be on-twelfth (1/12<sup>th</sup>) of the total annual compensation. If compensation is based on a percentage of gross advertising revenue generated plus a minimum monthly guarantee, monthly payments shall be accompanied by a schedule that shows the advertisements that were displayed, and the revenue earned for the advertisement.

## F. EXAMINATION OF DOCUMENTS

By submitting a proposal, the Proposer represents that it has thoroughly examined and become familiar with the work required and documents included under the RFP.

## G. VENDOR CONTACT

1. All correspondence, communication and/or contact about any aspect of this solicitation is authorized only with the designated Contracting Officer identified in “A. Proposal Schedule” above, or their designated representative. Proposers and their representatives shall **not** make any contact with or communicate with any employees of VVTA, or its directors and consultants, other than the Contracting Officer about any aspect of this solicitation or offers. Ex parte communications with members of VVTA’s Board of Directors or any person responsible for awarding a contract, including the Contracting Officer, is prohibited under California Public Contract Code Section 20216. All communications shall be in writing and will be made public.
2. If it should appear to a prospective Proposer that the performance of the Work under the contract, or any of the matters relating thereto, is not sufficiently described or explained in the **RFP** or Contract Documents, or that any conflict or discrepancy exists between different parts thereof or with any federal, state, local or Agency law, ordinance, rule, regulation, or other standard or requirement, then the Proposer shall submit a written request for clarification to VVTA within the time period specified above.

## H. ADDENDA TO RFP

VVTA reserves the right to amend the RFP at any time. Any amendments to or interpretations of the RFP shall be described by written addendum. VVTA shall provide copies of Addenda to all prospective Proposers officially known to have received the RFP, as well as post to the VVTA website: [www.vvta.org/procurement](http://www.vvta.org/procurement). The advert will also be posted on [www.publicpurchase.com](http://www.publicpurchase.com). Prospective Proposers, or their agents, shall be responsible to collect the addendum at the address provided in “Contracting Officer” (Section A. above) or receive the same otherwise. Notification of the addendum will also be electronically delivered to all such prospective Proposers officially known to have received the RFP and to the address provided by each prospective Proposer. Failure of any prospective Proposer to receive the notification or addendum shall not relieve the Proposer from any obligation under its proposal as submitted or under the RFP, as clarified, interpreted, or modified. All addenda issued shall become part of the RFP. Prospective Proposers shall acknowledge the receipt of all addenda in their proposals. Failure to acknowledge addenda in their proposals may, at VVTA’s sole option, disqualify the proposal.

If VVTA determines that the addendum may require significant changes in the preparation of proposals, the deadline for submitting the proposals may be postponed by the number of days that VVTA determines will allow Proposer sufficient time to revise their proposals. Any new Due Date shall be included in the addendum.

## I. EXCEPTIONS / DEVIATIONS

Using the Form for Proposal Deviation – Attachment E – State any exceptions to or deviations from the requirements of this RFP, segregating “technical” exceptions from “contractual”

exceptions. Where the proposer wishes to propose alternative approaches to meet VVTA's technical or contractual requirements, these should be thoroughly explained. If no contractual exceptions are noted, the proposer will be deemed to have accepted the contract requirements as set form in the Scope of Work.

## **J. FORMAT OF PROPOSALS**

1. Proposals must be submitted and organized in the order listed below. The proposal shall include, at a minimum, the following:
  - a. Cover letter – Proposer must include a letter of introduction.
  - b. Title Page
  - c. Table of Contents
  - d. Profile of Firm (History, Experience, Changes) – This section should include details regarding the proposer's ability and experience to operate the project as specified in the RFP. The following information should be included:
    - I. Corporate hierarchy – i.e., President, Vice President, Corporate Officers, etc....
    - II. Corporate overview of services or activities performed.
      - History of firm – Include a brief history of the firm
      - Founding Date (month and year)
      - Firm size – staff and client base
      - Firm's vision and mission statement
    - III. Employment practices – policies and procedures, training, including safety training and affiliation/accreditation.
    - IV. Location of the office from which the work will be provided and the staff allocation at that office.
  - e. Identify Project team including, but not limited to:
    - I. Size of Project Team
    - II. Education, qualifications, and specific experience, especially with Transit Agencies similar in size of VVTA, in performing the work that is being solicited in this RFP.
    - III. Project Organization Chart.
  - f. Resumes of Key Personnel
  - g. Commitment that key personnel will be available throughout the contract and will not be removed without prior approval of VVTA.
  - h. Proposer's approach to accomplish the Scope of Work Requirements.
    - I. Description of the proposer's approach to performing services. Proposals must

include a description of the services to be rendered per the scope of work including a detailed proposal.

II. Provide a work plan or description of how the work will be performed by the contractor. (e.g. – outline a proposed work plan and methodologies that will be employed to accomplish the work.)

III. The name of the Project Manager / Liaison and a list of personnel to be assigned to the project and the roles and qualifications.

IV. Indicate whether your firm will be subcontracting portion(s) of the work. If so, indicate the name of the subcontractor, the portion of the work to be subcontracted, and their State of CA Contractor's License Number (if applicable).

V. Describe your firm's approach to resolving problems that may be encountered in the field.

i. Summary of Contracted Services

I. Proposer must identify all areas that will be subcontracted and name of the firms performing such work. List their key personnel and their qualifications.

II. Proposer must list all services, equipment, and facilities that the proposer has provided and/or operated under contract during the past five (5) years. Include company name, address, phone number, and contact.

III. VVTA reserves the right to interview any organization and visit any of the facilities listed as subcontractors.

j. Required Forms (See Attachment E)

k. Any other information required by this RFP or its addenda which may not be listed above.

l. Cost/Price Proposal – Proposers shall submit proposed pricing to provide the products/services for the work described in Attachment A – Scope of Work.

2. Firms may include additional information, however, do NOT attach terms and conditions that conflict with the RFP, as your firm's proposal may be deemed non-responsive.

## K. PROPOSAL PACKAGING REQUIREMENTS

1. Please note that **all addenda** must be acknowledged. Proposers are instructed to use Attachment E – Acknowledgement of Addenda – to acknowledge all addenda released during this solicitation.

2. **Sealed original proposal plus one (1) electronic copy, OR via [www.publicpurchase.com](http://www.publicpurchase.com)**, must be received at the address shown in "Proposal



Schedule" (Section A) not later than **3:00 PM (PDT) on Thursday, April 24, 2025.** All labor, equipment, materials, and training shall be furnished in strict accordance with the delivery schedule and the Contract terms and conditions. All Proposals shall be valid for a period of ninety (90) days.

3. Proposals received after the time and date due will be rejected without consideration or evaluation and returned, unopened, to the return address of the package received. Under no circumstances will any proposal be accepted after the due date and time in accordance with PCC 10168.
4. Proposer shall submit the Cost/Price Proposal (Attachment E) in a separate envelope marked "Pricing Proposal". Prices are to be quoted including California State and Local Sales Tax (Hesperia is currently 7.75%). Proposer shall pay all taxes which are legally enacted at the time bid is submitted and shall secure and pay for all permits and government fees, licenses, and inspections necessary for the proper execution and completion of the Contract.
6. Proposals including all submittal documents and including price elements shall be submitted by the due date specified, in **two** packages identified as **"VVTA RFP 2025-06TRANSIT ADVERTISING SERVICES"** and **"VVTA RFP 2025-06 – COST/PRICE PROPOSAL."** **On Publicpurchase.com, please upload the technical proposal and the Cost/Price proposal as two SEPARATE documents in the portal.**
7. **NO COST, PRICE OR FINANCIAL INFORMATION OF ANY KIND SHALL BE INCLUDED IN PACKAGE NO. 1, NOR IN ANY OF THE PROPOSAL DOCUMENTS THAT WILL BE INCLUDED IN THIS PACKAGE.**
8. If a Proposer is submitting their proposal electronically through publicpurchase.com, a copy of any required originals (notarized document, bonds, etc.) must be included with their proposal. The original notarized documents, bonds, etc... must be received by VVTA not later than 5 business days after the Proposal Due Date.

#### **L. PRE-CONTRACTUAL EXPENSES**

1. VVTA shall not be liable for any pre-contractual expenses incurred by any Proposer in preparation of its proposal. Proposers shall not include any such expenses as part of their proposal.
2. pre-contractual expenses are defined as expenses incurred by the proposer in:
  - a. Preparing a proposal in response to this RFP; and
  - b. Submitting that proposal to VVTA; and
  - c. Negotiating with VVTA any matter related to this proposal; and
  - d. Any other expenses incurred by the proposer prior to date of award, if any, of the Agreement.

#### **M. JOINT PROPOSALS**

Where two or more firms desire to submit a single proposal in response to this RFP, they

should do so on a prime contractor/subcontractor basis rather than as a joint venture.

## **N. TAXES**

Proposals are subject to State and Local sales taxes. However, VVTA is exempt from the payment of Federal Excise and Transportation Taxes. The proposer is responsible for payment of all taxes for any goods, services, processes, and operations incidental to or involved in the contract.

## **O. MODIFICATION OR WITHDRAWAL OR PROPOSALS**

1. A modification of a proposal already received will be accepted by VVTA only if the modification is received prior to the Proposal Due Date or is specifically requested by VVTA. All modifications shall be made in writing and executed and submitted in the same form and manner as the original proposal.
2. A Proposer may withdraw a proposal already received prior to the Proposal Due Date by submitting, in the same manner as the original proposal, to VVTA a written request for withdrawal executed by the Proposer's authorized representative, in accordance with (California Public Contract Code) PCC 10169. After the proposal Due Date, a proposal may be withdrawn only if VVTA fails to award the contract within the proposal validity period prescribed in "Due Date" or any agreed upon extension thereof. The withdrawal of a proposal does not prejudice the right of a Proposer to submit another proposal within the time set for receipt of proposals. PCC Section 10169 does not authorize the withdrawal of any bid after the time fixed in the Public Notice for the opening of bids.
3. This provision for modification and withdrawal of proposals may not be used by a Proposer as a means to submit a late proposal and, as such, will not alter VVTA's right to reject a proposal.

## **P. SUBCONTRACTORS AND ASSIGNMENTS**

1. Pursuant to the provisions of PCC 4104, every proposer shall in the proposal set forth:
  - a. The name and location of the place of business (address) of each subcontractor who will perform work or labor or render service to the proposer. ; and
  - b. The portion of the work that will be done by each subcontractor. The proposer shall list only one subcontractor for each portion of work as defined by the proposer in its proposal; and
  - c. The dollar amount of the work which will be done by each such subcontractor.
2. Proposer shall complete form entitled "List of Subcontractors (Attachment E)" with the above requested information.
4. The successful proposer shall not, without the express written consent of VVTA, either:
  - a. Substitute any person, firm, or corporation as subcontractor in place of the

- subcontractor designated in the original Proposal; or
  - b. Permit any subcontract to be assigned or transferred; or
  - c. Allow it to be performed by anyone other than the original subcontractor listed in the Proposal.
5. Proposer shall not assign any interest it may have in any Agreement/Contract with VVTA, nor shall proposer assign any portion of the work under any such Agreement to anyone other than these subcontractors listed in the "List of Subcontracts," except by prior written consent of VVTA. VVTA's consent to any assignment shall not be deemed to relieve proposer of its obligations to fully comply with its obligations under its Agreement with VVTA.. Proposer shall also include in its subcontract agreements the provisions of its Agreement with VVTA including the stipulation that each subcontractor shall maintain adequate insurance coverage compatible to the insurance coverage required of the proposer.

**Q. DISCLOSURE OF CRIMINAL AND CIVIL PROCEEDINGS**

VVTA reserves the right to request the information described herein from the Proposer selected for Contract award. Failure to provide the information may result in a disqualification from the selection process and no award of Contract to the Proposer. VVTA also reserves the right to obtain the requested information by way of a background check performed by an investigative firm. The Proposer may also be asked to provide information to clarify initial responses. Negative information provided or discovered by any means may result in disqualification from the selection process and no award of Contract.

The Proposer may be asked whether the firm, or any of its partners, principals, members, associates or key employees (as that term is defined herein), within the last ten years, has been indicted on or had charges brought against it or them (if still pending) or convicted of any crime or offense arising directly or indirectly from the conduct of the firm's business, or whether the firm, or any of its partners, principals, members, associates or key employees, has within the last ten years, been indicted on or had charges brought against it or them (if still pending) or convicted of any crime or offense involving financial misconduct or fraud. If the response is affirmative, the Proposer will be asked to describe any such indictments or charges (and the status thereof), convictions and the surrounding circumstances in detail.

In addition, the Proposer may also be asked to disclose whether the firm, or any of its partners, principals, members, associates or key employees, within the last ten years, has been the subject of legal proceedings as defined herein arising directly from the provision of services by the firm or those individuals. "Legal proceedings" means any civil actions filed in a court of competent jurisdiction, or any matters filed by an administrative or regulatory body with jurisdiction over the firm or the individuals. If the response is affirmative, the Proposer will be asked to describe any such legal proceedings (and the status and disposition thereof) and the surrounding circumstances in detail.

For purposes of this provision "key employees" includes any individuals providing direct service VVTA. "Key employees" do not include clerical personnel providing service at

the firm's offices or locations.

## **R. CONFIDENTIALITY AND PUBLIC RECORDS ACT**

Access to government records is governed by the State of California Public Records Act. (Government Code Section 6250 et. seq.) Except as otherwise required by state law, VVTA will exempt from disclosure proprietary information, trade secrets and confidential commercial and financial information submitted in the proposal. Any such proprietary information, trade secrets or confidential commercial and financial information, which a Proposer believes should be exempted from disclosure, shall be specifically identified, and marked as such. Blanket-type identification by designating whole pages or sections containing proprietary information, trade secrets or confidential commercial and financial information will not assure confidentiality. The specific proprietary information, trade secrets or confidential commercial and financial information must be clearly identified as such.

Proposers fully understand the scope of work/specifications and has carefully checked all words and figures inserted in said RFP and further understands that VVTA will no way be responsible for any errors or submissions in the preparation of this proposal.

### **1. Exclusive Property**

- a. Responses to this Proposal have become the exclusive property of VVTA and are subject to the California Public Records Act.
- b. Those elements of each Proposal that are *trade secrets*, as the term is defined in California Civil Code section 3426.1 (d) or otherwise exempt by law from disclosure and which are not prominently marked as TRADE SECRET, CONFIDENTIAL or PROPRIETARY may be subject to disclosure.

### **2. Disclosure of Records**

- a. Upon a request for records from a third party regarding this proposal VVTA will notify in writing the party involved. The party involved must respond within twenty (20) calendar days with the identification of any and all "proprietary, trade secret, or confidential commercial or financial" information and the party involved shall agree to indemnify VVTA for its defense costs, (Including reasonable attorney fees) associated with its refusal to produce such identified information; otherwise, the requested information may be released and VVTA shall not be held liable for complying with the records request.
- b. If disclosure is deemed to be required by law or by an order of the court, VVTA shall not, in any way, be liable or responsible for the disclosure of any such records including without limitation those so marked.
- c. Any documents that are not marked "TRADE SECRET" or "CONFIDENTIAL" or "PROPRIETARY," will be made available.

### **3. Exemption from Disclosure May Be Deemed Unresponsive**

- a. VVTA will take into consideration documents that the Proposer deems exempt from

disclosure which must be marked "TRADE SECRET" or "CONFIDENTIAL" or "PROPRIETARY."

- b. Proposers who indiscriminately identify all or most of their proposals as exempt from disclosure without justification may be deemed non-responsive.

#### 4. Indemnification of VVTA by Proposer

- a. The Proposer agrees to indemnify, hold harmless and defend VVTA and each of its board members, officers, officials, employees and agents from any and all claims, demands and actions in law or equity (including attorney's fees and litigation expenses), arising or alleged to have arisen directly or indirectly out of a Public Records Act request for any of the contents of a Proposal labeled as protected information and identified as, among other things, "TRADE SECRET" or "CONFIDENTIAL" or "PROPRIETARY." This obligation shall survive the RFP process, including the awarding of the Contract
- b. Proposer agrees to absorb all costs and expenses, including attorneys' fees, in any action or liability arising under the California Public Records Act pertaining to protected information contained and labeled as such in the proposer's proposal.

#### 5. Public Interest

- a. The public interest exemption of the California Public Records Act provides that an agency may withhold the disclosure of a record by showing that the public interest served by not making the record public clearly outweighs the public interest served by disclosure of the record.
- b. To protect the integrity of the proposal process, in most instances, price proposals and information regarding the contents of a Proposal, will not be released or made available to other Proposers or the public until contract award is made by VVTA's Board of Directors and after the conclusion of any protest.
- c. VVTA shall employ sound business practices no less diligent than those used for VVTA's own confidential information to protect the confidence of all licensed technology, software, documentation, drawings, schematics, manuals, data and other information and material provided by Proposers and the Contractor pursuant to the Contract which contain confidential commercial or financial information, trade secrets or proprietary information as defined in or pursuant to the state law against disclosure of such information and material to third parties except as permitted by the Contract. The Contractor shall be responsible for ensuring that confidential commercial or financial information, trade secrets or proprietary information, with such determinations to be made by VVTA in its sole discretion, bears appropriate notices relating to its confidential character.

### **S. ACCEPTANCE / REJECTION OF PROPOSALS**

- 1. VVTA reserves the right to reject any or all proposals for sound business reasons, to undertake contract negotiations with one or more Proposers, and to accept that proposal, which in its judgment, will be most advantageous to VVTA, price and other

evaluation criteria considered. VVTA reserves the right to consider any specific proposal, which is conditional or not prepared in accordance with the instructions and requirements of this RFP to be non-responsive. VVTA reserves the right to waive any defects, or minor informalities or irregularities in any proposal which do not materially affect the proposal or prejudice other Proposers.

2. If there is any evidence indicating that two or more Proposers are in collusion to restrict competition or otherwise engaged in anti-competitive practices, the proposals of all such Proposers shall be rejected and such evidence may be a cause for disqualification of the participants in any future solicitations undertaken by VVTA.
3. VVTA reserves the right to reject a proposal that includes unacceptable conditions, exceptions, and deviations.

#### **T. SINGLE PROPOSAL RESPONSE**

If only one proposal is received in response to this RFP and it is found by VVTA to be acceptable, a detailed price/cost proposal may be requested of the single Proposer. A price or cost analysis, or both, possibly including an audit, may be performed by or for VVTA of the detailed price/cost proposal in order to determine if the price is fair and reasonable. The Proposer has agreed to such analysis by submitting a proposal in response to this RFP. A price analysis is an evaluation of a proposed price that does not involve an in-depth evaluation of all the separate cost elements and the profit factors that comprise a Proposer's price proposal. 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 a similar quantity, involving similar specifications and in a similar time frame. Where a difference exists, a detailed analysis must be made of this difference and costs attached thereto. Where it is impossible to obtain a valid price analysis, it may be necessary to conduct a cost analysis of the proposed price. A cost analysis is a more detailed evaluation of the cost elements in the Proposer's Offer to perform. It is conducted to form an opinion as to the degree to which the proposed costs represent what the Proposer's performance should cost. A cost analysis is generally conducted to determine whether the Proposer is applying sound management in proposing the application of resources to the contracted effort and whether costs are allowable, allocable, and reasonable. Any such analyses and the results therefrom shall not oblige VVTA to accept such a single proposal; and VVTA may reject such proposal at its sole discretion.

#### **U. CANCELLATION OF PROCUREMENT**

VVTA reserves the right to cancel the procurement, for any reason, at any time before the Contract is fully executed and approved on behalf of VVTA.

#### **V. VVTA'S RIGHTS**

1. Each Proposal will be received with the understanding that acceptance by VVTA of the Proposal to provide services described herein shall constitute a contract between the Proposer and VVTA which shall bind the Proposer on its part to furnish and deliver at the prices given and in accordance with conditions of said accepted Proposal and specifications.



2. VVTA reserves the right, in its sole discretion to:

- a. Accept or reject all Proposals, or any item or part thereof, or to waive any informalities or irregularities in Proposals.
- b. Withdraw or cancel this RFP at any time without prior notice. VVTA makes no representations that any contract will be awarded to any Proposer responding to this RFP.
- c. Issue a new RFP for the project.
- d. To postpone the Proposal opening for its own convenience.
- e. Investigate the qualifications of any Proposer, and/or require additional evidence or qualifications to perform the work.

## **W. CONFLICT OF INTEREST AND CODE OF CONDUCT**

### **1. POLICY OVERVIEW**

Federal regulations require VVTA to prevent conflicts of interest in contract awards. VVTA also seeks to avoid any appearance of conflicts of interest. VVTA personnel and Contractors are expected to avoid conflicts of interest or appearances thereof and actions which could result in favoritism or appearances thereof.

### **2. GUIDELINES FOR CONTRACTOR RELATIONSHIPS**

To avoid conflict whether real or apparent, the following shall apply to employees of any Contractor providing services to VVTA.

No Contract Management personnel or support staff shall:

- (a) Make recommendations or be involved in preparation of specifications for any contracts for which that Contract personnel may bid or propose.
- (b) Be involved in any aspect of evaluation, selection, or award of a contract for which Contract personnel may bid.
- (c) Be involved in any aspect of contract administration of a contract or subcontract which has been awarded to Contract personnel.

## **X. EVALUATION, NEGOTIATION AND SELECTION**

The award for this solicitation shall be to the Responsive and Responsible Proposer whose evaluation score is the highest. However, VVTA reserves the right to award a contract to a proposer whose proposal best suits the needs of VVTA and provides the best value.

### **1. OPENING OF PROPOSALS**

The proposal will be reviewed and evaluated in accordance with the criteria and

procedures described in this document. Proposers determined to be within a competitive range and that have a reasonable chance of receiving a contract may be contacted to schedule a meeting with VVTA to carry out further negotiations and discussions. VVTA reserves the right to award a proposer without further discussions or negotiations, or it may determine that no proposer meets the needs of VVTA.

## 2. EVALUATION TEAM

An evaluation team will be assembled by the VVTA Chief Executive Officer (CEO) or their designee. The team may be made up of staff of VVTA and may include representatives of other nearby government agencies affected by or have specific knowledge of this type of procurement.

## 3. PROPOSAL SELECTION PROCESS

- a. The following describes the process by which proposals will be evaluated and a selection made for a potential award. Upon receipt of the proposals, copies will be distributed to the evaluation team members, together with scoring sheets, which include the evaluation criteria, and the points assigned to each category.
- b. Each team member will review the Proposers' submittals in conjunction with the criteria contained in Section X.5., below. All Proposals shall be evaluated and ranked for the purpose of determining the competitive range and selecting a proposal determined to be the most advantageous to VVTA.
- c. Proposals that do not comply with the instructions contained in these RFP documents and do not include the required information shall be rejected as non-responsive and shall not be considered for the competitive range. VVTA reserves the right to waive technical defects, discrepancies, and minor irregularities in an RFP and/or submitted proposal(s). VVTA reserves the right to award any alternatives set forth in the solicitation documents in its sole discretion. Submitted proposals may be rejected if there is any alteration of the RFP forms, additions not called for, conditional proposals, incomplete proposals, or irregularities of any kind. VVTA reserves the right to reject any proposal not in compliance with the solicitation documents or prescribed public contracting procedures and requirements. Written notice of rejection of all submitted proposals shall be sent to all Proposers. **ALL UNSIGNED PROPOSALS SHALL BE REJECTED.**
- d. Submittal of a proposal shall mean that the Proposer has accepted the VVTA Contract Documents in their entirety without exception.
- e. When the individual members of the evaluation teams have completed their evaluations, the entire team will meet to discuss and review the proposals. Once the discussions have been completed, members will have an opportunity to revise their scores independently. A final consensus meeting shall be held to confirm the most technically qualified and best value proposal submitted for the award. The VVTA Contracting Officer, or designee, shall serve as Facilitator of the Evaluation Committee.
- f. Proposals that have been determined not to be in the competitive range and cannot



be reasonably made to be within the competitive range, will be notified in writing, that they are no longer under consideration.

#### **4. QUALIFICATION REQUIREMENTS**

- a. The Proposers, whose proposals have been determined by the evaluation process to be in the competitive range, may be notified and scheduled to meet with VVTA for further discussions, clarifications, and negotiations. The meeting will only occur if further discussion is required by the Evaluation Committee. VVTA reserves the right to award and contract to a Proposer without any meeting or further discussions.
- b. Any Proposal deviations submitted by the Proposer will be discussed as part of the negotiations process. However, VVTA at its discretion may, in its best interest, reject any and all such conditions, exceptions, and deviations. Any proposal which fails to comply with the VVTA instructions and requirements listed in the solicitation documents shall be deemed non-responsive and their proposal shall be rejected.
- c. VVTA shall also have the right to contact other parties with whom the Proposer has experience with this type of request, and other relevant references which the Proposer has listed.
- d. At the conclusion of the discussion and negotiation processes, each of the Proposers still determined by VVTA to be within the competitive range will be afforded the opportunity to submit a revised proposal with a clear understanding that VVTA will then choose that proposal, which it finds to be most advantageous based upon the evaluation criteria and final scoring. The results of the evaluations and the selection of a proposal for any award will be documented in a report to the final approval authority within VVTA.

#### **5. PROPOSAL EVALUATION CRITERIA AND SCORING**

- a. Listed below is the point scale system by which proposals from responsible Proposers will be evaluated and ranked for the purpose of determining any competitive range and making any selection of a proposal for a potential award.

<b><u>EVALUATION CRITERIA</u></b>	<b><u>MAXIMUM POINTS</u></b>
<b>RESPONSIVENESS</b> – All documents have been received as requested, prior to the due date.	Pass/Fail
<b>RESPONSIBILITY</b> – All requested documents include the required signatures and, if needed, required notary review, signature, and stamp. All financial documents received represent that the Proposer has the financial capacity to perform this project.	Pass/Fail
<b><u>1. EXPERIENCE AND TECHNICAL COMPETENCE:</u></b> Demonstrated experience in similar projects, understanding of RFP requirements and ability to meet performance goals, compliance with all technical and administrative requirements, financial viability, accounting, and reporting.	<b>25</b>
<b><u>2. STAFFING AND PERSONNEL/PROGRAM OPERATIONS:</u></b> Qualifications and experience of management and staff and other personnel, comprehensiveness of plan and team's familiarity with the provision of Transit Advertising Services	<b>30</b>
<b><u>3. APPROACH:</u></b> The proposal shall contain a detailed explanation of the project and not a reiteration of the RFP itself. The information offered should be a compendium of the Proposer's knowledge of the standards outlined in the Scope of Work.	<b>35</b>
<b><u>4. REFERENCES:</u></b> Based on the references provided in Proposal, Procurement will check references and score them. VVTA reserves the right to contact other Transit Agencies not listed to request a reference, if it is publicly known that the agency has a relationship with prospective proposers.	<b>20</b>
<b><u>5. PRICE PROPOSAL</u></b> A. Evaluation of the monthly guaranteed minimum will be used to determine the price proposal score, using the instruction below. Price evaluation is performed by the Evaluation Facilitator.	<b>40</b>

<b>TOTAL POSSIBLE POINTS</b>	<b>150</b>
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- b. The points factor will be made up of two components. Technical scores up to One Hundred ten (110) base technical points; and Price forty (40) Base Price points. The maximum 150 base points available will be awarded to the Proposer with the highest Technical and price score, combined.
- c. Price points will be calculated by subtracting the proposal price offered from the highest monthly guarantee minimum two year price. Then the percentage of the score points are calculated by dividing the difference of the price by the highest cost. Then multiply the variable by the total points scored. To determine the cost score, the variable is then added to the total possible points (40). Example:

\$250,000.00	\$150,000.00	\$175,000.00
Max Points = 40	-100,000.00	-75,000.00
	-40%	-30%
	-16	-12
Total Points	24	28

The Price Proposals and References will be evaluated by the RFP Facilitator.

- d. The balance of the evaluation criteria will be scored on the evaluator's assessment in the areas described in the Table above, based on the following system:

**Exceptional:** Fully compliant with the solicitation requirements and with desirable strengths or betterments; no errors, omissions, discrepancies, weakness, or potential risks. Proposals judged to fall within these parameters will receive 90 to 100% of the points available for the category.

**Good to Superior:** Compliant with requirements of the solicitation; some minor errors, omissions, discrepancies, weaknesses, or risks. Proposals in this range will receive 80 to 89% of the points available for the category.

**Adequate:** Minimally compliant with solicitation requirement; with errors, omissions, discrepancies, weakness, or risks; which may be possible to correct and make acceptable. Proposals in this range will receive 70 to 79% of the points available for the category.

**Poor to Deficient:** Non-compliant with solicitation requirements; it contains errors, omissions, discrepancies, weaknesses, or risks which would be difficult to correct or make acceptable. Proposals in this range will receive 60 to 69% of the points available for the category.

**Unacceptable:** Totally deficient and non-compliant with requirements; contains major non-correctable errors, omissions, discrepancies, weaknesses, or risks. Proposals in this range will receive 1 to 59% of the points available for the category.

**There is the possibility of an extra 20 points for those proposers whose scores are within the competitive range and are asked to present an oral presentation.**

**Each proposer's final score will be an average score based on the scores given by the evaluation committee.**

## **6. EVALUATION PROCEDURES**

- a. All aspects of the evaluations of the proposals and any discussions and/or negotiations, including documentation, correspondence, and meetings, will be kept confidential during the evaluation and negotiation process.
- b. Proposals will be analyzed for conformance with the instructions and requirements of the RFP and Contract documents. Any proposal which fails to comply with the VVTA instructions and requirements listed in the solicitation documents shall be deemed non-responsive and their proposal shall be rejected. Proposers are advised that the detailed evaluation forms and procedures will follow the same proposal format and organization specified in Section I. Therefore, Proposer shall pay close attention to and strictly follow all instructions and requirements. Submittal of a proposal means that the Proposer has accepted all of the Contract documents, except such conditions, exceptions, reservations, or understandings explicitly, fully, and separately stated on the forms and according to the instructions of "Form for Proposal Deviation" (Attachment E). Any such conditions, exceptions, reservations or understanding which do not result in the rejection of the proposal are subject to evaluation under the criteria of "Proposal Evaluation Criteria" (Section X.5.)
- c. Evaluations will be made in strict accordance with all the evaluation criteria and procedures specified in "Proposal Selection Process" (Section X.3.) above. VVTA shall select for any award the highest ranked proposal from a responsible Proposer, qualified under "Qualification Requirements" (Section X.4.), which does not render this procurement financially infeasible and is judged to be most advantageous to VVTA based on consideration of the evaluation "Proposal Evaluation Criteria" (X.5.).

## **7. QUALIFICATION OF RESPONSIBLE PROPOSERS**

Proposals will be evaluated in accordance with requirements of "Qualification Requirements" (Section X.4.) to determine the responsibility of Proposers. Any proposals from Proposers whom VVTA finds not to be responsible and finds cannot be made to be responsible may **not** be considered for the competitive range. Final determination of a Proposer's responsibility will be made upon the basis of initial information submitted in the proposal, any information submitted upon request by VVTA, and information resulting from Agency inquiry of Proposer's references, and its own knowledge of the Proposer.

## **8. DETAILED EVALUATION OF PROPOSALS AND DETERMINATION OF COMPETITIVE RANGE**

- a. Each proposal will be evaluated in accordance with the requirements and criteria specified in "Proposal Selection Process" (Section X.3.)
- b. The following are the minimum requirements that must be met for a proposal to be considered responsive for inclusion in the competitive range. All of these requirements must be met; therefore, they are not listed in any particular order of importance. Any

proposal that VVTA finds not to meet these requirements and that cannot be remedied as part of the negotiation process will be determined to be non-responsive and will not be included in the competitive range. The minimum requirements are as follows:

- i. Proposer is initially evaluated as responsible in accordance with the requirements of “Qualification Requirements” (Section X.4.) Final determination of responsibility will be made through the evaluation process.
  - ii. Proposer has demonstrated its responsiveness by following the instructions of the RFP and included sufficient detailed information, such that the proposal can be evaluated. Any informalities in regard shall be determined by VVTA to be either a defect and non- responsive or an informality that VVTA will waive in accordance with “Acceptance/Rejection of Proposals” (Section S)
  - iii. Proposal price would not render this procurement financially infeasible, or it is reasonable that such proposal price might be reduced to render the procurement financially feasible.
- c. VVTA will document its evaluations in accordance with the criteria and procedures of “Proposal Selection Process” (X.3.). Any proposal deficiencies which may render a proposal non-responsive and non- responsive will be documented. VVTA will make specific notes of questions, issues, concerns, and areas requiring clarification by Proposers and to be discussed through any contact with Proposers, which VVTA finds to be within the competitive range. Rankings and spreads of the proposals against the evaluation criteria will then be made by VVTA as a means of judging the overall relative spread between proposals and of determining which proposals are within the competitive range or may be reasonably made to be within the competitive range.

#### **9. PROPOSALS NOT WITHIN THE COMPETITIVE RANGE**

Proposers of any proposals that have been determined by VVTA as not in the competitive range will be notified in writing.

#### **10. DISCUSSIONS WITH PROPOSERS IN THE COMPETITIVE RANGE**

- a. The Proposers, whose proposals are found by VVTA to be within the competitive range, will be notified and any questions and/or requests for clarifications provided to them in writing. Each such Proposer may be contacted by VVTA to discuss answers to written or oral questions, clarifications, and any facet of its proposal.
- b. In the event that a proposal, which has been included in the competitive range, contains conditions, exceptions, reservations, or understandings to any Contract requirements as provided in “Form for Proposal Deviation” (Attachment E), said conditions, exceptions, reservations, or understandings may be negotiated during contract negotiations. However, VVTA shall have the right to reject all such conditions and/or exceptions, which fail to comply with the VVTA instructions and requirements listed in the solicitation documents may be deemed non-responsive and their proposal to be outside the competitive range and rejected.
- c. No information, financial or otherwise, will be provided to any Proposer about any of

the proposals from other Proposers. Proposers will not be given a specific price or specific financial requirements they must meet to gain further consideration, except that proposed price may be too high with respect to the marketplace or unacceptable. Proposers will not be told of their rankings among the other Proposers.

- d. **Best Offers.** VVTA expects that all responsible and responsive Proposers shall submit their Best Offer upon initial submission in response to this solicitation.
- e. **VVTA reserves the right to make an award to a Proposer whose proposal it judges to be most advantageous to VVTA based upon the evaluation criteria, without conducting any written or oral discussions with any Proposers or solicitation of any BAFO.**

\*\*\*\* End of Instructions to Proposers \*\*\*\*

# VVTA RFP 2025-06 TRANSIT ADVERTISING

## ATTACHMENT A – SCOPE OF WORK

Victor Valley Transit Authority (VVTA) is requesting proposals from qualified certified companies to sell and install approved transit advertising on VVTA assets. At the time of this RFP, the assets available are the exteriors and interiors of VVTA buses, as well as a minimal number of bus shelters in the VVTA service area. This work consists of all labor, tools, and equipment required for procurement services, as well as all bonds, permits, and insurance necessary for this project and as required by Federal and State Laws; and the general mobilization of equipment required for the completion of the work as stated in the RFP documents. All advertising must be in accordance with ADA (Americans with Disabilities Act) requirements.

### **A. ADVERTISING PROGRAM OBJECTIVES**

The major objectives that VVTA wishes to achieve in the transit advertising sales program are as follows:

1. To maximize the advertising revenues paid to VVTA. VVTA seeks a contractor to grow the transit advertising program.
2. To assist VVTA with advertising and promoting its programs and services. VVTA seeks to use both interior and exterior transit advertising to market various aspects of its service and to provide information to passengers.
3. To properly maintain VVTA's fleet of vehicles with respect to advertising. Advertising on VVTA vehicles must be attractively presented, and the use of advertising must not create safety hazards for passengers or VVTA employees. The application of signs and adhesives must not permanently damage the standard paint scheme.
4. To minimize the impact of VVTA employees, Contractor will be responsible for posting and removing advertisements on all VVTA buses and shelters.
5. All advertising shall conform to VVTA's Advertising Policy as presented as Attachment F, and any updates that may occur to the Policy from time to time. All advertisements shall be presented to VVTA for its review, prior to installation. VVTA shall be the sole judge of whether an advertisement (not limited to graphic, word, phrase, and name) will be posted or displayed. Any advertisements that are determined not in compliance with VVTA's standards shall be removed by the Contractor at the direction of and at no cost to VVTA and within seventy-two (72) hours of the date/time of VVTA's written notice to the Contractor.

### **B. PROJECT SCOPE**

VVTA is looking for an Advertising Sales Partner (Contractor) that can provide professional, highly qualified advertising sales for all transit assets. The intent of this solicitation is to maximize revenues generated by the sale of transit-related advertising media. The successful proposal should also display creativity in identifying additional advertising opportunities beyond those already noted. This includes, but is not limited to:

1. The successful contractor, at its own expense, will be responsible for posting advertising content, removing outdated advertisements, and removing any advertisements rejected by VVTA.

## VVTA RFP 2025-06 TRANSIT ADVERTISING ATTACHMENT A – SCOPE OF WORK

2. Installation and on-going maintenance of signs and other necessary activities of the successful contractor must not interfere with VVTA operations.
3. VVTA will provide a small space in the Maintenance area to the successful contractor for the handling and storage of advertising signs. The successful contractor is responsible for keeping this work area neat and clean and will dispose of all outdated, damaged, or otherwise unusable signs.
4. Access to vehicles will be provided only at times consistent with the operational hours of the operating facility. All work on buses should be done during off-peak times – midday, on weekends, and evenings -- whenever possible. If indoor work must be done, such as in the case of full wraps, notice should be given to the Chief Maintenance Officer or Maintenance Manager. Vehicles will not be removed from service for the purpose of installing or removing advertising signs.
5. Proposers should note that they may utilize the services of a subcontractor for the installation of the signs on the buses. Any subcontractor must adhere to the requirements set forth in this scope of work.
6. Existing advertisements should be removed prior to the placement of new advertisements. In simpler terms, advertisements should not be layered one on top of the other.
7. The successful contractor will be responsible for any paint damage on buses when wraps or directly applied signs are removed and shall compensate VVTA for the expense incurred to repaint the damaged sections.
8. The designs for illustrated/wrapped buses shall be such that they minimize the amount of window space covered by the promotional message. It is preferred that the windows remain clear of advertising whenever possible. When full window coverage does occur, it must include “perf,” so visibility is maintained for passengers of at least 50%. In addition, the advertising message shall not cover any of the following:
  - a. Destination signs on the bus (front and side)
  - b. The bus number wherever it appears on the bus.
  - c. Safety related signs such as “This vehicle stops at all RR crossings,” etc. Any glass areas needed by the operator for full visibility while driving, including the front and rear windows, as well as the curbside window adjacent to the front entry door. One VVTA logo/identifier per side.

Note: Signage or markings that are not to be covered by advertisements may be incorporated into the wrap design or vinyl application. Vehicle numbers should be included as part of a full wrap design or applied as “cut vinyl.”

VVTA currently has the following types of advertisements (and their approximate sizes) on the vehicles. Sizes are only approximate or not stated as they will vary based on the final model used for advertising.

1. Full Wrap (32', 35', and 40' buses) – covers entire bus and windows; is an exterior display appearing on the entire bus, with the exception of VVTA branding.



## VVTA RFP 2025-06 TRANSIT ADVERTISING ATTACHMENT A – SCOPE OF WORK

2. Half Wrap (32', 35', and 40' buses) – covers entire side of bus and windows; is an exterior display appearing on either the entire street or curb side of the bus with the exception of VVTA branding.
3. King Kong Wrap – covers top to bottom between wheels.
4. Tail Wrap – covers entire and/or a portion of the back of the bus.
5. King – covers portion of street side of the bus under the windows and between the wheels.
6. Queen – covers portion of curb side of the bus under the windows and between the back door and the front wheel.
7. King/Queen and Headliner – covers the full length of the bus above the windows and are paired with either a King or Queen advertisement.
8. Tail – covers portion of the bottom half of the bus back.
9. Interior – 21" Digital Infotainment Screen (1 per vehicle).
10. Bus Shelters.

### **C. SALES PLAN**

Within 30 days of Notice to Proceed, the Contractor shall submit a detailed Sales Plan for VVTA's review and approval. The Sales Plan must describe the business/sales strategies of its organization.

The Sales Plan shall be focused on maximizing revenues from the Contractor's advertising franchises through achievement of a reasonable mix of national, regional, and local sales that is customary and usual for the industry. International based sales may also be considered. The plan shall include sales strategies that the Contractor will employ to sell advertising with the goal of achieving the maximum utilization of all space available for sale.

The Sales Plan shall respond to the different demographic and socioeconomic profiles of markets within VVTA's service area and the special opportunities that these markets present. The Sales Plan shall detail efforts the Contractor will make to win national, regional, and local advertising buys.

At no time will VVTA allow its advertising space to be subdivided or resold by any parties other than the Contractor and its designated sales agents without the express written consent of VVTA.

The Sales Plan shall explain the types of marketing/sales materials that will be developed to support the sales activity and any advertising or other forms of marketing, current internal research, primary, secondary or third-party research, trade publications, and other vehicles employed to maximize revenue that will be used to influence media buyers, or other persons of decision-making capacity, to consider advertising with VVTA. The Contractor's Sales Plan should, if deemed appropriate, may also include sales staff inside sales quotas, outside sales

## VVTA RFP 2025-06 TRANSIT ADVERTISING ATTACHMENT A – SCOPE OF WORK

quotas, cold call solicitation quotas, revenue quotas, on both an individual and collective sales basis, as well as rationalization as to the quotas imposed and timing of review of said goals (i.e., weekly, monthly, quarterly).

To maintain robust sales activities of the Contractor, the Contractor shall commit to provide a quarterly sales activity report, broken out by month, that provides all potential advertising clients contacted, (both solicited and unsolicited and coded as such) which will include, but not be limited to, names of organizations, contact name, method of contact, brief description of requested information, total for the month, whether it contracted in same month, and if it resulted in a contract (unit type, length of contract and anticipated gross & net revenue earned). If requested, the Contractor shall provide the report within thirty (30) days of VVTA's request.

The Sales Plan shall list all current proprietary, primary, secondary, or related third-party research it currently subscribes and how it will be used to procure VVTA advertising business. Any primary, secondary, or third-party research, or otherwise that is to be obtained by the Contractor should be listed separately.

The Contractor shall disclose the cost of any current or procurement of any additional research it deems necessary only if it is to be included in any VVTA advertising rate plans.

### **D. SALES RATES**

The Contractor shall be allowed to establish all rates and charges for the sale of all existing transit related advertising space subject to VVTA's review and prior approval. Any change in proposed card rates shall be presented to VVTA for review and approval 30 days prior to a requested change. Rates below rate card will be considered only if occupancy per media vehicle or advertising type consistently falls below 70% and subject to VVTA's approval prior to advertiser proposal. Volume discounts and new advertiser rate discounts will also be considered on a case-by-case basis with the approval of VVTA's designated representative. The Contractor must provide a solid plan, in each case, of how going below rate card will still maximize revenue and not negatively affect future sales of same media vehicle, or advertising type.

### **E. FINANCIAL REQUIREMENTS**

#### **1. REVENUE SPLIT AND MINIMUM GUARANTEE**

Each proposal that is submitted to VVTA for the transit advertising RFP must contain a percentage of gross amounts from advertising received by the contractor. The term "gross amounts from advertising" means the gross cash sums actually received by the contractor as payment from advertisers for the display of their advertisements after deductions of:

- Commissions, if any, retained by the advertising agencies.
- The amount of any sales, use, gross receipts, and similar taxes imposed upon the contractor in respect to the business transacted under the contract but excluding income and taxes.

The contractor shall set forth in full in its proposal the proposed terms of contract and financial benefit to VVTA for transit advertising in and on VVTA's buses and shelters. The contractor shall indicate the percentage of revenue to be paid to VVTA, which may vary by year and by projected revenue in any year.

## VVTA RFP 2025-06 TRANSIT ADVERTISING ATTACHMENT A – SCOPE OF WORK

Proposer may include a guaranteed minimum monthly payment to VVTA, regardless of the contractor's gross revenue from its advertisers. If a guarantee is proposed, the guarantee will be renegotiated in the event that VVTA's fleet size and/or the amount of authorized advertising space is reduced by ten (10) percent or more at any time during the period of the contract. The contractor shall indicate the amount of this minimum monthly payment, if applicable.

No posting charges, removal and/or any other miscellaneous fees may be charged to VVTA for the placement or removal of exterior and interior signs.

# VVTA RFP 2025-06 TRANSIT MARKETING SERVICES ATTACHMENT C – SAMPLE CONTRACT

THIS CONTRACT is made and entered into this \_\_\_\_ day of \_\_\_\_\_, 20\_\_\_\_, by and between the **VICTOR VALLEY TRANSIT AUTHORITY**, a Joint Powers authority, created pursuant to the laws of the State of California (“VVTA” OR “Agency”) and

\_\_\_\_\_ (“CONTRACTOR”).

## RECITALS

**WHEREAS** VVTA circulated and distributed a Request for Proposal (“RFP”) from qualified firms who can provide the products and services needed to provide Transit Marketing Services, a copy which is attached herein as Exhibit 1 (RFP); and

**WHEREAS**, CONTRACTOR submitted a proposal to provide the required services per the Scope of Work described in the RFP, a copy which is attached herein as Exhibit 2: and

**WHEREAS**, CONTRACTOR has represented and warrants to VVTA that it has the necessary training, experience, expertise, physical manufacturing capacity and staff competency to provide the services, goods and materials that are described in this Contract, at a cost to VVTA as herein specified and that it will be able to perform the herein described services for VVTA by virtue of its current resources and specialized knowledge of relevant data, issues, and conditions: and

**WHEREAS** CONTRACTOR represents and warrants that neither CONTRACTOR, nor any of its officers, agents, employees, contractors, subcontractors, volunteers, or five percent owners, is excluded or debarred from participating in or being paid for participation in any Federal or State program; and

**WHEREAS** CONTRACTOR further represents and warrants that no conditions or events now exist which give rise to CONTRACTOR, or any of its officers, agents, employees, contractors, subcontractors, volunteers, or five percent owners being excluded or debarred from any Federal or State program; and

**WHEREAS** CONTRACTOR understands that VVTA is relying upon these representations in entering this Contract.

**NOW, THEREFORE**, in consideration of the mutual promises and conditions herein contained, VVTA and CONTRACTOR hereby agree as follows:

### 1. SCOPE OF WORK

- A. CONTRACTOR will perform the Work and related tasks as described in Attachment A, Scope of Work (Exhibit 2) hereto and is incorporated by reference into and made a part of this Contract.
- B. This is a non-exclusive Contract, whereby VVTA may, at its sole discretion, augment or supplant the Work with its own forces or forces of another contractor or entity. CONTRACTOR will cooperate fully with VVTA’s staff or other contractor or entity that may be providing similar or the same Work for VVTA.

# VVTA RFP 2025-06 TRANSIT MARKETING SERVICES ATTACHMENT C – SAMPLE CONTRACT

## 2. CONTRACT DOCUMENTS

The complete Contract between the parties shall consist of the following component parts:

- A. Exhibit 1 – RFP 2025-06 TRANSIT MARKETING SERVICES including Addenda and all Attachments;
- B. Exhibit 2 – RFP SCOPE OF WORK
- C. Exhibit 3 – CONTRACTOR's PROPOSAL Submission dated \_\_\_\_\_
- D. Exhibit 4 – CONTRACTOR's Proof of Insurance dated \_\_\_\_\_
- E. Exhibit 5 – CONTRACTOR's Price Proposal dated \_\_\_\_\_
- F. Exhibit 6 – Completed, signed, and notarized (if applicable) forms as required by the Solicitation.

All the Exhibits mentioned in this Contract are attached and are herein incorporated. This Contract and the other Exhibits mentioned constitute the entire Contractual Contract between the parties. In the event of any conflict between any of the provisions of this Contract and Exhibits, the provision that requires the highest level of performance from CONTRACTOR for VVTA's benefit shall prevail. The proposer shall execute and submit Certifications as required in the RFP and shall be submitted separately in each Proposer's Price Bid.

In the event of any conflict between the final contract and the provisions included in the attachments, the negotiated terms of the final contract shall prevail.

## 3. PERIOD OF PERFORMANCE

This Contract shall commence on \_\_\_\_\_ and shall continue in full force and effect through \_\_\_\_\_, with two one-year options to extend the contract, unless earlier terminated or extended as provided in this Contract.

## 4. TOTAL CONSIDERATION

- A. In accordance with the terms and conditions of this Contract, VVTA shall pay CONTRACTOR for its obligations under this Contract. VVTA shall pay CONTRACTOR on a FIXED PRICE basis at the fully burdened fixed rates stated herein in accordance with the provisions, of this Section, and subject to the maximum cumulative payment obligation  
RATES
- B. VVTA's maximum cumulative payment obligation under this Contract shall not exceed \_\_\_\_\_ (\$\_\_\_\_\_), including all amounts payable to CONTRACTOR for all costs, including but not limited to direct labor, other direct costs,

# VVTA RFP 2025-06 TRANSIT MARKETING SERVICES

## ATTACHMENT C – SAMPLE CONTRACT

subcontracts, indirect costs including, but not limited to, leases, materials, taxes, insurance, and profit.

### 5. COMPENSATION TO VVTA

- A. The awarded CONTRACTOR shall make monthly payments to VVTA. Said monthly payments shall be made by the 20<sup>th</sup> working day of each month for the revenues that have been billed during the preceding month. Any payment not made within ten (10) days of the due date may be subject to a 5% late fee.

If compensation is based on a fixed annual guaranteed amount, each monthly payment shall be on-twelfth (1/12<sup>th</sup>) of the total annual compensation. If compensation is based on a percentage of gross advertising revenue generated plus a minimum monthly guarantee, monthly payments shall be accompanied by a schedule that shows the advertisements that were displayed, and the revenue earned for the advertisement.

- B. CONTRACTOR shall submit payments to:  
VICTOR VALLEY TRANSIT AUTHORITY  
ATTN: FINANCE DEPARTMENT  
17150 SMOKE TREE STREET  
HESPERIA, CA 92345-8305

### 6. AUDIT AND INSPECTION OF RECORDS

In accordance with 49 C.F.R. § 18.36(i), 49 C.F.R. § 19.48(d), and 49 U.S.C. § 5325(a), provided VVTA is the FTA Recipient or a sub-grantee of the FTA Recipient, the Contractor agrees to provide VVTA, FTA, the Comptroller General of the United States, the Secretary of the U.S. Department of Transportation, or any of their duly authorized representatives access to any books documents, papers, and records of the Contractor which are directly pertinent to or relate to this Contract (1) for the purpose of making audits, examinations, excerpts, and transcriptions and (2) when conducting an audit and inspection.

- A. In the event of a **sole source Contract, or single Offer, single responsive Offer, or competitive negotiated procurement**, the Contractor shall maintain and VVTA, the U.S. Department of Transportation (*if applicable*), or the representatives thereof, shall have the right to examine all books, records, documents, and other cost and pricing data related to the Contract price, unless such pricing is based on adequate price competition, established catalog or market prices of commercial items sold in substantial quantities to the public, or prices set by law or regulation, or combinations thereof. Data related to the negotiation or performance of Contract shall be made available for the purpose of evaluating the accuracy, completeness, and currency of the cost or pricing data. The right of examination shall extend to all documents necessary for adequate evaluation of the cost or pricing data, along with the computations and projections used therein, including review of accounting principles and practices that reflect properly all direct and indirect costs anticipated for the performance of the Contract.

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- B. **For Contract Amendments**, the VVTA, the U.S. Department of Transportation (*if applicable*), or their representatives shall have the right to examine all books, records, documents, and other cost and pricing data related to a Contract Amendment, unless such pricing is based on adequate price competition, established catalog or market prices of commercial items sold in substantial quantities to the public, or prices set by law or regulation, or combinations thereof. Data related to the negotiation or performance of the Contract Amendment shall be made available for the purpose of evaluating the accuracy, completeness, and currency of the cost or pricing data. The right of examination shall extend to all documents necessary for adequate evaluation of the cost or pricing data, along with the computations and projections used therein, either before or after execution of the Contract Amendment for the purpose of conducting a cost analysis. If an examination made after execution of the Contract Amendment reveals inaccurate, incomplete, or out-of-date data, the VVTA may renegotiate the Contract Amendment and VVTA shall be entitled to any reductions in the price that would result from the application of accurate, complete, or up-to-date data.

### 7. NOTIFICATION

All notices hereunder concerning this Contract and the Work to be performed shall be physically transmitted by courier, overnight, registered, or certified mail, return receipt requested, postage prepaid and addressed as follows:

To VVTA:  
Attn: Procurement Manager  
Victor Valley Transit Authority  
17150 Smoke Tree Street  
Hesperia, CA 92345-8305

To CONTRACTOR:

### 8. VVTA AND CONTRACTOR'S REPRESENTATIVES

#### **A. VVTA**

VVTA's Chief Executive Officer (CEO) has been delegated the authority to execute contracts on behalf of VVTA. Except as expressly specified in this Contract, the CEO may exercise any powers, rights and /or privileges that have been lawfully delegated by VVTA. Nothing in this Contract should be construed to bind VVTA for acts of its officers, employees, and/or agents that exceed the delegation of authority specified herein. The CEO or his/her designee is empowered to:

1. Have general oversight of the Work and this Contract, including the power to enforce compliance with this Contract.
2. Reserve the right to remove any portion of the Work from CONTRACTOR which have not been performed to VVTA's satisfaction.
3. Subject to the review and acceptance by VVTA, negotiate with CONTRACTOR all

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adjustments pertaining to this Contract for revision.

4. In addition to the foregoing, the CEO shall have those rights and powers expressly set forth in other sections of this Contract.

### **B. Contractor's Key Personnel**

The following are CONTRACTOR's key personnel and their associated roles in the Work to be provided:

<u>Name</u>	<u>Role</u>
_____	_____
_____	_____
_____	_____
_____	_____

Any substitution or replacement by Contractor of Contractor's key personnel shall ensure that such person possesses the same or better expertise and experience than the key personnel being substituted or replaced. VVTA reserves the right to interview such person to ascertain and verify if such proposed substitution or replacement does indeed possess such expertise and experience.

VVTA awarded this Contract to CONTRACTOR based on VVTA's confidence and reliance on the expertise of CONTRACTOR's key personnel described above. CONTRACTOR shall no reassign key personnel or assign other personnel to key personnel roles until CONTRACTOR obtains prior written approval from VVTA.

## **9. TERMINATION OF CONTRACT**

### **A. TERMINATION FOR CONVENIENCE**

1. The performance of Work under this Contract may be terminated for in whole, or from time to time in part, by VVTA for the convenience of VVTA whenever VVTA determines that such termination for convenience is in the best interest of VVTA and the other procuring agencies. Any such termination for convenience shall be executed by delivery to the Contractor of a written Notice of Termination specifying the extent to which performance of Work under the Contract is terminated, and the date upon which such termination becomes effective. After receipt of a Notice of Termination for Convenience, and except as otherwise directed by VVTA, the Contractor must:



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- (a) Stop the Work under the Contract on the date and to the extent specified in the Notice of Termination for Convenience.
  - (b) Place no further orders or subcontracts for materials, services, or facilities, except as may be necessary for completion of such portion of the Work under the Contract as is not terminated.
  - (c) Terminate all orders and subcontracts to the extent that they relate to the performance of Work terminated as set out in the Notice of Termination for convenience.
  - (d) Assign to VVTA in the manner, at the times, and to the extent directed by VVTA, all of the right, title, and interest of the Contractor under the orders and subcontracts so terminated, in which case VVTA shall have the right, in its discretion, to settle or pay and or all claims arising out of the termination of such orders and subcontracts.
  - (e) Settle all outstanding liabilities and all claims arising out of such termination of orders and subcontracts, with the approval or ratification of VVTA, to the extent he/she may require, which approval or ratification shall be final for all the purposes of this Section.
  - (f) Transfer title to VVTA and deliver in the manner, at the times, and to the extent, if any, directed by VVTA the fabricated or un-fabricated parts, work in process, completed work, supplies, and other material produced as part of, or acquired in connection with the performance of, the Work terminated, and the completed or partially completed plans, drawings, information, and other property which, if the Contract had been completed, would have been required to be furnished to VVTA.
  - (g) Complete performance of such part of the Work as shall not have been terminated by the Notice of Termination for Convenience; and
  - (h) Take such action as may be necessary, or as VVTA may direct, for the protection or preservation of the property related to this Contract which is in the possession of the Contractor and in which VVTA has or may acquire an interest.
2. After receipt of a Notice of Termination for Convenience, the Contractor shall submit to VVTA its termination claim, in the form and with certification prescribed by VVTA. Such claim shall be submitted promptly but in no event later than six months from the effective date of termination, unless one or more extensions in writing are granted by VVTA, upon request of the Contractor made in writing within such six months period or authorized extension thereof. However, if VVTA determines that the facts justify

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such action, it may receive and act upon any such termination claim at any time after such six months period or any extension thereof. Upon failure of the Contractor to submit its termination claim within the time allowed, VVTA may determine, on the basis of information available, the amount, if any, due the Contractor by reason of the termination and will thereupon pay the Contractor the amount so determined.

3. Subject to the provisions of subsection 2 above, the Contractor and VVTA may agree upon the whole or any part of the amount or amounts to be paid to the Contractor by reason of the total or partial termination or work pursuant to this Section, which amount or amounts may include an allowance for profit on work done; provided that such agreed amount or amounts exclusive of settlement costs, shall not exceed the total Contract Consideration as reduced by the amount of payments otherwise made and as further reduced by the Contract price of work not terminated. The Contract will be amended accordingly, and the Contractor will be paid the agreed amount.

4. In the event of failure of the Contractor and VVTA to agree, as provided in subsection 3, upon the amount to be paid the Contractor by reason of the termination of Work pursuant to this Section, VVTA will pay the Contractor the amounts determined by VVTA as follows, but without duplication of any amounts agreed in accordance with subsection:

With respect to Contract Work performed prior to the effective date of the Notice Termination, the total (without duplication of any items) of:

- (a) The costs of such Work.
- (b) The cost of settling and paying claims arising out of the termination of Work under subcontracts or orders as provided in subsection 1(e) above, exclusive of the amounts paid or payable on account of supplies or material delivered or services furnished by the subcontractor prior to the effective date of the Notice of Termination of Work under this Contract, which amounts shall be included in the costs on account of which payment is made under 2 above.
- (c) A sum, as profit on 4(a) above, determined by VVTA to be fair and reasonable; provided, however, that if it appears that the Contractor would have sustained a loss on the entire Contract had it been completed, no profit shall be included or allowed under this subsection 4(c) and an appropriate adjustment shall be made by reducing the amount of the settlement to reflect the indicated rate of loss; and
- (d) The reasonable cost of preservation and protection of property incurred pursuant to subsection A (9) and any other reasonable cost incidental to termination of work under this Contract, including expense incidental to the

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determination of the amount due to the Contractor as the result of the termination of Work under this Contract.

5. The total sum to be paid to the Contractor under subsection 4 will not exceed the total Contract Consideration as reduced by the number of payments otherwise made and as further reduced by the Contract price of Work not terminated. Except for normal spoilage, and except to the extent that VVTA will have otherwise expressly assumed the risk of loss, there will be excluded from the amounts payable to the Contractor under subsection 4 the fair value, as determined by the VVTA, of property, which is destroyed, lost, stolen, or damaged so as to become undeliverable to VVTA, or to a purchaser pursuant to subsection 1 (g) of this Section.
6. In arriving at the amount due the Contractor under this Section, there will be deducted:
  - (a) The amount of any claim which VVTA has against the Contractor in connection with the Contract; and
  - (b) The agreed price for, or the proceeds of sale of materials, supplies, or other items acquired by the Contractor or sold, pursuant to the provision of this Section, and not otherwise recovered by or credited to VVTA.
7. If the termination for convenience hereunder is partial, prior to the settlement of the terminated portion of the Contract, the Contractor may file with VVTA a written request for an adjustment of the price or prices specified in the Contract relating to the continued portion of the Contract (the portion not terminated by the Notice of Termination), and such adjustment as may be agreed will be made in the price or prices.
8. VVTA may from time to time, at its sole discretion and under terms and conditions it may prescribe, make partial payments and payments on account against cost incurred by the Contractor in connection with the terminated portion of the Contract whenever, in the opinion of VVTA, the aggregate of payments does not exceed the amount to which the Contractor will be entitled hereunder. If the total of the payments is in excess of the amount finally agreed or determined to be due under this Section, the excess shall be paid by the Contractor to VVTA upon demand, together with interest at the rate of 10 percent per annum or the maximum rate permitted by applicable law, whichever is less, for the period from the date the excess payment is received by the Contractor to the date on which the excess payment is repaid to VVTA.
9. Unless otherwise provided for in this Contract, or by applicable statute, the Contractor, from the effective date of termination and for a period of three years after final settlement under this Contract, shall preserve and make available to VVTA at all reasonable times at the office of the Contractor but without direct charge to VVTA,

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all its books, records, documents, and other evidence bearing on the costs and expenses of the Contractor under this Contract and relating to the Work terminated hereunder, or to the extent approved by VVTA, photographs, microphotographs, or other authentic reproductions thereof.

10. The Contractor shall insert in all subcontracts that the Subcontractor or Supplier shall stop work on the date of and to the extent specified in a Notice of Termination from VVTA and shall require that any tier subcontractor to insert the same provision in any tier subcontract.
11. The Contractor shall communicate immediately upon receipt thereof, any Notice of Termination issued by VVTA to the affected Subcontractors and Suppliers of any tier.
12. Under no circumstances is the Contractor entitled to anticipatory, unearned profits or consequential damages as a result of a termination or partial termination under this Section. The payment to the Contractor determined in accordance with this Section constitutes exclusive remedy for a termination hereunder.
13. Anything contained in the Contract to the contrary notwithstanding, a termination under this Section shall not waive any right or claim to damages which VVTA may have and VVTA may pursue any course of action it may have under the Contract.

**B. TERMINATION FOR CAUSE**

- (1) By written Notice of Termination for Cause to the Contractor, VVTA and the other procuring agencies may cancel the whole or any part of the Contract in any one of the following circumstances:
  - (a) If the Contractor fails to perform the Work within the time specified or any extension thereof.
  - (b) If the Contractor fails to perform any of the provisions of the Contract, or so fails to make progress so as to endanger performance of the Contract in accordance with its terms, and in either of these two later circumstances, does not cure such failure within a period of the 10) calendar days (or such additional time as may be specified in the notice) after VVTA gives notice to Contractor of the failure.
  - (c) The Contractor or Subcontractor or Supplier has violated an authorized order or requirement of VVTA;
  - (d) Abandonment of the Contract;
  - (e) Assignment of subcontracting of the Contract or any Work under the Contract without approval by VVTA;

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- (f) Bankruptcy or appointment of a receiver for the Contractor's property;
  - (g) Performance by the Contractor in bad faith;
  - (h) Contractor allowing any final judgment to stand (unsatisfied) for a period of 48 hours (excluding weekends and legal holiday(s));
  - (i) Material failure to comply with the law, ordinance, rule, regulation, or order of a legal authority applicable to the Contract, the Work, the Contractor, or the goods; or
  - (j) Failure to indemnify any party which the Contractor is obligated to indemnify under the Section 2.7.5, Indemnification, or elsewhere under the Contract.
- (2) The Contractor shall be provided a period of ten (10) days to cure such failure (or such longer period as VVTA may authorize in writing) after receipt of notice from VVTA specifying such failure.
- (3) In the event the Contractor does not cure the breach to the satisfaction of VVTA within the time period specified by VVTA, VVTA will send the Contractor a written notice of failure to cure the breach. Upon receipt of such written notice from VVTA, Contractor shall:
- (a) Stop Work on the date of, and to the extent specified in, the Notice of Termination for Cause;
  - (b) Place no further orders or subcontracts for materials, equipment, services, or facilities, except that which is necessary to complete the portion of the Work which is expressly not cancelled under the Notice of Termination for Cause;
  - (c) Cancel all orders or subcontracts to the extent that they relate to the performance of Work cancelled under the Notice of Termination; and
  - (d) Comply with all other requirements of VVTA specified in the Notice of Termination for Cause.
- (4) If the Contract is cancelled as provided in this Section, VVTA may require Contractor to transfer title and deliver to VVTA, as directed by VVTA, the following:
- (a) Any completed supplies or equipment furnished by VVTA; and
  - (b) Such partially completed supplies and materials, installations, parts, tools, dies, jigs, fixtures, plans, drawings, information, and contract rights (hereinafter called "manufacturing materials") that the Contractor has specifically produced or acquired for the cancelled portion of this Contract. The Contractor shall also protect and preserve property in its possession in

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## ATTACHMENT C – SAMPLE CONTRACT

which VVTA has an interest at the Contractor's sole expense.

- (5) Upon VVTA's Termination of the Contractor's right to proceed with the Work because of the Contractor's default under the Contract, VVTA will have the right to complete the Work by whatever means and method it deems advisable. VVTA will not be required to obtain the lowest prices for completing the Work but shall make such expenditures as, in VVTA's sole judgment, best accomplish such completion.
- (6) The expense of completing the Work, together with a reasonable charge for engineering, managerial and administrative services, as certified by the Lead Procuring Agency, will be charged, and will be deducted by VVTA out of such monies as may be due or may at any time thereafter become due to the Contractor. In case such expense is in excess of the sum which otherwise would have been payable to the Contractor under the Contract, then the Contractor or its surety shall promptly pay the amount of such excess to VVTA upon notice of the excess so due. VVTA may, in its sole discretion, withhold all or any part of any progress payments otherwise due the Contractor until completion and final settlement of the Work covered by the Notice of Termination of Contractor's right to proceed.
- (7) Contractor shall insert in all subcontracts that the Subcontractor or Supplier will stop work on the date of or to the extent specified in a Notice of Termination for Cause from VVTA and shall require the Subcontractors and Suppliers to insert the same provision in any of their subcontracts.
- (8) The Contractor shall immediately upon receipt communicate any Notice of Termination for Cause issued by VVTA to the affected Subcontractors and Suppliers at any tier.
- (9) The Surety on the Contractor's Performance Bond provided for in this Contract shall not be entitled to take over the Contractor's performance of Work in case of termination under this Section, except with the prior written consent of VVTA.
- (10) The Contractor shall not be liable for any costs in excess of the total Contract Consideration if the failure to perform the Contract arises out of causes beyond the control and without the fault or negligence of the Contractor. If the failure to perform is caused by the default of a Subcontractor and/or Supplier and such default arises out of causes beyond the control of and without the fault or negligence of either the Contractor or the Subcontractor and/or Supplier, and if the Supplies or Services to be furnished by the Subcontractor or Supplier were not obtainable from other sources in sufficient time to permit the Contractor to meet the required Delivery Schedule, the Contractor shall not be liable for any costs in excess of the total Contract Consideration to complete the Work.
- (11.) If, after issuance of the Notice of Termination of this Contract, it is determined for any

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reason that the Contractor was not in breach, or that the breach was excusable, the rights and obligations of the parties shall be the same as if the Notice of Termination had been issued pursuant to the Termination for Convenience Section, and the Contractor shall be reimbursed for costs incurred under the terms of that Section.

### 10. ASSIGNMENT

This Contract, any interest herein or claim hereunder, may not be assigned by CONTRACTOR either voluntarily or by operation of law, nor may all or any part of this Contract be subcontracted by CONTRACTOR – without prior written consent of VVTA. Consent by VVTA shall not be deemed to relieve CONTRACTOR of its obligations to comply fully with all terms and conditions of this Contract.

### 11. SUBCONTRACTING

VVTA hereby consents to CONTRACTOR's subcontracting of portions of the Work to the parties identified below for the functions described in CONTRACTOR's Bid. CONTRACTOR shall include in each subcontract Contract the stipulation that CONTRACT, not VVTA, is solely responsible for payment to the subcontractor for all amounts owing and that the subcontractor shall have no claim, and shall take no action against VVTA, Member Agencies or officers, directors, employees, or sureties thereof for nonpayment by CONTRACTOR.

#### **Subcontractors' Names and Addresses**

#### **Work to be Performed**

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### 12. SUCCESSORS AND ASSIGNS

Subject to any provision under this Contract restricting assignment or subcontracting by CONTRACTOR, the provisions of this Contract shall be binding upon and inure to the benefit of the respective successors, assigns, heirs, and personal representatives of the parties to this Contract.

### 13. STATUS OF CONTRACTOR

- A. It is understood and agreed by all the parties hereto that Contractor is an independent contractor, and that no relationship of employer-employee exists between VVTA and CONTRACTOR. Neither CONTRACTOR nor CONTRACTOR'S assigned personnel shall be entitled to any benefits payable to employees of VVTA. CONTRACTOR hereby indemnifies and holds VVTA harmless from any and all claims that may be made against

VVTA, based upon any contention by any third party that an employer-employee relationship

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exists by reason of this Contract, or any services provided pursuant to this Contract.

- B. It is further understood and agreed by all the parties hereto that neither CONTRACTOR nor CONTRACTOR'S assigned personnel shall have any right to act on behalf of VVTA in any capacity whatsoever as an agent or to bind VVTA to any obligation whatsoever.
- C. It is further understood and agreed by all the parties hereto that CONTRACTOR must issue any and all forms required by Federal and State laws for income and employment tax purposes, including, but not limited to W-2 and 941 forms, for all of CONTRACTOR'S assigned personnel.

### 14. CONTRACTOR'S RESPONSIBILITY

- A. The CONTRACTOR shall be responsible for the Work performed under the terms of this Contract to the extent provided by law. The CONTRACTOR agrees not to disclose information identified by VVTA as proprietary to third parties, unless approved in advance by VVTA or required by law.
- B. VVTA shall not be held liable or responsible for the maintenance and/or safety of the CONTRACTOR's equipment or supplies placed upon VVTA's property in accordance with this Contract. The CONTRACTOR acknowledges that it assumes full responsibility for any loss or damage to its equipment and supplies.
- C. Any materials, equipment or work found to be damaged or defective during the period CONTRACTOR is performing the maintenance for the facility pursuant to this Contract shall be repaired, replaced, or corrected by the CONTRACTOR hereunder without additional cost to VVTA, unless such damage is the result of VVTA's gross negligence or willful misconduct.
- D. CONTRACTOR shall pay for all taxes, except for sales, use, transaction, and excise taxes that were legally enacted at the time CONTRACTOR's offer submitted. CONTRACTOR shall secure and pay for all permits and governmental fees, licenses, and inspections necessary for the proper execution and completion of this Contract.

### 15. GOVERNING LAW

This Contract shall be deemed to be executed within the State of California and construed in accordance with and governed by the laws of the State of California. Any action or proceeding arising out of this Contract shall be filed and resolved in the Superior Court of the County San Bernardino.

### 16. TIME OF THE ESSENCE

Time is of the essence in the performance of every term, covenant, condition, and provision of this Contract.

### 17. PUBLIC RECORDS ACT



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Upon its execution, this Contract (including all Exhibits) shall be subject to disclosure pursuant to the California Public Records Act.

### 18. INDEMNIFICATION

- A. To the furthest extent allowed by law, Contractor shall indemnify, hold harmless and defend VVTA and its members, board members, officers, officials, employees, agents and volunteers from any and all loss, liability, fines, penalties, forfeitures, costs and damages (whether in contract, tort or strict liability, including but not limited to personal injury, death at any time and property damage) incurred by VVTA, Contractor or any other person, and from any and all claims, demands and actions in law or equity (including attorney's fees and litigation expenses), arising or alleged to have arisen directly or indirectly out of performance of this Contract. Contractor's obligations under the preceding sentence shall apply regardless of whether VVTA or any of its members, board members, officers, officials, employees, agents, or volunteers are negligent, but shall not apply to any loss, liability, fines, penalties, forfeitures, costs, or damages caused solely by the gross negligence, or caused by the willful misconduct, of VVTA or any of its members, board members, officers, officials, employees, agents, or volunteers.

If Contractor should subcontract all or any portion of the work to be performed under this Contract, Contractor shall require each subcontractor to indemnify, hold harmless and defend VVTA and its members, board members, officers, employees, agents, and volunteers in accordance with the terms of the preceding paragraph.

This section shall survive termination or expiration of this Contract.

- B. If CONTRACTOR has retained legal counsel reasonably acceptable to Agency, CONTRACTOR shall have the sole charge and direction of the defense of the suit, action or proceeding while it is assigned to such counsel. VVTA shall at the request of the CONTRACTOR furnish to the CONTRACTOR all reasonable assistance that may be necessary for the purpose of defending such suit, action or proceeding, and shall be repaid all reasonable costs incurred in doing so. VVTA shall have the right to be represented therein by advisory counsel of its own selection at its own expense.

### 19. INSURANCE

#### **A. General Requirements for Contractor**

- 1) Without limiting or diminishing the Contractor's obligation to indemnify or hold VVTA harmless, Contractor shall procure, prior to commencement of the services required under this contract and maintain for the duration of the contract at its own expense, insurance of the kinds and in the amounts as indicated below.
- 2) Provide VVTA with valid original certificates of insurance and (except with regard to Professional Liability and Workers' Compensation) showing VVTA as an additional

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insured.

### **B. Deductibles or Self-Insured Retention (SIR)**

SIR must be declared to and approved by VVTA. At the option of VVTA, either: the insurer shall reduce or eliminate such deductibles or SIR, or Contractor shall procure a bond guaranteeing payment of losses and related investigations, claim administration and defense expenses.

### **C. Other Insurance Provisions**

#### ***1) Commercial General Liability and Automobile Liability***

Commercial General Liability insurance coverage, including but not limited to, premises liability, contractual liability, products and completed operations liability, personal and advertising injury covering claims which may arise from or out of Contractor's performance of its obligations hereunder and if Contractor's vehicles or mobile equipment are used in the performance of the obligations under this Contract, then Contractor shall maintain liability insurance for all owned, non-owned or hired vehicles so used. Policy shall name VVTA, its officers, officials, employees, agents, and volunteers as insureds as respects: liability arising out of activities performed by or on behalf of Contractor; products and completed operations of Contractor; premises owned, occupied, or used by Contractor; or automobiles owned, leased, hired, or borrowed by Contractor. The coverage shall contain no special limitations of the scope of protection afforded VVTA, its officers, officials, employees, agents, and volunteers.

- a) For any claims related to this project, Contractor's insurance coverage shall be primary insurance as respects VVTA, its officers, officials, employees, agents, and volunteers. Any insurance and/or deductibles and/or self-insured retentions or self-insured programs maintained by VVTA, its officers, officials, employees, agents, and volunteers shall be excess of Contractor's insurance and shall not be construed as contributory.
- b) Contractor's insurance shall apply separately to each insured against whom claim is made or suit is brought, except with respect to the limits of the insurer's liability.
- c) Contractor shall notify VVTA of any suspension, void, cancellation, or reduction in coverage or in limits, as required by contract, within (30) days of change.

#### ***2) Workers' Compensation***

If the Contractor has employees as defined by the State of California, the Contractor shall maintain statutory Workers' compensation Insurance (Coverage A) as prescribed by the laws of the State of California. Policy shall include Employers' Liability (Coverage B) including Occupational Disease with limits not less than \$1,000,000 per person per accident. The policy shall be endorsed to waive subrogation in favor of VVTA and, if applicable, to provide a Borrowed Servant/Alternate Employer Endorsement.

#### ***3) Care, Custody, and Control***

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Contractor shall insure any VVTA property while under its Care, Custody, and Control according to the requirements listed in the insurance coverage required.

#### 4) **Professional Liability Insurance**

Contractor shall also maintain Professional Liability Insurance covering Contractor's performance under this Contract with a limit of liability of One Million Dollars (\$1,000,000.00) for any one claim. This insurance shall be applicable to claims arising from the work performed under this Contract. Prior to commencing work under this Contract, Contractor shall furnish to VVTA a Certificate of Insurance or certified copy of the insurance policy if requested, indicating compliance with the requirements of this paragraph. This certificate or policy shall further stipulate that thirty (30) days advance written notice of cancellation, non-renewal, or reduction in limits shall be given to VVTA.

#### **D. Acceptability of Insurers**

Insurance companies shall be State of California admitted or approved and have a current **A.M. Best's** rating of no less than **A: VIII**.

#### **E. Verification of Coverage**

- 1) Contractor shall furnish VVTA with original endorsements affecting coverage required by this clause. The endorsements are to be signed by a person authorized by that insurer to bind coverage on its behalf. All insurance certificates and endorsements are to be received and approved by VVTA before work commences.
- 2) As an alternative, Contractor's insurer may provide complete, certified copies of all required insurance policies, including endorsements affecting the coverage required by these specifications.
- 3) In lieu of purchasing insurance and providing original endorsements and or certificates of insurance, the Contractor may provide proof of self-insurance; such proof must be to the satisfaction of VVTA.

#### **F. Subcontractors**

Contractor shall include all subcontractors as insureds under its policies or shall furnish separate certificates and endorsements for each subcontractor. All coverages for subcontractors shall be subject to all of the requirements stated herein.

#### **G. Notification of Terminated Insurance**

Insurance shall not be terminated or expire without thirty (30) days written notice and are required to be maintained in force until completion of the contract.

#### **H. Endorsements**

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The following endorsements 1 through 4 are required to be made a part of the Comprehensive General Liability policy, and Endorsement No.4 is required to be made part of the Workers' Compensation and Employers' Liability policy:

1. "Victor Valley Transit Authority (herein referred to as VVTA), its employees, officers, agents and contractors are hereby added as additional insurers."
2. "This policy shall be considered primary insurance as respects any other valid and collectible insurance VVTA may possess, including any self-insured retention VVTA may have, and any other insurance VVTA does possess shall be considered excess insurance only."
3. "This insurance shall act for each insured and additional insured as though a separate policy had been written for each. This, however, will not act to increase the limit of liability of the insuring company." Coverage specified herein shall apply to acquisition actions of all procuring agencies under this contract.
4. "Thirty (30) days' prior written notice of Termination shall be given to VVTA in the event of Termination."

Such notice shall be sent to:  
Victor Valley Transit Authority  
ATTN: Procurement Manager  
17150 Smoke Tree Street  
Hesperia, California 92345

### **I. Proof of Coverage**

Copies of all the required Endorsements shall be attached to the CERTIFICATE OF INSURANCE which shall be provided by the Contractor's insurance company as evidence of the stipulated coverage. This Proof of Insurance shall then be mailed to:

Victor Valley Transit Authority  
ATTN: Procurement Manager  
17150 Smoke Tree Street  
Hesperia, California 92345

### **J. Special Provisions**

1. The foregoing requirements as to the types and limits of insurance coverage to be maintained by Contractor and any approval of said insurance by the VVTA Board, VVTA staff or their insurance consultant(s), are not intended to and shall not in any manner limit or qualify the liabilities and obligations otherwise assumed by Contractor pursuant to this Contract, including, but not limited to, the provisions concerning indemnification.
2. VVTA reserves the right to withhold payments to Contractor in the event of material noncompliance with the insurance requirements outlined above.

VVTA RFP 2025-06 TRANSIT MARKETING SERVICES  
ATTACHMENT C – SAMPLE CONTRACT

**MINIMUM INSURANCE COVERAGE**

- 1) **Commercial General Liability including Products/Completed Operations:** \$2,000,000; per occurrence for bodily and property damage liability and \$4,000,000 aggregate; *VVTA named and endorsed as an Additional Insured.*
- 2) **Automobile Liability:** \$2,000,000; per occurrence for bodily and property damage liability and aggregate; *VVTA named and endorsed as an Additional Insured.*
- 3) **Workers' Compensation:** statutory limits
- 4) **Employer's Liability:** \$1,000,000; per occurrence.
- 5) **Professional Liability:** \$1,000,000.00 per occurrence.

**20. REVISIONS**

By written notice or order, VVTA may, from time to time, order work suspension or make changes to this Contract. Changes in the Work shall be mutually agreed to and incorporated into an amendment to this Contract. Upon execution of an amendment, CONTRACTOR shall perform the Work, as amended.

Price Adjustments:

- A. Any change in the contract that causes an increase or decrease in cost to VVTA, or the time required for the performance of the contract, must be approved as prescribed herein. In the event that the change is a request for price escalation by the Contractor, any price escalation or de-escalation must be justified by the contractor using acceptable measures such as the Consumer Price Index (CPI) or other universally accepted measure.
- B. An equitable adjustment in the compensation and schedule will be made upon an approved Change Order.
- C. CONTRACTOR shall be liable for all costs resulting from, or for satisfactorily correcting, any and all unauthorized specification changes not properly ordered by written modification to the contract.
- D. Except as otherwise expressly provided in the Contract, when costs are a factor in any determination of a contract price adjustment, such costs shall be in accordance with the applicable cost principles of Subpart 31.2 of the Federal Acquisition Regulations (FAR) in effect at the onset of the Contract.

Modifications:

Unless specified otherwise in the Contract, this Contract may only be modified by written mutual consent evidenced by signature of representative authorized to enter into and modify the Contract. In order to be effective, amendments may require approval by VVTA's Board of Director, and in all

# VVTA RFP 2025-06 TRANSIT MARKETING SERVICES

## ATTACHMENT C – SAMPLE CONTRACT

instances require prior signature of an authorized representative of VVTA.

### 21. RIGHTS IN TECHNICAL DATA

- A. No material or technical data prepared by CONTRACTOR under this Contract is to be released by CONTRACTOR to any other person or entity except as necessary for the performance of the Work. All press releases or information concerning the Work that might appear in any publication or dissemination, including but not limited to, newspapers, magazines, and electronic media, shall first be authorized in writing by VVTA.
- C. The originals of all letters, documents, reports and other products and data produced under this Contract shall become the property of VVTA without restriction or limitation on their use and shall be made available upon request to VVTA at any time. Original copies of such shall be delivered to VVTA upon completion of the Work or termination of the Work. CONTRACTOR shall be permitted to retain copies of such items for the furtherance of its technical proficiency; however, publication of this material is subject to the prior written approval of VVTA. The provisions of this paragraph shall survive termination or expiration of this Contract and/or final payment thereunder.

### 22. OWNERSHIP OF REPORTS AND DOCUMENTS

The originals of all letters, documents, reports and other products and data produced under this Contract shall be delivered to and become the sole and exclusive property of VVTA. Copies may be made for CONTRACTOR's records but shall not be furnished to others without prior written authorization from VVTA. Such deliverables shall be deemed works made for hire, and all rights in copyright therein shall be retained by VVTA.

### 23. OWNERSHIP RIGHTS

- A. In the event VVTA rightfully obtains copies of Proprietary Data under the terms of the separate License Contract and Escrow Contract that govern rights in Documentation, Software and Intellectual Property created and/or developed by CONTRACTOR, its Third-Party Software Contractors, and its Suppliers as part of the Project, any derivative works and associated documentation created by and on behalf of VVTA by Permitted Programmers (as defined in the License Contract) shall be the sole and exclusive property of VVTA (collectively "VVTA Intellectual Property"), and VVTA may use, disclose, and exercise dominion and full rights of ownership, in any manner in VVTA Intellectual Property in connection with the use, operation and maintenance of a transportation system administered by VVTA. No use of VVTA Intellectual Property shall be made for any purpose other than in conjunction with a transportation system administered by CONTRACTOR, and VVTA shall not sell, lease, rent, give away or otherwise disclose any VVTA Intellectual property to any outside third party other than Permitted programmers. To the extent there may be any question of rights of ownership or use in any VVTA Intellectual Property, CONTRACTOR shall require all of its subcontractors and suppliers (including

# VVTA RFP 2025-06 TRANSIT MARKETING SERVICES

## ATTACHMENT C – SAMPLE CONTRACT

without limitation its Third-Party Software Contractors) to assign to VVTA, all worldwide right, title and interest in and to all VVTA Intellectual Property in a manner consistent with the foregoing terms of this paragraph. CONTRACTOR shall execute any documents as VVTA may from time-to-time reasonable request to effectuate the terms of this paragraph.

- B. All documentation and Software which predates this Contract, and which otherwise owned by Contractor or its Third-Party Software Contractors, and all Documentation and Software which is created by CONTRACTOR, or its Third-Party Software Contractors shall be Licensed Software or Licensed Documentation, as appropriate. All Licensed Software and Licensed Documentation shall be governed by License Contract by and between the parties of event date herewith.

### 24. WORK FOR HIRE

Any Work created or produced as a part of this Contract that may be defined under Section 101, Title 17, USC will be considered “work for hire” as it pertains to ownership rights. CONTRACTOR, by his/her endorsement heron agrees that all rights to any work(s) created or produced are waived, and that ownership rests with VVTA. CONTRACTOR further agrees to ensure transfer of all rights to such work(s), as defined under federal copyright law that may be created or produced under this Contract by its suppliers, contractors, or subcontractors.

### 25. SUBMITTAL OF CLAIMS BY CONTRACTOR

CONTRACTOR shall file any and all claims with VVTA in writing within thirty (30) days of the event or occurrence giving rise to the claim. The claim shall be in sufficient detail to enable VVTA to ascertain the claim’s basis and amount, and shall describe the date, place and other pertinent circumstances of the event or occurrence giving rise to the claim and the indebtedness, obligation, injury, loss, or damages allegedly incurred by CONTRACTOR.

Even though a claim may be filed and/or in review by VVTA, CONTRACTOR shall continue to perform in accordance with this Contract.

### 26. EQUAL OPPORTUNITY

CONTRACTOR shall not discriminate against, or grant preferential treatment to, any individual or group, or any employee or applicant for employment because of race, age, religion, color, ethnicity, sex, national origin, ancestry, physical disability, mental disability, political affiliation, sexual orientation, marital status, or other status protected by law. CONTRACTOR shall take action to ensure that applicants and employees are treated without regard to the above.

### 27. STANDARD OF PERFORMANCE

- A. CONTRACTOR shall perform and exercise and require its subcontractors to perform and exercise due professional care and competence in this performance of the Work in accordance with the requirements of this Contract. CONTRACTOR shall be responsible for the professional quality, technical accuracy, completeness, and coordination of the Work, it being understood that VVTA will be relying upon such professional quality, accuracy, completeness, and coordination in utilizing the Work. The foregoing obligations and

# VVTA RFP 2025-06 TRANSIT MARKETING SERVICES

## ATTACHMENT C – SAMPLE CONTRACT

standards shall constitute the “Standard of performance” for purposes of this Contract. The provisions of this paragraph shall survive termination or expiration of this Contract and/or final payment thereunder.

- B. All workers shall have sufficient skill and experience to perform the Work assigned to them. VVTA shall have the right, at its sole discretion to require the immediate removal of CONTRACTOR's personnel at any level assigned to the performance of the Work at no additional fee or cost to VVTA, if VVTA considers such removal in its best interests and requests such removal in writing and such request is not done for illegal reasons. Further, an employee who is removed from performing Work under the Contract under this Article shall not be reassigned to perform Work in any other capacity under this Contract without VVTA's prior written approval.

### 28. NOTIFICATION OF EMPLOYMENT OF VVTA BOARD MEMBERS/ALTERNATES AND EMPLOYEES

To ensure compliance with VVTA's Ethics Policy, CONTRACTOR shall provide written notice to VVTA disclosing the identity of any individual who CONTRACTOR desires to employ or retain under a contract, and who (1) presently serves as a Board Member/Alternate or an employee of VVTA, or (2) SERVED AS A Board Member/Alternate or an employee of VVTA within the previous 12 months of the date of the proposed employment or retention by CONTRACTOR. CONTRACTOR's written notice shall indicate whether the individual will be an officer, principal, or shareholder of the entity and/or will participate in the performance of this Contract.

### 29. DISQUALIFYING POLITICAL CONTRIBUTIONS

In the event of a proposed amendment to this Contract, CONTRACTOR shall provide prior to the execution of such amendment, a written statement disclosing any contribution(s) of \$250 or more made by CONTRACTOR or its subcontractor(s) to VVTA Board Members/Alternates or employees within the preceding twelve (12) months of the date of the proposed amendment. Applicable contributions include those made by any agent/person/entity on behalf of CONTRACTOR or subcontractor(s).

### 30. COMPLIANCE WITH LAW

CONTRACTOR shall familiarize itself with and perform the Work required under this Contract in conformity with requirements and standards of VVTA, municipal and public agencies, public and private utilities, special districts, and railroad agencies whose facilities and work may be affected by Work under this Contract. CONTRACTOR shall also comply with all Federal, State, and local laws and ordinances.

### 31. COMPLIANCE WITH LOBBYING POLICIES

- A. CONTRACTOR agrees that if it is a Lobbyist Employer or if it has retained a Lobbying Firm or Lobbyist, as such terms are defined by VVTA in its Ethics Policy, it shall comply or ensure that its Lobbying Firm and Lobbyist complies with VVTA's Ethics Policy.
- B. If CONTRACTOR (Lobbyist Employer) or its Lobbying Firm or Lobbyist fails to comply, in whole or in part, with VVTA's Ethics Policy, such failure shall be considered a material breach of this Contract and VVTA shall have the right to immediately terminate or suspend this



# VVTA RFP 2025-06 TRANSIT MARKETING SERVICES ATTACHMENT C – SAMPLE CONTRACT

Contract.

## 32. WAIVER/INVALIDITY

No waiver of a breach of any provision of this Contract by either party shall constitute a waiver of any other breach of the provision, or of any other breach of the provision of the Contract. Failure of either party to enforce any provision of this Contract at any time shall not be construed as a waiver of that provision

The invalidity in whole or in part of any provision of this Contract shall no void or affect the validity of any other provision.

## 33. FORCE MAJEURE

Performance of each and all CONTRACTOR's and VVTA's covenants herein shall be subject to such delays as may occur without CONTRACTOR's or VVTA's fault from acts of God, strikes, riots, or from other similar causes beyond CONTRACTOR's or VVTA's control.

## 34. CONFIDENTIALITY

CONTRACTOR agrees that for and during the entire term of this Contract, any information, data, figures, records, findings, and the like received or generated by CONTRACTOR in the performance of this Contract, shall be considered and kept as the private and privileged records of VVTA and will not be divulged to any person, firm, corporation, or other entity except on the direct prior written authorization of VVTA. Further, upon expiration or termination of this Contract for any reason, CONTRACTOR agrees that it will continue to treat as private and privileged any information, data, figures, records, findings, and the like, and will not release any such information to any person, firm, corporation, or other entity, either by statement, deposition, or as a witness, except upon direct prior written authority of VVTA.

## 35. CONTRACTOR'S INTERACTION WITH THE MEDIA AND THE PUBLIC

- A. VVTA shall review and approve in writing all VVTA related copy proposed to be used by CONTRACTOR for advertising or public relations purposes prior to publication.

CONTRACTOR shall not allow VVTA related copy to be published in its advertisements and public relations programs prior to receiving such approval. CONTRACTOR shall ensure that all published information is factual and that it does not in any way imply that VVTA endorses CONTRACTOR's firm, service, and/or product.

- B. CONTRACTOR shall refer all inquiries from the news media to VVTA and shall comply with

# VVTA RFP 2025-06 TRANSIT MARKETING SERVICES

## ATTACHMENT C – SAMPLE CONTRACT

the procedures VVTA's Public Affairs staff regarding statements to the media relating to this Contract or the Work.

- C. If CONTRACTOR receives a complaint from a citizen or the community, CONTRACTOR shall inform VVTA as soon as possible and inform VVTA of any action taken to alleviate the situation.
- D. The provision of this Article shall survive the termination or expiration of this Contract.

### 36. CONFLICT OF INTEREST

#### A. Prohibited Interests

1. During the term of this Contract, Contractor, its officers, employees, and their immediate families shall not acquire any interest, direct or indirect, that would conflict with the performance of services required to be performed under this Contract.
2. Violation of subparagraph A. (1) is a material breach of this Contract, and Agency shall have the right to debar Contractor from participating at any tier in any Agency contract for a period of up to five (5) years.
3. Contractor shall include a copy of subparagraphs A. (1), and A. (2), of this provision in any Contract it makes with its subcontractors.

#### B. Covenant

1. Contractor covenants that prior to award of this Contract, Contractor has disclosed any present interest and any interest existing within twelve (12) months prior to award of this Contract including, without limitation, any business or personal relationship that creates an appearance of a conflict of interest. Disclosable interests and relationships are those that may reasonably be viewed as creating a potential or actual conflict of interest. Disclosable interests and relationships are those that may reasonably be viewed as creating a potential or actual conflict of interest. Any existing or prospective interest acquired or occurring after submission of the initial Certification shall be provided in an amended Certification with the executed Contract and shall be incorporated into the Contract by this reference. Violation of this covenant is a material breach of this Contract.
2. In addition, Contractor shall immediately disclose in writing to VVTA and or to the other procuring agencies General Manager and Chief Legal Counsel any interest or relationship described in subparagraph B(1) acquired or occurring during the term of this Contract.
3. Violation of the above disclosure obligations is a material breach of this Contract.

# VVTA RFP 2025-06 TRANSIT MARKETING SERVICES

## ATTACHMENT C – SAMPLE CONTRACT

### 37. COVENANT AGAINST GRATUITIES

#### A. Prohibited Conduct

1. During the term of this Contract, Contractor, its officers and employees and their immediate families are prohibited from offering or giving a gratuity in any form including, without limitation, entertainment, favors, loans, gifts, or anything of greater than nominal value for any reason including personal, non-business-related reasons to any Lead Procuring Agency officer or employee or their immediate families. For the purpose of this section, nominal value means anything: (1) having an aggregate value of \$35.00 (thirty-five dollars) or less per year; or (2) any perishable item (flowers or food) of any value except that prepared meals are subject to the \$35.00 limit. A campaign contribution is not a gratuity and is not prohibited by this Section.
2. Violation of subparagraph A(1) of this provision is a material breach of this Contract, and Agency shall have the right to debar Contractor from participating at any tier in any Agency contract for a period of up to five (5) years.
3. Contractor shall include a copy of subparagraphs A (1) and A (2) of this provision in any Contract it makes with its subcontractors.

#### B. Covenant

Contractor covenants that prior to award of this Contract, Contractor has disclosed, any gratuity, as described above, that it, its officers, employees, or their immediate families have offered or given to any Agency officer, employee or their immediate families for any reason including personal non-Business-related reasons within the twelve (12) months prior to award of this Contract. Any gratuity offered or given after submission of the initial Certification shall be provided in an amended Certification with the executed Contract and shall be incorporated into the Contract by this reference. Violation of this covenant is a material breach of this Contract.

### 38. WARRANTY OF AUTHORITY

The person executing this Contract on behalf of Contractor affirmatively represents that she/he has the requisite legal authority to enter into this Contract on behalf of Contractor and to bind Contractor to the terms, covenants, and conditions of this Contract. Both the person executing this Contract on behalf of Contractor and CONTRACTOR understand that VVTA is relying on this representation in entering into this Contract.

### 39. ELECTRONIC SIGNATURE

This Contract may be executed in any number of counterparts, each of which so executed shall be deemed to be an original, and such counterparts shall together constitute one and the same Contract. The parties

**VVTA RFP 2025-06 TRANSIT MARKETING SERVICES  
ATTACHMENT C – SAMPLE CONTRACT**

shall be entitled to sign and transmit an electronic signature of this Contract (whether by facsimile, PDF or other email transmission), which signature shall be binding on the party whose name is contained therein. Each party providing an electronic signature agrees to promptly execute and deliver to the other party an original signed Contract upon request.

**40. ENTIRE CONTRACT**

This Contract, including any and all Exhibits, constitutes the entire Contract between VVTA and CONTRACTOR and supersedes all prior negotiations, representations, or Contracts, whether written or oral. In the event of a dispute between the parties as to the language of this Contract or the construction or meaning of any term hereof, this Contract shall be deemed to have been drafted by the parties in equal parts so that no presumptions or inferences concerning its terms or interpretation may be construed against any party to this Contract.

*Signatures on Following Page*

SAMPLE

**IN WITNESS WHEREOF**, the parties have executed this Contract on the day and year set forth above.

**VICTOR VALLEY TRANSIT AUTHORITY**

By: \_\_\_\_\_

VVTA RFP 2025-06 TRANSIT MARKETING SERVICES  
ATTACHMENT C – SAMPLE CONTRACT

Nancie Goff, VVTA CEO

APPROVED AS TO FORM

By: Via email 08/02/2024  
VVTA Legal Counsel

**CONTRACTOR**

By: \_\_\_\_\_

Name: \_\_\_\_\_ Title: \_\_\_\_\_

By: \_\_\_\_\_

Name: \_\_\_\_\_ Title: \_\_\_\_\_

SAMPLE

# VVTA RFP 2025-06 TRANSIT ADVERTISING ATTACHMENT D – PROTEST PROCEDURES

## 1. PURPOSE

- A. This policy provides guidelines for the submittal and evaluation of protests relating to all procurements. VVTA shall ensure, to the extent reasonably possible, uniform, timely and equitable consideration of all protests received by VVTA pursuant to this policy.
- B. In order to be considered, a protest must be filed in a timely manner, as described herein, must satisfy all the applicable requirements described in this policy and must be brought by an interested party as defined below.

## 2. DEFINITIONS

The following definitions apply to this policy.

**A. Interested Party** – An actual proposer/bidder whose direct economic interest would be affected by the award of a contract or by the failure to award a contract. Interested parties do not include subcontractors or suppliers of an actual or prospective proposer/bidder, or joint venturers acting independently of a joint venture.

**B. Procurement Manager** - The person designated by VVTA who is responsible for managing the contracting and procurement function.

**C. File or Submit** – Shall mean the date of receipt of a written protest by VVTA.

**D. Receipt of Protest** – The date of receipt of the Protest will be the date in which VVTA receives the protest package.

## 3. REFERENCES

United States Department of Transportation, Federal Transit Administration, FTA Circulars, FTA Circular 4420.1 Third Party Contracting Guidelines and FTA Master Agreement (31) Section 16(w). Note: Refer to the revision in effect at the time of protest.

## 4. BASIS OF PROTEST

### A. Requests for Proposal

After the receipt of proposals by VVTA and after an action relating to the selection of a consultant/contractor by the VVTA Evaluation Committee, but prior to the award of a contract by the VVTA Board of Directors, a protest may be submitted on the basis of one or more of the following:

- i. VVTA Failed to adhere to the evaluation process set forth in the solicitation package.
- ii. VVTA failed to follow its own procurement policies and procedures.

## VVTA RFP 2025-06 TRANSIT ADVERTISING ATTACHMENT D – PROTEST PROCEDURES

iii. VVTA violated a specific law, rule, or regulation in the procurement process.

### **B. Invitations for Bid**

After the receipt of bids by VVTA, but prior to award of a contract by the VVTA Board of Directors, a protest may be submitted on the basis of one or more of the following:

- i. VVTA failed to follow its own procurement policies and procedures.
- ii. VVTA violated a specific law, rule or regulation in the procurement process.

## **5. FILING OF PROTEST**

### **A. Filing Written Protest with the VVTA Procurement Manager**

An Interested Party wishing to protest a matter involving a procurement or proposed contract award shall file with the Procurement Manager, a written protest covering, at a minimum, the following:

- i. Name and address of the Interested Party;
- ii. Identification of the proposed procurement or contract;
- iii. Description of the nature of the protest;
- iv. A detailed statement of the legal and/or factual grounds for the issue(s) identified in the protest, including reference to the provision(s) of the solicitation, regulations, and/or laws upon which the protest is based; and any technical data, documentary evidence, names of witnesses or other pertinent information supporting the basis for the protest;
- v. A statement of the desired resolution to the protest by the Interested Party;
- vi. Signature of a properly authorized representative of the Interested Party.

### **B. Failure to Comply**

Failure to comply with any of the requirements of this section may be grounds for dismissal of the protest.

### **C. Withdrawal of Protest**

The Interested Party may withdraw its protest at any time before VVTA renders a decision by submitting a written request to the VVTA Procurement Manager.

## **6. SUMITTAL OF PROTEST**

All protests must be submitted in writing to

**Victor Valley Transit Authority  
Attn: Procurement Manager**

# VVTA RFP 2025-06 TRANSIT ADVERTISING ATTACHMENT D – PROTEST PROCEDURES

17150 Smoke Tree Street

Hesperia, CA 92345

RE: Solicitation Protest – Solicitation/Contract Number

## 7. PROTEST SUBMITTAL DEADLINE

### A. Requests for Proposal

After opening proposals, VVTA will evaluate the proposals and determine which proposer shall be recommended to the VVTA Board of Directors for award of a contract. Once VVTA staff has determined which proposer will be recommended to the Board for award, a Notice of Intent to Award will be sent to all proposers.

- i. Protests must be filed within five (5) business days from the issue date on the Notice of Intent to Award.
- ii. The date of filing shall be the date VVTA receives the protest.

### B. Invitations for Bid

- i. Protests must be filed within three (3) business days from bid opening.
- ii. The date of filing shall be the date VVTA receive the protest.

## 8. PROTEST REVIEW PROCESS

If the protest is determined to be timely and meets the criteria identified in the preceding sections 4, 5, and 7, this process will be followed:

- A. No additional material will be allowed to be submitted unless specifically requested by the Procurement Manager.
- B. The Procurement Manger will review all material submitted and will render a decision within thirty (30) days after the receipt of the protest.
- C. The Procurement Manager will consider only those specific issues addressed in the written protest.
- D. The decision of the Procurement Manager will then be given to the Chief Executive Officer (CEO), or designee, for approval. The decision of the CEO is final.



## RFP 2025-06 TRANSIT MARKETING SERVICES ATTACHMENT E – REQUIRED FORMS

1. If a qualifier, i.e. (Required >\$100,000) follows the title of the form, then submit that form only if the BID meets that requirement.
2. Duplicate forms as necessary.
3. **Submit ONLY those forms that are checked, unless required elsewhere in the IFB/RFP/RFQ.**
4. Submit the following checked items AT THE TIME OF BID SUBMISSION:
  - ☒ Proposal Pricing Form (Sealed Separate Envelope)
  - ☐ Buy America Certification (Required >\$150,000)
  - ☒ Current Client References
  - ☒ Not on Excluded Parties List System (SAM.com) (Provide page from website)
  - ☒ Affidavit of Non-Collusion
  - ☒ Debarment, Suspension, & Other Responsibility Matters
  - ☒ List of Subcontractors and DBE's
  - ☒ Proposed Disadvantaged Business Enterprise (DBE) Participation; if you or a subcontractor are a DBE, please submit certification with bid.
  - ☒ Restriction on Lobbying
  - ☒ Deviations, Pre-Offer changes or a request for approved equals – submit this form if applicable.
5. Submit the following **Required** forms **at the Time of Contract Award**:
  - a. **Proof of Licenses.** As required by law, in addition to contract requirements. Must be California approved, valid, showing expiration dates and license numbers. These include, but are not limited to (**Only those items checked**):
    - i. ☒ Sales or Services; if applicable
    - ii. ☒ Business: authorized by the city wherein business is to be conducted (if applicable.)
    - iii. ☐ Driver's: within classification, required, valid, etc...
    - iv. ☐ Others: any not mentioned herein, but required by industry standard, required by law, by requirements of Contract.
  - b. ☐ **Proof of Permits:** as required by law, in addition to contract requirements. Must be California approved, valid, showing expiration dates and license numbers.
  - c. ☒ **Insurance Certificate (Proof)** must meet the requirements in the RFP. If the Insurance Certificate with the additional insured endorsement is submitted with the bid, the Notice to Proceed can be issued sooner. Failure to submit the Proof of Insurance as requested may result in contract award annulment.

**RFP 2025-06 TRANSIT MARKETING SERVICES  
ATTACHMENT E – REQUIRED FORMS**

**VVTA – RFP 2025-06 PRICE PROPOSAL**

Proposer shall complete the following form and include same in the Price Proposal package.

By execution below Proposer hereby agrees to furnish the related equipment, and services as specified in Victor Valley Transit Authority's RFP 2025-06 at the prices submitted in response to this solicitation.

PROPOSER COMPANY NAME: _____
STREET ADDRESS: _____
CITY, STATE, ZIP CODE: _____
AUTHORIZED OFFICER: _____
COMPANY OFFICER TITLE: _____
SIGNATURE OF AUTHORIZED OFFICER: _____
CONTACT INFORMATION: _____
OFFICE PHONE NUMBER: _____
EMAIL ADDRESS: _____

# RFP 2025-06 TRANSIT MARKETING SERVICES ATTACHMENT E – REQUIRED FORMS

Please refer to the following table when formatting the price proposal form:

Format	Quantity	Percent of Gross Revenue	Minimum monthly guarantee	Fixed Annual Guarantee Year 1	Fixed Annual Guarantee Year 2	Fixed Annual Guarantee Year 3	Total
Full Wrap							
Half Wrap							
King Kong Wrap							
Tail Wrap							
King							
Queen							
King/Queen and Headliner							
Tail							
Interior							
Bus Shelters							

\* All Inclusive Rate

**Total Cost :**

**RFP 2025-06 TRANSIT MARKETING SERVICES  
ATTACHMENT E – REQUIRED FORMS**

**CURRENT CLIENT REFERENCES**

Proposer by its signature below, certifies that the following references for Transit Advertising Services over the last seven (7) years (use additional pages as necessary): (A minimum of 5 are required)

<b>Agency Name</b>	<b>Contact Name/Phone/email address</b>	<b>Year</b>
1.		
2.		
3.		
4.		
5.		
6.		
7.		

\_\_\_\_\_  
Signature of the Proposer's Authorized Official

\_\_\_\_\_  
Name and Title of the Proposer's Authorized Official

\_\_\_\_\_  
Company Name

\_\_\_\_\_  
Date

**RFP 2025-06 TRANSIT MARKETING SERVICES  
ATTACHMENT E – REQUIRED FORMS**

**NON-COLLUSION AFFIDAVIT  
(Per Public Contract Code Section 7106)**

State of California )  
 ) ss.  
County of \_\_\_\_\_)

\_\_\_\_\_, being first duly sworn, deposes and says that he or she is \_\_\_\_\_, of \_\_\_\_\_ ("Proposer") the party making the foregoing proposal that the proposal is not made in the interest of, or on behalf of, any undisclosed person, partnership, company, association, organization, or corporation; that the proposal is genuine and not collusive or sham; that the Proposer has not directly or indirectly solicited any other Proposer to put in a false or sham proposal, and has not directly or indirectly colluded, conspired, connived, or agreed with any Proposers or anyone else to put in a sham proposal, or that anyone shall refrain from bidding; that the Proposer has not in any manner, directly or indirectly, sought by agreement, communication, or conference with anyone to fix the proposal fee of the Proposer or any other Proposer, or to fix any overhead, profit, or cost element of the proposal fee, or of that of any other Proposer, or to secure any advantage against the public body making the award of anyone interested in the proposed award; that all statements contained in the proposal are true; and, further, that the Proposer has not, directly or indirectly, submitted his or her proposal fee or any breakdown thereof, or the contents thereof, or divulged information or data relative thereto, or paid, and will not pay, any fee to any corporation, partnership, company association, organization, proposal depository, or to any member or agent thereof to effectuate a collusive or sham proposal.

I certify (or declare) under penalty of perjury under the laws of the State of California that the foregoing is true and correct.

Signature	Company Name
Printed Name	Title

SUBSCRIBED AND SWORN TO BEFORE ME

This \_\_\_\_\_ day of \_\_\_\_\_, \_\_\_\_\_.

\_\_\_\_\_  
Notary Public (Seal)

# RFP 2025-06 TRANSIT MARKETING SERVICES

## ATTACHMENT E – REQUIRED FORMS

### FTA CERTIFICATION REGARDING DEBARMENT,

### DEBARRED PROPOSERS' CERTIFICATION SUSPENSION, INELIGIBILITY AND VOLUNTARY EXCLUSION

For Contracts and Subcontracts in Excess of \$25,000.00

#### Instructions for Certification

1. By signing and submitting its bid or proposal, the prospective lower tier participant is providing the signed certification set out below.
2. The certification in this clause is a material representation of fact upon which reliance was placed when this transaction was entered into; If it is later determined that the prospective lower tier participant knowingly rendered an erroneous certification, in addition to other remedies available to the Federal Government, VVTA may pursue available remedies, including suspension and/or debarment.
3. The prospective lower tier participant shall provide immediate written notice to VVTA if at any time the prospective lower tier participant learns that its certification was erroneous when submitted or has become erroneous by reason of changed circumstances.
4. The terms “covered transaction,” “debarred,” “suspended,” “ineligible,” “lower tier covered transaction,” “participant,” “persons,” “principal,” “proposal,” and “voluntary excluded,” as used in this clause, have the meanings set out in the Definitions and Coverage sections of rules implementing Executive Order 12549 [49 C.F.R. Part 29]. You may contact VVTA for assistance in obtaining a copy of those regulations.
5. The prospective lower tier participant agrees by submitting its bid or proposal that, should the proposed covered transaction be entered into, it shall not knowingly enter into any lower tier covered transaction with a person who is debarred, suspended, declared ineligible, or voluntarily excluded from participation in this covered transaction, unless authorized in writing by VVTA.
6. The prospective lower tier participant further agrees by submitting its bid or proposal that it will include the clause, set out below, titled “Certification Regarding Debarment, Suspension, Ineligibility and Voluntary Exclusion – Lower Tier Covered Transaction,” without modification, in all lower tier covered transactions and in all solicitations for lower tier covered transactions and in all solicitations for lower tier covered transactions.
7. A participant in a covered transaction may rely upon a certification of a prospective participant in a lower tier covered transaction that it is not debarred, suspended, ineligible, or voluntarily excluded from the covered transaction, unless it knows that the certification is erroneous. A participant may decide the method and frequency by which it determines the eligibility of its principals. Each participant may, but is not required to, check the Non-procurement List issued by U.S. General Service Administration.

## RFP 2025-06 TRANSIT MARKETING SERVICES ATTACHMENT E – REQUIRED FORMS

8. Nothing contained in the foregoing shall be construed to require establishment of system of records in order to render in good faith the certification required by this clause. The knowledge and information of a participant is not required to exceed that which is normally possessed by a prudent person in the ordinary course of business dealings.
9. Except for transactions authorized under Paragraph 5 of these instructions, if a participant in a covered transaction knowingly enters into a lower tier covered transaction with a person who is suspended, debarred, ineligible, or voluntarily excluded from participation in this transaction, in addition to all remedies available to the Federal Government, RT may pursue available remedies including suspension and/or debarment.

### **“Certification Regarding Debarment, Suspension, Ineligibility and Voluntary Exclusion – Lower Tier covered Transaction”**

1. The prospective lower tier participant certifies, by submission of its bid or proposal, that neither it nor its “principals” [as defined at 49 C.F.R. §29.105(p)] is presently debarred, suspended, proposed for debarment, declared ineligible, or voluntarily excluded from participation in this transaction by any Federal department or agency.
2. When the prospective lower tier participant is unable to certify to the statement in this certification, such prospective participant shall attach an explanation to its bid or proposal.

---

Signature of the Proposer’s Authorized Official

---

Name and Title of the Proposer’s Authorized Official

---

Company Name

---

Date

**RFP 2025-06 TRANSIT MARKETING SERVICES  
ATTACHMENT E – REQUIRED FORMS**

**FTA CERTIFICATION OF RESTRICTIONS ON LOBBYING  
(For Proposals Over \$100,000)**

I. \_\_\_\_\_, hereby certify on behalf of \_\_\_\_\_ (Company Name)  
that:

1. No Federal or State appropriated funds have been paid or will be paid, by or on behalf of the undersigned, to any person for influencing or attempting to influence an officer or employee of any State or Federal agency, a Member of the State Legislature or the United States Congress, an officer or employee of the Legislature or Congress, or an employee of a Member of the Legislature or Congress, in connection with the awarding of any State or Federal contract, the making of any State or Federal grant, the making of any State or Federal loan, the entering into of any State or Federal cooperative agreement and the extension, continuation, renewal, amendment or modification of any State or Federal contract, grant, loan, or cooperative agreement.
2. If any funds other than Federal appropriated funds have been paid or will be paid to any person for influencing or attempting to influence an officer or employee of any Federal agency, a Member of Congress, or an officer or employee of Congress, in connection with this contract, grant, loan or cooperative agreement, which is funded in whole or in part by Federal funds, the undersigned shall complete and submit Standard Form–LLL, “Disclosure Form to Report Lobbying,” in accordance with its instructions.
3. The undersigned shall require that the language of this certification be included in the award documents for any subcontractor at any tier performing work under this Federal-Aid funded Contract and that all subcontractors of any tier shall certify and disclose accordingly.

This certification is a material representation of fact upon which reliance is placed when this transaction was made or entered into. Submission of this certification is a prerequisite for making or entering into this transaction imposed by § 13 52, Title 31, U.S. Code. Any person who fails to file the required certification shall be subject to a civil penalty of not less than \$10,000 and not more than \$100,000 for each such failure.

Executed this \_\_\_\_\_ day of \_\_\_\_\_, \_\_\_\_\_

\_\_\_\_\_  
Signature of the Proposer's Authorized Official

\_\_\_\_\_  
Name and Title of the Proposer's Authorized Official

\_\_\_\_\_  
Company Name

\_\_\_\_\_  
Date



**RFP 2025-06 TRANSIT MARKETING SERVICES  
ATTACHMENT E – REQUIRED FORMS**

**PROPOSAL DEVIATION, PRE-OFFER CHANGE OR APPROVED EQUAL**

This form shall be completed for each condition, exception, reservation or understanding (i.e., deviation) in the proposal according to “Condition, Exceptions Reservations and Understanding.” This form must also be used for requested clarifications, changes, substitutes or approval of items equal to items specified with a brand name, and must be submitted as far in advance of the Due Date as specified in “Proposal Timeline”

Deviation Number: \_\_\_\_\_ Proposer: \_\_\_\_\_

Email Address: \_\_\_\_\_ Phone Number: \_\_\_\_\_

Page Number: \_\_\_\_\_ Section: \_\_\_\_\_

**Detailed**

**Description of Requested Deviation:**

**Rationale**

**(Pros and Cons):**

**RFP 2025-06 TRANSIT MARKETING SERVICES  
ATTACHMENT E – REQUIRED FORMS**

**ACKNOWLEDGEMENT OF ADDENDA**

The following form shall be completed and included in the proposal package.

Failure to acknowledge receipt of all addenda may cause the proposal to be considered non-responsive to the solicitation. Acknowledged receipt of each addendum must be clearly established and included with the Offer.

The undersigned Proposer acknowledges receipt of the following addendum to the documents:

Addendum No.	Date:
Addendum No.	Date:
Addendum No.	Date:
Addendum No.	Date:
Addendum No.	Date:
Addendum No.	Date:

\_\_\_\_\_  
Signature of the Proposer's Authorized Official

\_\_\_\_\_  
Name and Title of the Proposer's Authorized Official

\_\_\_\_\_  
Company Name

\_\_\_\_\_  
Date

**RFP 2025-06 TRANSIT MARKETING SERVICES  
ATTACHMENT E – REQUIRED FORMS**

**SUBCONTRACTOR'S LIST**

(If additional space is needed, supply information on separate form)

COMPANY NAME: \_\_\_\_\_

ADDRESS: \_\_\_\_\_

CITY/STATE/ZIP: \_\_\_\_\_

TELEPHONE: \_\_\_\_\_ FAX: \_\_\_\_\_

EMAIL ADDRESS: \_\_\_\_\_

CONTRACTOR'S LICENSE NUMBER: \_\_\_\_\_ DIR Registration #: \_\_\_\_\_

CERTIFIED DBE? \_\_\_\_\_ CERTIFICATE # \_\_\_\_\_  
YES NO

If yes, please provide certification

COMPANY NAME: \_\_\_\_\_

ADDRESS: \_\_\_\_\_

CITY/STATE/ZIP: \_\_\_\_\_

TELEPHONE: \_\_\_\_\_ FAX: \_\_\_\_\_

EMAIL ADDRESS: \_\_\_\_\_

CONTRACTOR'S LICENSE NUMBER: \_\_\_\_\_ DIR Registration #: \_\_\_\_\_

CERTIFIED DBE? \_\_\_\_\_ CERTIFICATE # \_\_\_\_\_  
YES NO

If yes, please provide certification

COMPANY NAME: \_\_\_\_\_

ADDRESS: \_\_\_\_\_

CITY/STATE/ZIP: \_\_\_\_\_

TELEPHONE: \_\_\_\_\_ FAX: \_\_\_\_\_

EMAIL ADDRESS: \_\_\_\_\_

CONTRACTOR'S LICENSE NUMBER: \_\_\_\_\_ DIR Registration #: \_\_\_\_\_

CERTIFIED DBE? \_\_\_\_\_ CERTIFICATE # \_\_\_\_\_  
YES NO

If yes, please provide certification



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## VVTA Advertising Policy

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Organization Affected: VVTA Board of Directors

Effective Date: 07/15/2024

Approved by: Nancie Goff, CEO

As Authorized by the  
Board of Directors on: 07/15/2024

Attest: Debi Albin, Clerk of the Board

**POLICY / PROCEDURE NO.** 1.01.24

---

### **VVTA Advertising Policy**

WHEREAS, VVTA has decided to sell space for advertising on its Buses, Infotainment Screens, Car Card spaces, bus shelters, or other property, for the purpose of generating revenue for VVTA's transit operations and growing transit ridership;

VVTA will accept the following types of advertising:

**“Commercial Advertisement”** means an advertisement that promotes or solicits the lawful sale, rental, distribution or availability of goods, services, food, entertainment, events, programs, transactions, donations, products, or property (real or personal) for lawful commercial or noncommercial purposes.

**“Public Service Announcements”** are Announcements which are sponsored by either a government entity or a nonprofit corporation that is exempt from taxation under Section 501(c)(3) of the Internal Revenue Code and which are directed to the general public or a significant segment of the public and relate to:

- a. Prevention or treatment of illnesses.
- b. Promotion of safety or personal well-being.
- c. Education or training.
- d. Art or culture.
- e. Provision of children and family services.
- f. Solicitation by broad-based contribution campaigns which provide funds to multiple charitable organizations.
- g. Provision of services and programs that provide support to low-income citizens, senior citizens and people with disabilities.

**“Governmental Entity Public Service Announcements”** are announcements or information provided by any governmental entity or governmental agency or any governmental function whether it be proprietary, regulatory, administrative, educational or otherwise related to the public health, safety or welfare.

VVTA will **not** accept the following types of advertising:

1. False, Misleading, or Deceptive Commercial Speech.
2. Libelous or Illegal Speech, Copyright Infringement, etc. that may subject VVTA to litigation.
3. Unlawful Goods or Services.
4. Any advertisement containing, implying or declaring an endorsement by VVTA, its Directors', management, etc.
5. Prurient Interest. The advertisement contains material that describes, depicts, or represents sexual activities, or aspects of human anatomy.
6. “Adult”–Oriented goods or services.
7. Obscenity or Nudity.
8. Unlawful and Detrimental Conduct. The advertisement, or any material contained in it, promoting, or encouraging illegal behavior or activities.
9. Harmful or Disruptive to public transit services.
10. Violence. The advertisement contains an act or acts of violence or harm on a person or animal.
11. Firearms. Firearms dealers, company, or image
12. Profanity.
13. Alcohol/Tobacco/Smoking/Marijuana use.
14. Graphic Images - The depiction of human or animal bodies or body parts, or fetuses, in states of mutilation, dismemberment, decomposition, or disfigurement.
15. Political Information or campaigns for individuals or ballot measures.
16. Religious Information.
17. Not limited to any advertising compliance or legal issue that does not comply with VVTA standards.

**It is VVTA's declared intent to maintain advertising space on its property as a nonpublic forum and not to allow its transit vehicles or property to become a public forum for the dissemination, debate, or discussion of public issues or issues that are political or religious in nature.**

VVTA's Advertising Policy is intended to be an objective and enforceable standard for advertising that is consistently applied.

VVTA shall maintain exclusive authority and control over where advertisements in general shall be displayed on its property.

All third-party advertisements appearing on VVTA property must contain the following disclaimer: "The views and/or opinions expressed by the advertiser are not necessarily those of VVTA." This disclaimer shall appear in a consistent form and manner on all third-party advertisements.

By accepting any material, art or copy for advertising under this policy, VVTA does not endorse any goods, products, services, or agree with the message conveyed by the advertisement. Advertisers are solely responsible for the content of their advertisements.

Nothing in this Advertising Policy shall be interpreted or construed to prevent VVTA from displaying messages or information on its property promoting or supporting public transit or VVTA.

All prior policies of VVTA concerning advertising on VVTA property, either written or oral, shall be deemed null and void as of the effective date of this Advertising Policy.

# VVTA RFP 2025-06 TRANSIT ADVERTISING CONSULTANT

## EXHIBIT 1 – Q&A FROM PREVIOUS RFP

The following questions were posed during the prior RFP, as well as the answers from VVTA Staff:

**Q1:** "...Please confirm that full wraps will be for advertising purposes only not for custom wraps or special events for non-advertising purposes (e.g. anniversaries or season celebrations)."

**A1:** That is correct. Anything that is not advertising will be handled in-house and not through the resulting contract from this RFP.

**Q2:** "How many buses are currently in VVTA's Fleet, and would it be possible to get pictures of the buses?"

**A2:** VVTA has 75 Fixed Route Buses (32-40') and 41 Cutaway Buses for Demand Response. Measurements from Vendor information when buses were purchased is included with this exhibit.

**Q3:** "How many bus shelters does VVTA have, and how many of those will be available for advertising as part of this RFP? Will bus shelters be included in this RFP, or are they managed separately?"

**A3:** VVTA is not including shelters in this RFP.

**Q4:** "Could you share who is currently on the vendor list for bids?"

**A4:** The list from publicpurchase.com is attached. The Pre-Proposal Sign-in Sheet is also attached with this exhibit.

**Q5:** "May we ask VVTA if there is a Bond Requirement in connection with the result of this procurement? Sample contract references a Performance Bond."

**A5:** No. A Performance Bond will not be required.

**Q6:** "As a modification to terms presented: May we ask VVTA to accept a prepaid Minimum Annual Guarantee in lieu of a Bond or in lieu of a monthly guarantee payment?"

**A6:** There isn't a bond requirement for this solicitation. Any change in the terms of the contract will be negotiated with the awarded contractor.

# VVTA RFP 2025-06 TRANSIT ADVERTISING CONSULTANT

## EXHIBIT 1 – Q&A FROM PREVIOUS RFP

**Q7:** “May we ask VVTA to consider a two week extension to allow for proper construction of assets for a timely submission? With two major holidays involved, this would not only benefit VVTA to receive healthy submissions, but also all bidders to construct the best offer possible for VVTA's consideration.”

**A7:** VVTA is not considering an extension currently.

**Q8:** “May we ask VVTA to confirm it intends to award this contract to one advertising contractor?”

**A8:** VVTA intends to award this contract to one proposer.

**Q9:** “To avoid disqualification, may we ask if bidders are allowed to create a financial offer based on total assets vs 'by format' as shown on Attachment E? If allowed, may bidders provide a modified version of Attachment E, write a total at the bottom, provide a separate sheet, etc?”

**A9:** VVTA does need a similar format to what is included in Attachment E to ensure that when evaluating proposals, we are comparing “apples to apples.”

**Q10:** “Could you provide additional details regarding the onboard infotainment system mentioned in the RFP? Specifically, we are seeking clarification on the software requirements, supported file types, content rotation schedule, and any other relevant specifications.”

**A10:** The VVTA Infotainment System is a single 21” screen, one per fixed route Bus. No Infotainment screens in Direct Access vans. File size is 16” x 9” landscape, jpg or pdf are accepted. Screens are run through GMV Syncromatics via enplug.com. Ads get 55% coverage, Stops get 40% coverage and time/weather get 5% coverage. Ads typically run for 30 seconds, but can be customized on how long they show, the frequency and even by days/time.

**Q11:** “Could you clarify the DBE participation percentage required for this RFP? We would appreciate any additional details or confirmation of the specified percentage.”

**A11:** Typically, DBE participation is 5 Points on Federally Funded procurements. This resulting contract for this project is a Revenue Contract so DBE participation is not counted.

**Q12:** “In section d. III, Employment Practices are requested - "policies and procedures, training, including safety training and affiliation/accreditation." We have an extensive training guide with protocols that are unique per garage. How much detail would VVTA like in this section? Should the entire guide be included, or just mentioned?”

**A12:** A link to the guide within your proposal would be acceptable.



# VVTA RFP 2025-06 TRANSIT ADVERTISING CONSULTANT

## EXHIBIT 1 – Q&A FROM PREVIOUS RFP

**Q13:** “In the RFP section V II: Proposer must list all services, equipment, and facilities that the proposer has provided and/or operated under contract during the past five (5) years. Include company name, address, phone number, and contact. Is this referring to (proposer) or subcontractors? How detailed would VVTA like us to be in our response?”

**A13:** Please provide references for similar projects during the past 5 years – 7 references are preferred. VVTA is looking for the references of the proposer and subcontractors. (VVTA reserves the right to reach out to other transit agencies that are publicly known to have contracts with the proposer, but may not have been listed on their reference form.)

**Q14:** “Would VVTA consider waiving the \$1 million professional liability insurance requirement for subcontractors who already carry \$1 million in general liability insurance?”

**A14:** The insurance requirement is for the proposer, not for the subcontractors. The proposer covers the subcontractors with their insurance coverage. If the proposer carries an amount that would cover this under their “excess liability coverage,” VVTA would deem this acceptable.

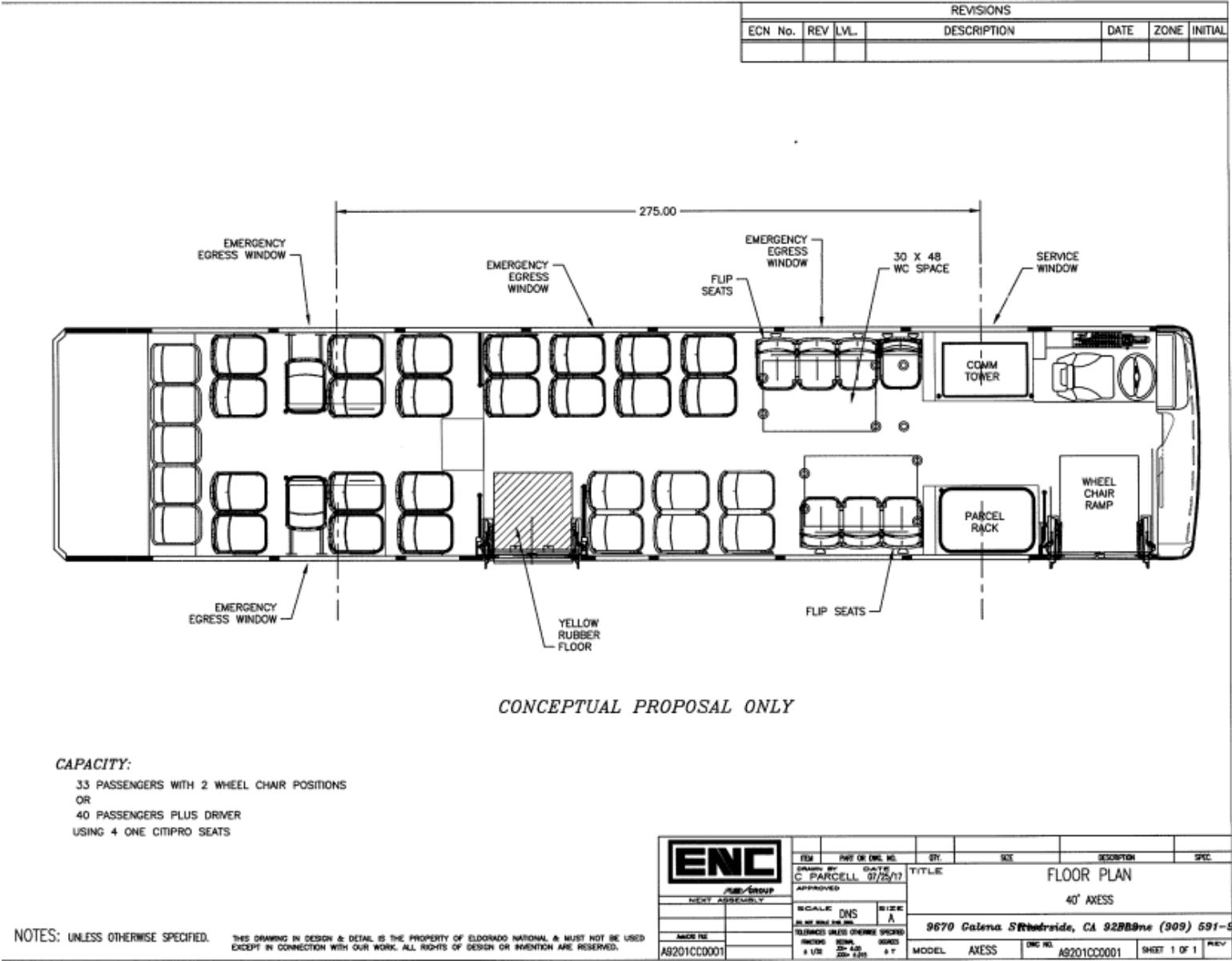
**Q15:** “Is VVTA opposed to additional or alternative ad type offerings other than what is listed in the Scope of Work?”

**A15:** Not at this time.

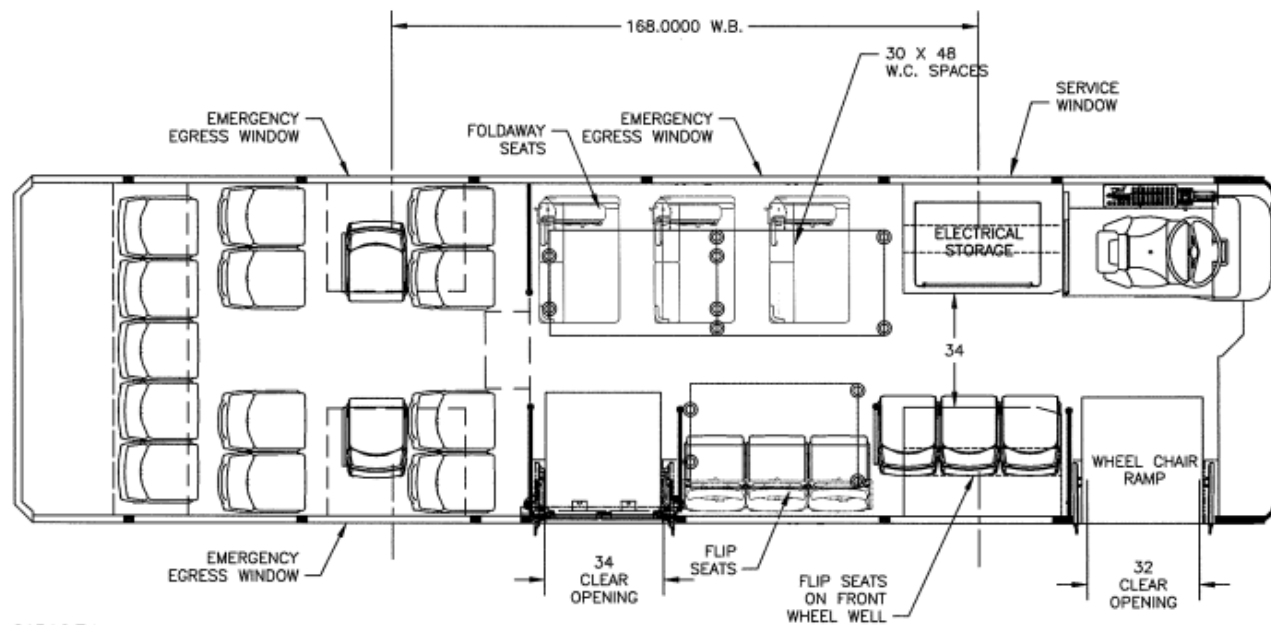
**Q16:** “Could you please provide more info on the business licensing requirements, as laid out in Attachment E Required Forms? Would licensing from other states/cities be considered “California approved?” If you do not have these answers, could you share contact info of the relevant boards/authorities?”

**A16:** City of Hesperia, CA, Business license is the required business license. This will be required of the awarded contractor.

Bus Schematics



REVISIONS						
ECN No.	REV	LVL.	DESCRIPTION	DATE	ZONE	INITIAL



CAPACITY:  
18 PASSENGERS WITH 3 WHEELCHAIR POSITIONS  
OR  
27 PASSENGERS PLUS DRIVER  
USING FREEDMAN CITISEATS

CONCEPTUAL PROPOSAL ONLY

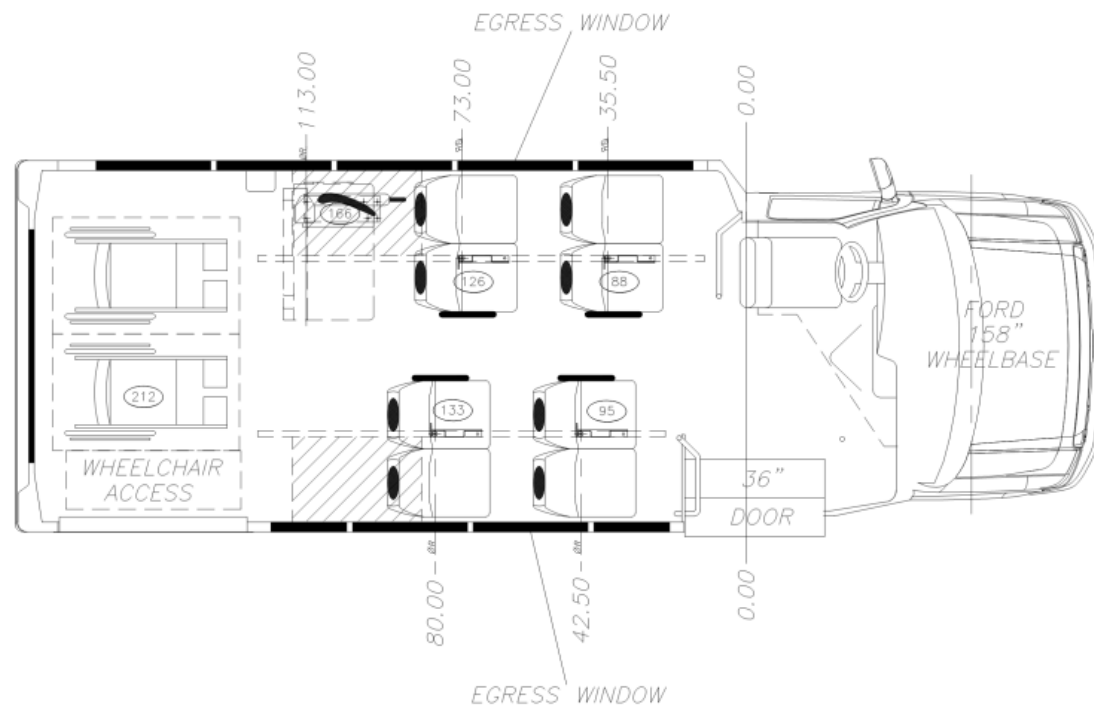
FOR USE WITH  
B6.7 OR BG ENGINE  
OR  
L9N ENGINE  
ONLY

<b>ENC</b>		REV	REV OR DMC NO.	QTY.	SIZE	DESCRIPTION	SPEC.
DESIGNED BY LOREN L. 4/30/15		DATE 4/30/15		TITLE FLOOR PLAN E-Z RIDER 32'			
CHECKED BY NICK ARSENAULT		SCALE 1=40		REVISED BY A		9570 Galena Street Riverside, CA 92509 Phone (909) 591-5557	
DATE FILED		QUANTITIES (UNLESS OTHERWISE SPECIFIED)		REVISED BY		MODEL E-Z RIDER II	
E32-1CC0010		4 U2Z 200 4.0L 2.355 4 T		DMC NO.		E32F1CC0010	SHEET 1 OF 1

NOTES: UNLESS OTHERWISE SPECIFIED.

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LEGEND	
(95)	= C/L FRONT AXLE TO PASS C.G.
Amb. Pass: 10	
W/C Pass: 2	
Max. capacity: 13	



DEALER APPROVAL
<input type="checkbox"/> APPROVED
X _____ CUSTOMER SIGNATURE

**ELDORADO**

1655 WALL STREET  
SALINA, KS. 67401

DO NOT SCALE DRAWING

THIS DRAWING IS THE PROPERTY OF ELDORADO, A REV GROUP COMPANY, AND IS NOT TO BE DUPLICATED OR USED IN ANY WAY DETRIMENTAL TO THEIR BEST INTEREST.

REV. 02/16

TOLERANCE UNLESS SPECIFIED

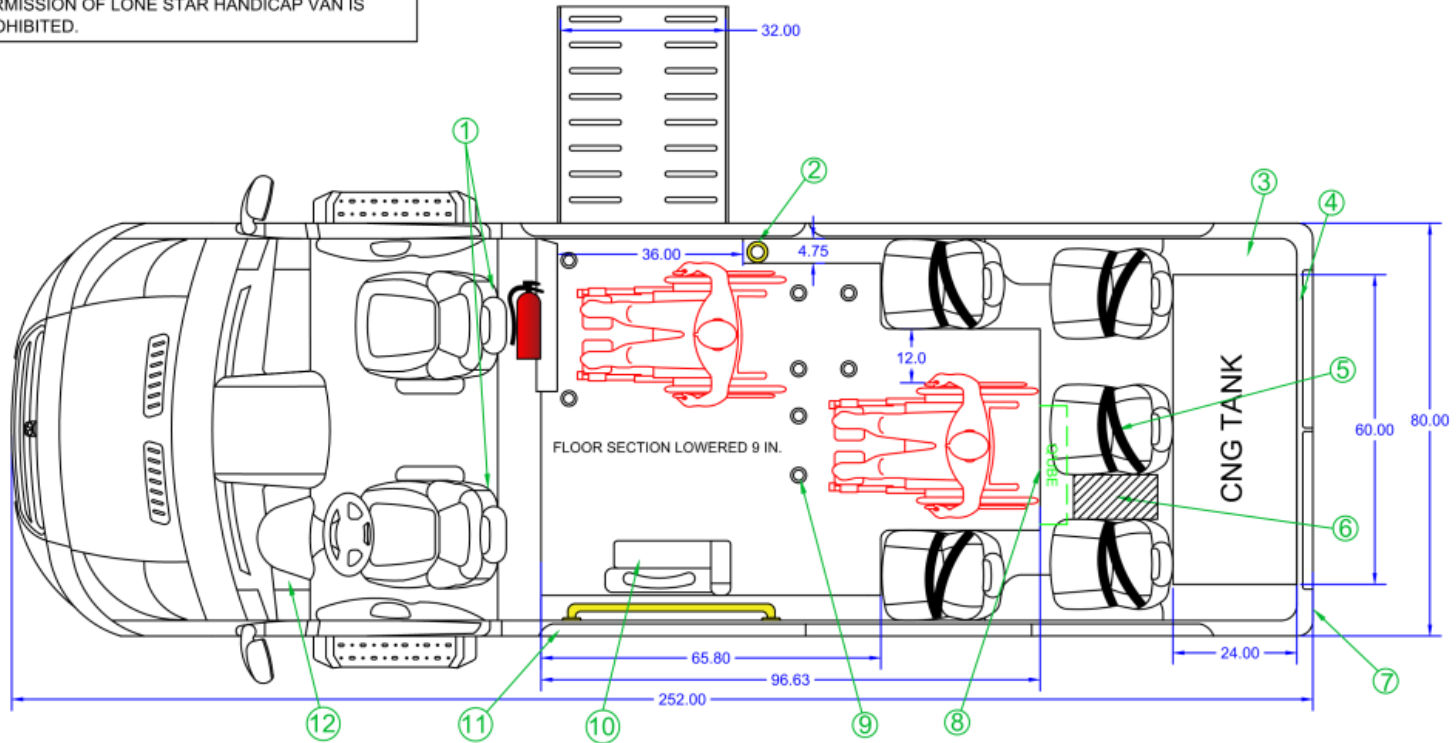
SEAT SPACING  $\pm .25$  (SEAT SPACING NOT TO BE LESS THAN 28.5")

RESTRAINTS  $\pm .25$  (W/C POSITIONS NOT TO BE SMALLER THAN 30 X 48)

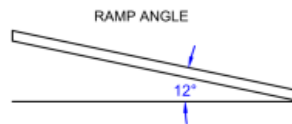
DRAWING INFORMATION			
DRAWN: DAWSON	CKD:		
DATE: 05/20/20	SIZE: A		
SCALE: 1/42	WGT:		
REV.	BY	DATE	DESCRIPTION
-	CD	05/20/20	RELEASE TO PRODUCTION

TITLE: AEROTECH 220 36" ENTRY DOOR / WC DOOR (REAR)	
UNIT NUMBER ATF2211-	PAGE 1 of 1

**CONFIDENTIAL AND PROPRIETARY**  
 THE INFORMATION CONTAINED IN THIS DRAWING IS  
 THE SOLE PROPERTY OF LONE STAR VAN DIVISION  
 82 OF FOREST RIVER. ANY REPRODUCTION IN  
 PART OR AS A WHOLE WITHOUT THE WRITTEN  
 PERMISSION OF LONE STAR HANDICAP VAN IS  
 PROHIBITED.



ADDITIONAL EQUIPMENT			
1	GRT STORAGE BAGS	7	BACK UP ALARM
2	VERTICAL HANDRAIL	8	AMBER LED LIGHTS
3	WARNING TRIANGLES	9	SLIDE AND CLICK
4	FIRST AID KIT	10	DOUBLE FOLD AWAY SEAT
5	A/C UNIT	11	EMERGENCY WINDOW
6	AUX HEATER	12	INTERLOCK SYSTEM

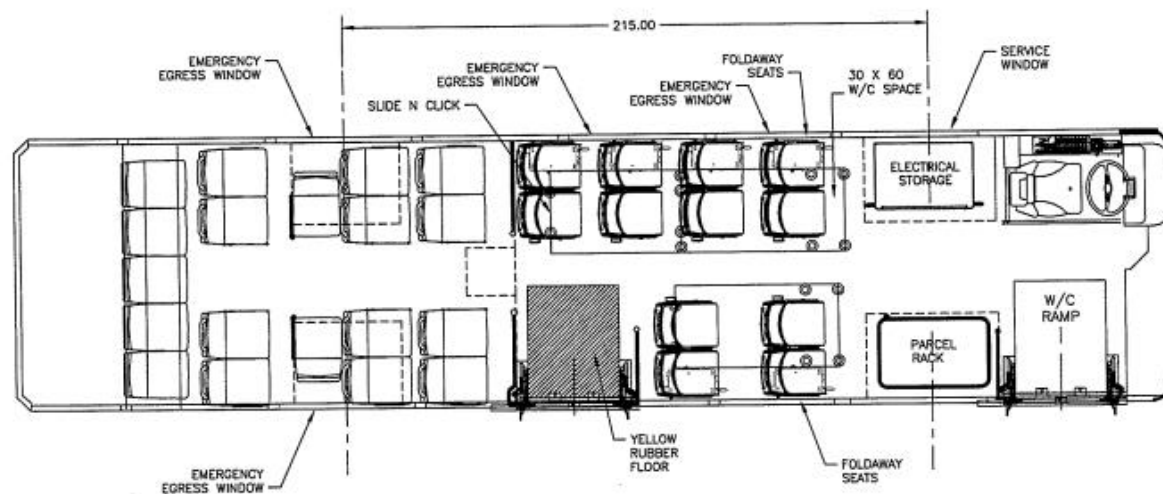


NOTE:  
 THESE ARE APPROXIMATE  
 DIMENSIONS ONLY



TITLE PROMASTER 3500 CNG					
SIZE A	FLOOR LONG	DOOR SLIDING	RAMP SWING AWAY	DRAWN BY: ZCO	
SCALE 1:30	DATE 5/7/2019	SHEET 1 of 1	REV 1		

REVISIONS						
ECN No.	REV	LVL	DESCRIPTION	DATE	ZONE	INITIAL



CONCEPTUAL PROPOSAL ONLY

#### CAPACITY:

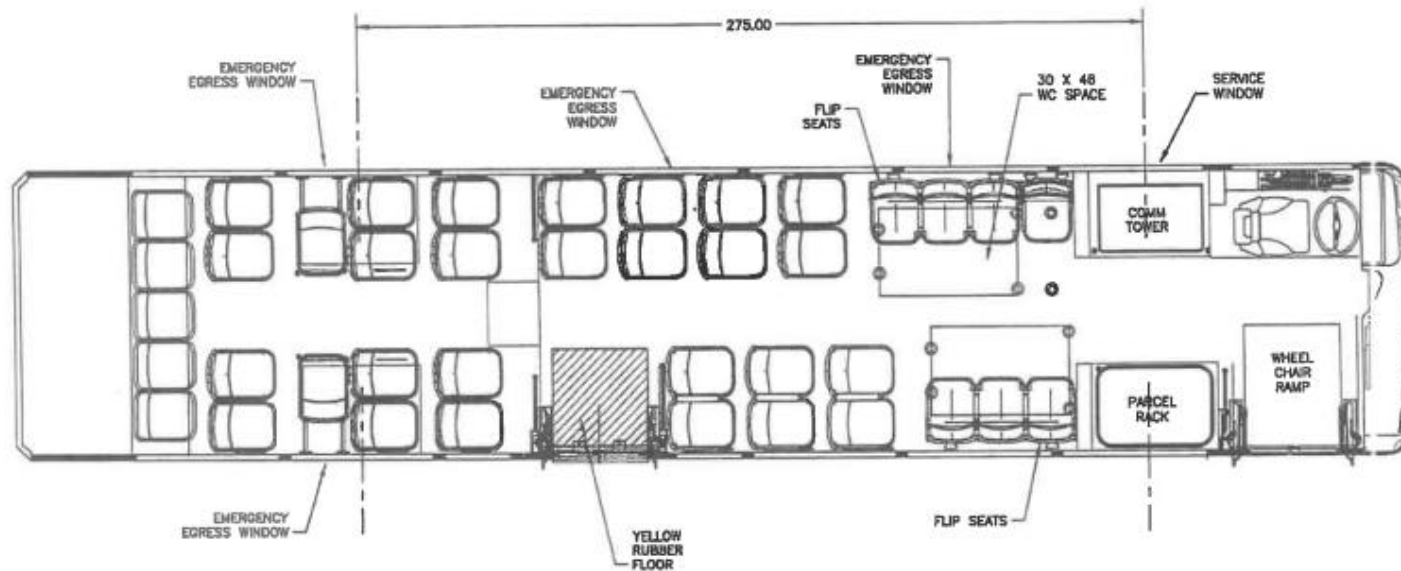
19 PASSENGERS WITH 3 WHEEL CHAIR POSITIONS  
OR  
31 PASSENGERS PLUS DRIVER  
FREEDMAN CITISEATS

NOTES: UNLESS OTHERWISE SPECIFIED.

THIS DRAWING IN DESIGN & DETAIL IS THE PROPERTY OF EL DORADO NATIONAL & MUST NOT BE USED EXCEPT IN CONNECTION WITH OUR WORK. ALL RIGHTS OF DESIGN OR INVENTION ARE RESERVED.

	ITEM	QTY	UNIT OR DIM. NO.	SIZE	DESCRIPTION	SPEC.
	DRAWN BY: C. PARCELL 6/15/18 CHECKED BY: [ ] APPROVED BY: [ ]					
	SCALE: 1"=25' DIMENSIONS: AS SHOWN TOLERANCES: UNLESS OTHERWISE SPECIFIED					
	MODEL: A62F1CF0002					
TITLE: FLOOR PLAN ACCESS 35'				9670 Galena Street, Suite 100, San Francisco, CA 94124 (909) 591-5		
MODEL: A62F1CF0002				SHEET 1 OF 1		

REVISIONS					
ECN No.	REV	LVL	DESCRIPTION	DATE	ZONE INITIAL



CONCEPTUAL PROPOSAL ONLY

**CAPACITY:**

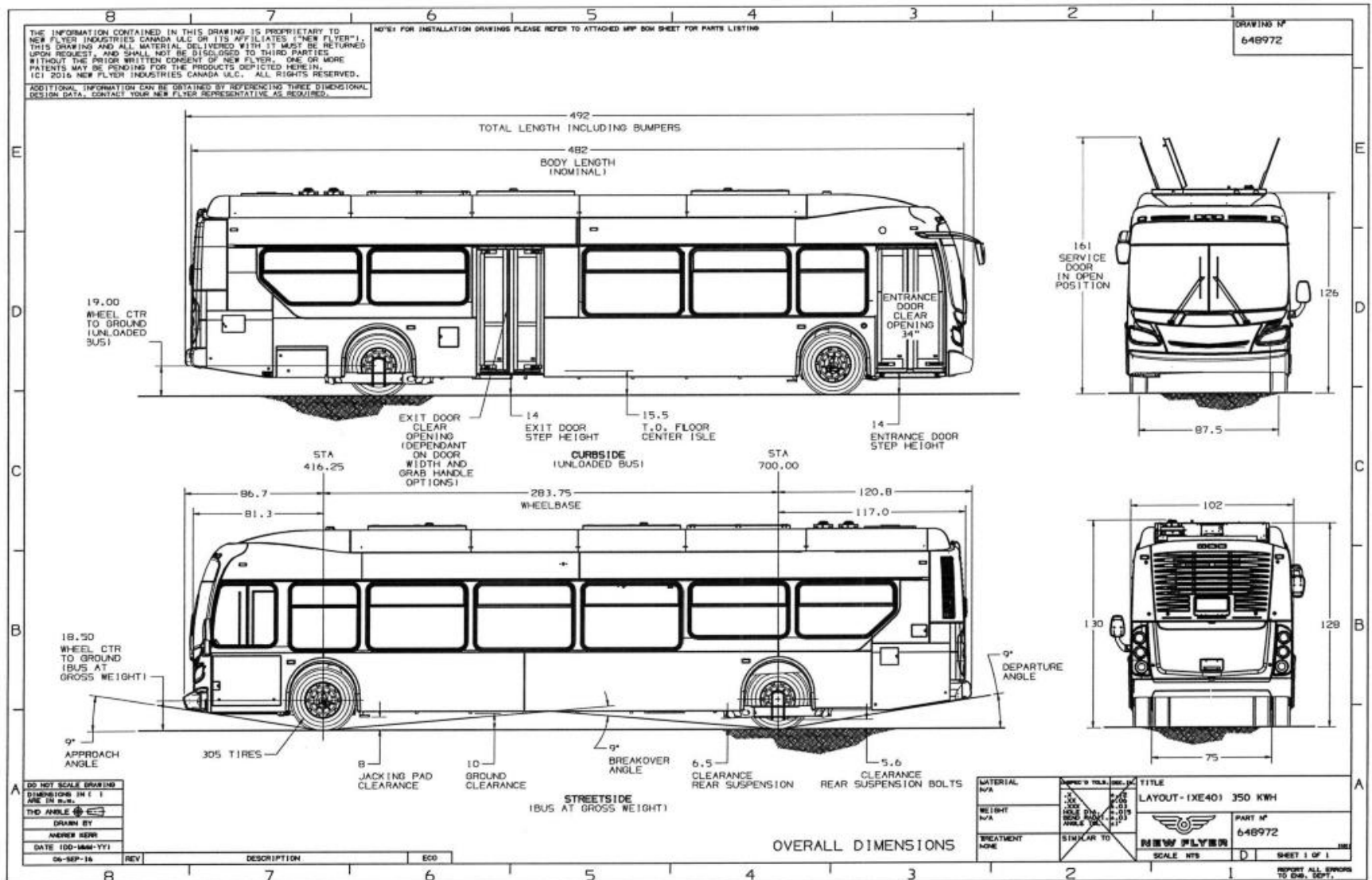
33 PASSENGERS WITH 2 WHEEL CHAIR POSITIONS  
OR  
40 PASSENGERS PLUS DRIVER  
USING 4 ONE CITIPRO SEATS

NOTES: UNLESS OTHERWISE SPECIFIED.

THIS DRAWING IN DESIGN & DETAIL IS THE PROPERTY OF EL DORADO NATIONAL, & MUST NOT BE USED EXCEPT IN CONNECTION WITH OUR WORK. ALL RIGHTS OF DESIGN OR INVENTION ARE RESERVED.

<b>ENC</b>		REV	DATE	BY	CHK	DATE	BY	CHK	DATE	BY	CHK
DRAWN BY C. PARGELL		DATE 9/24/17		TITLE FLOOR PLAN		40' AXESS		9670 Valencia Street, Suite 100, San Francisco, CA 94133			
CHECKED BY APPROVED		SCALE DHS		DATE A		PROJECT 9670 Valencia Street, Suite 100, San Francisco, CA 94133		MODEL AXESS			
PROJECT NO. A8201CC0001		SHEET NO. 1 OF 1		SHEET 1 OF 1		SHEET 1 OF 1		SHEET 1 OF 1			

# New Flyer XE-40 Electric Buses





# List of Companies who access the RFP during the last solicitation

## Access Report

**Agency** Victor Valley Transit Authority  
**Bid Number** 2025-02  
**Bid Title** Transit Marketing Services

Vendor Name	Accessed First Time	Most Recent Access	Documents	Most Recent Response Date
School Wholesale Supplies LL	2024-11-23 03:13 AM PST	2024-11-25 10:18 PM PST	RFP 2025-03 Transit Advertising.pdf	
E.W. McDaniels, Inc.	2024-11-20 06:49 PM PST	2024-11-20 06:49 PM PST	RFP 2025-03 Transit Advertising.pdf	
J Bockler Industries, LLC	2024-11-20 04:59 PM PST	2024-11-20 05:00 PM PST	RFP 2025-03 Transit Advertising.pdf	
NV Media, LLC.	2024-11-21 08:40 AM PST	2024-11-21 09:14 AM PST	21.09.21 How To Do Business With VVTA.pdfRFP 2025-03 Transit Advertising.pdf	
Welborn Social Media	2024-11-21 02:58 PM PST	2024-11-21 02:58 PM PST	RFP 2025-03 Transit Advertising.pdf	
Recess Creative LLC	2024-12-19 07:05 AM PST	2024-12-19 07:05 AM PST		
Mixo Ads Inc.	2024-12-05 07:43 PM PST	2024-12-13 04:22 AM PST	RFP 2025-03 Transit Advertising.pdf	
Zenith Billboards LLC	2024-11-20 04:52 PM PST	2024-12-12 04:51 PM PST	21.09.21 How To Do Business With VVTA.pdfRFP 2025-03 Transit Advertising.pdf	
Dowitcher Designs, Inc.	2024-11-21 09:03 AM PST	2024-12-13 08:32 AM PST	RFP 2025-03 Transit Advertising.pdf	
Engine Room Technology	2024-11-25 12:59 PM PST	2024-11-25 01:00 PM PST	RFP 2025-03 Transit Advertising.pdf	
Legacy79	2024-11-21 08:00 AM PST	2024-11-26 01:09 PM PST	RFP 2025-03 Transit Advertising.pdf	
Bridger Productions, Inc.	2024-12-10 09:47 AM PST	2024-12-10 09:48 AM PST	RFP 2025-03 Transit Advertising.pdf	
Amplifi Group LLC	2024-11-23 10:14 PM PST	2024-11-26 01:41 PM PST	RFP 2025-03 Transit Advertising.pdf	
Lamar Airport Advertising	2024-11-21 07:19 AM PST	2024-11-21 07:19 AM PST	RFP 2025-03 Transit Advertising.pdf	
Brownelnc	2024-11-20 05:06 PM PST	2024-11-26 01:56 PM PST	RFP 2025-03 Transit Advertising.pdf	
Pier 2 Marketing	2024-11-21 12:54 PM PST	2024-11-21 12:55 PM PST	RFP 2025-03 Transit Advertising.pdf	
Octane Advertising & Design	2024-11-21 10:47 AM PST	2024-11-21 10:47 AM PST	RFP 2025-03 Transit Advertising.pdf	
Conlee Outdoor Advertising LL	2024-11-20 04:52 PM PST	2024-11-20 04:52 PM PST		
Apex Outdoor Advertising LLC	2024-11-21 07:00 AM PST	2024-11-21 07:01 AM PST	21.09.21 How To Do Business With VVTA.pdfRFP 2025-03 Transit Advertising.pdf	
ELITE TEXTILE TRADING LLC	2024-11-20 04:03 PM PST	2024-12-19 12:03 PM PST	21.09.21 How To Do Business With VVTA.pdfRFP 2025-03 Transit Advertising.pdf	
BTMC LLC	2024-12-02 08:46 AM PST	2024-12-02 09:30 AM PST	2025-02 Adden no.1.pdf21.09.21 How To Do Business With VVTA.pdfRFP 2025-03 Transit Advertising.pdf	
Vulcan Creative, LLC.	2024-12-10 11:13 PM PST	2024-12-10 11:14 PM PST	RFP 2025-03 Transit Advertising.pdf	
Two Q, Inc.	2024-11-21 08:03 AM PST	2024-11-21 08:04 AM PST	RFP 2025-03 Transit Advertising.pdf	
JamLoop	2024-11-20 05:25 PM PST	2024-11-20 05:25 PM PST	RFP 2025-03 Transit Advertising.pdf	
Pernsteiner Creative Group, In	2024-11-21 08:55 AM PST	2024-11-26 02:59 PM PST	RFP 2025-03 Transit Advertising.pdf	
Brand Ranch Media	2024-11-25 07:55 AM PST	2024-11-25 07:58 AM PST	RFP 2025-03 Transit Advertising.pdf	
TG Page Design Group	2024-11-25 02:29 PM PST	2024-11-25 02:29 PM PST	21.09.21 How To Do Business With VVTA.pdfRFP 2025-03 Transit Advertising.pdf	
Tripepi Smith & Associates, Inc	2024-11-25 08:18 AM PST	2024-11-25 08:18 AM PST	RFP 2025-03 Transit Advertising.pdf	
The Grid Agency	2024-11-21 06:37 AM PST	2024-11-21 06:37 AM PST		
Station Four	2024-11-21 06:08 AM PST	2024-11-21 06:08 AM PST	21.09.21 How To Do Business With VVTA.pdfRFP 2025-03 Transit Advertising.pdf	
Turbo Images, Inc.	2024-11-21 08:13 AM PST	2024-11-21 08:20 AM PST	RFP 2025-03 Transit Advertising.pdf	
ArcStone	2024-12-02 11:58 AM PST	2024-12-02 11:58 AM PST	RFP 2025-03 Transit Advertising.pdf	
Preciscreen Inc	2024-12-07 08:48 PM PST	2024-12-12 08:01 PM PST	RFP 2025-03 Transit Advertising.pdf	
AFFIRM	2024-11-21 12:00 PM PST	2024-11-21 12:00 PM PST	21.09.21 How To Do Business With VVTA.pdfRFP 2025-03 Transit Advertising.pdf	
Baker & Bonner Creative Empc	2024-11-21 05:47 AM PST	2024-11-21 05:47 AM PST	21.09.21 How To Do Business With VVTA.pdfRFP 2025-03 Transit Advertising.pdf	
142 Productions	2024-11-22 02:40 PM PST	2024-11-22 02:40 PM PST		
Betsy Ehlen Hall	2024-11-20 05:31 PM PST	2024-11-20 05:31 PM PST		
Alcance Media Group LLC	2024-11-20 05:01 PM PST	2024-11-20 05:01 PM PST		
Cummings Design + Advertisin	2024-11-21 09:35 AM PST	2024-11-21 09:36 AM PST	RFP 2025-03 Transit Advertising.pdf	
Ignited LLC	2024-11-20 07:46 PM PST	2024-11-20 07:46 PM PST	21.09.21 How To Do Business With VVTA.pdfRFP 2025-03 Transit Advertising.pdf	
SLIDEFACTORY	2024-11-20 07:51 PM PST	2024-11-20 07:51 PM PST		
Brown Marketing Strategies	2024-12-16 10:48 AM PST	2024-12-16 10:48 AM PST	RFP 2025-03 Transit Advertising.pdf	
Lab Communications, Inc.	2024-11-21 03:34 PM PST	2024-11-21 03:34 PM PST	RFP 2025-03 Transit Advertising.pdf	
The Bid Lab	2024-11-20 11:48 PM PST	2024-12-18 08:25 PM PST		
The Creative Agency	2024-11-20 05:38 PM PST	2024-11-26 02:47 PM PST	21.09.21 How To Do Business With VVTA.pdfRFP 2025-03 Transit Advertising.pdf	
CV Strategies	2024-11-22 08:48 AM PST	2024-11-26 02:42 PM PST	2025-02 Adden no.1.pdf21.09.21 How To Do Business With VVTA.pdfRFP 2025-03 Transit Advertising.pdf	
Team Friday Inc.	2024-11-21 11:15 AM PST	2024-11-21 11:15 AM PST	RFP 2025-03 Transit Advertising.pdf	
Propaganda Design Studio	2024-11-20 04:54 PM PST	2024-11-20 04:54 PM PST	RFP 2025-03 Transit Advertising.pdf	
Envision Advertising Design & Govly	2024-12-01 09:21 AM PST	2024-12-01 09:21 AM PST		
Atlas Strategic Communication	2024-11-27 11:23 AM PST	2024-12-14 08:02 PM PST	2025-02 Adden no.1.pdf21.09.21 How To Do Business With VVTA.pdfRFP 2025-03 Transit Advertising.pdf	
MHD Group, Inc.	2024-11-20 05:04 PM PST	2024-11-20 05:04 PM PST		
HAYAH STILL SSM	2024-11-21 05:59 AM PST	2024-11-21 05:59 AM PST	RFP 2025-03 Transit Advertising.pdf	
New Block Digital Agency	2024-11-26 09:26 AM PST	2024-11-26 09:26 AM PST	RFP 2025-03 Transit Advertising.pdf	
S. Groner Associates, Inc.	2024-11-20 04:59 PM PST	2024-11-20 04:59 PM PST		
Sundance Brand	2024-11-21 10:39 AM PST	2024-11-21 10:39 AM PST	RFP 2025-03 Transit Advertising.pdf	
MC2 Design Group, Inc.	2024-12-01 06:25 PM PST	2024-12-01 06:25 PM PST	RFP 2025-03 Transit Advertising.pdf	
Ilium Associates	2024-11-21 09:51 AM PST	2024-11-26 02:41 PM PST	21.09.21 How To Do Business With VVTA.pdfRFP 2025-03 Transit Advertising.pdf	
Transit Media, Inc.	2024-11-20 05:03 PM PST	2024-12-02 11:11 AM PST	2025-02 Adden no.1.pdf21.09.21 How To Do Business With VVTA.pdfRFP 2025-03 Transit Advertising.pdf	
Searle Creative Group LLC	2024-11-21 08:58 AM PST	2024-11-21 08:59 AM PST	RFP 2025-03 Transit Advertising.pdf	
ADVENT TRINITY LLC	2024-11-21 06:19 AM PST	2024-11-22 06:30 AM PST	21.09.21 How To Do Business With VVTA.pdfRFP 2025-03 Transit Advertising.pdf	
Inland Empire Broadcasting Co	2024-11-21 09:51 AM PST	2024-11-21 09:51 AM PST		
The Gemini Group II LTD	2024-11-22 08:55 AM PST	2024-11-22 08:56 AM PST	RFP 2025-03 Transit Advertising.pdf	
The Service Shop Marketing A	2024-11-20 04:57 PM PST	2024-11-25 12:23 PM PST		
good stuff partners	2024-11-20 06:22 PM PST	2024-11-20 06:22 PM PST		
Ask IT Consulting Inc.	2024-11-20 07:05 PM PST	2024-11-20 08:48 PM PST	21.09.21 How To Do Business With VVTA.pdfRFP 2025-03 Transit Advertising.pdf	
FedEx Office (formerly FedEx)	2024-11-25 01:23 PM PST	2024-11-25 01:23 PM PST		
Moore & Associates	2024-11-21 06:01 AM PST	2024-11-21 06:01 AM PST	21.09.21 How To Do Business With VVTA.pdfRFP 2025-03 Transit Advertising.pdf	
Yudit Design	2024-11-21 05:24 AM PST	2024-11-21 05:24 AM PST		
Jason K. Orellana	2024-11-20 05:20 PM PST	2024-11-20 05:20 PM PST	RFP 2025-03 Transit Advertising.pdf	
Beasley Media Group	2024-11-21 05:37 AM PST	2024-11-21 05:38 AM PST	RFP 2025-03 Transit Advertising.pdf	
PRACO, Ltd	2024-11-25 09:44 AM PST	2024-11-25 09:44 AM PST	RFP 2025-03 Transit Advertising.pdf	
AS BETTER SOLUTION, LLC	2024-11-20 05:27 PM PST	2024-11-20 05:27 PM PST	RFP 2025-03 Transit Advertising.pdf	
The Woodshop NW	2024-12-05 03:39 PM PST	2024-12-05 03:40 PM PST	RFP 2025-03 Transit Advertising.pdf	
Dovetail Inc	2024-11-20 05:05 PM PST	2024-11-20 05:05 PM PST	RFP 2025-03 Transit Advertising.pdf	
Time Advertising	2024-11-20 06:56 PM PST	2024-11-22 02:07 PM PST	21.09.21 How To Do Business With VVTA.pdfRFP 2025-03 Transit Advertising.pdf	
Starr Advertising LLC	2024-11-20 04:52 PM PST	2024-11-20 04:53 PM PST	RFP 2025-03 Transit Advertising.pdf	
Geographics	2024-11-20 04:49 PM PST	2024-11-21 12:00 PM PST	RFP 2025-03 Transit Advertising.pdf	
Dodge Data & Analytics	2024-11-20 10:36 PM PST	2024-12-18 09:28 PM PST	2025-02 Adden no.1.pdf21.09.21 How To Do Business With VVTA.pdfRFP 2025-03 Transit Advertising.pdf	

Vendor Name	Accessed First Time	Most Recent Access	Documents	Most Recent Response Date
Subset Creative LLC	2024-11-21 08:34 AM PST	2024-11-21 08:34 AM PST	RFP 2025-03 Transit Advertisinging.pdf	
Associated Graphics	2024-11-21 05:29 AM PST	2024-11-21 05:29 AM PST		
AcrobatAnt, LLC	2024-11-21 08:46 AM PST	2024-12-05 08:51 AM PST		
Lamar Transit, LLC	2024-12-12 02:55 PM PST	2024-12-16 07:30 AM PST	2025-02 Adden no.1.pdf21.09.21 How To Do Business With VVTA.pdf	
RMG Communications	2024-11-20 04:52 PM PST	2024-11-20 04:52 PM PST		
Laura Hall, Public Relations	2024-11-20 04:52 PM PST	2024-11-20 04:52 PM PST		
3 Lopez Media Inc	2024-11-21 03:25 AM PST	2024-11-21 03:26 AM PST	RFP 2025-03 Transit Advertisinging.pdf	21.09.21 How To Do Business With VVTA.pdfRFP 2025-03 Transit Advertisinging.pdf
Nest Egg	2024-12-13 04:38 PM PST	2024-12-13 04:40 PM PST	RFP 2025-03 Transit Advertisinging.pdf	
WGNR	2024-11-23 10:03 AM PST	2024-11-23 10:04 AM PST	21.09.21 How To Do Business With VVTA.pdf	
Transit Ads Incorporated (Cart	2024-11-21 09:21 AM PST	2024-11-21 09:21 AM PST	RFP 2025-03 Transit Advertisinging.pdf	
DOTDOT	2024-11-20 06:08 PM PST	2024-11-26 02:04 PM PST		
Highline Partners	2024-11-21 10:24 AM PST	2024-11-21 10:25 AM PST		
OnMark	2024-11-21 10:08 AM PST	2024-11-21 10:08 AM PST	2025-02 Adden no.1.pdf	
Fuse Advancement	2024-11-21 10:07 AM PST	2024-12-07 08:50 PM PST		
Banyan Collaborative LLC	2024-12-02 05:33 PM PST	2024-12-02 05:33 PM PST		
Innis Maggiore Group, Inc.	2024-11-20 06:31 PM PST	2024-11-20 11:38 PM PST	21.09.21 How To Do Business With VVTA.pdfRFP 2025-03 Transit Advertisinging.pdf	2025-02 Adden no.1.pdf21.09.21 How To Do Business With VVTA.pdfRFP 2025-03 Transit Advertisinging.pdf
Barton Marketing Group	2024-11-21 04:22 PM PST	2024-12-11 04:11 PM PST	2025-02 Adden no.1.pdf	
OUTFRONT	2024-11-20 05:11 PM PST	2024-11-20 05:11 PM PST	2024-11-20 05:11 PM PST	
Provisions Media & Consulting	2024-11-20 06:16 PM PST	2024-11-20 06:16 PM PST	RFP 2025-03 Transit Advertisinging.pdf	
Barbara Howard Consulting LL	2024-11-21 09:45 AM PST	2024-11-21 09:46 AM PST		
Advertising Vehicles	2024-11-21 05:42 AM PST	2024-12-13 05:38 AM PST		
iHeartMedia	2024-11-20 05:09 PM PST	2024-11-20 05:09 PM PST	21.09.21 How To Do Business With VVTA.pdfRFP 2025-03 Transit Advertisinging.pdf	21.09.21 How To Do Business With VVTA.pdfRFP 2025-03 Transit Advertisinging.pdf
Niki Jones Agency, Inc	2024-11-22 02:32 PM PST	2024-11-27 10:42 AM PST		
J2 Media	2024-11-21 11:44 AM PST	2024-11-21 11:44 AM PST		
Aqua Marketing & Communicat	2024-11-21 09:01 AM PST	2024-11-21 09:01 AM PST	RFP 2025-03 Transit Advertisinging.pdf	
Sapphire Marketing Inc	2024-11-20 06:53 PM PST	2024-12-16 08:18 AM PST		
EMRL	2024-11-20 04:45 PM PST	2024-11-20 07:32 PM PST		
Mogul Media LLC	2024-11-21 10:08 AM PST	2024-12-03 07:55 AM PST	RFP 2025-03 Transit Advertisinging.pdf	RFP 2025-03 Transit Advertisinging.pdf
Pulsar Advertising, Inc.	2024-11-20 04:47 PM PST	2024-11-20 04:47 PM PST	RFP 2025-03 Transit Advertisinging.pdf	
McGregor Shott, Inc.	2024-11-20 06:52 PM PST	2024-11-20 06:52 PM PST	21.09.21 How To Do Business With VVTA.pdfRFP 2025-03 Transit Advertisinging.pdf	
Argus Communications, Inc	2024-12-13 12:56 PM PST	2024-12-13 12:56 PM PST	RFP 2025-03 Transit Advertisinging.pdf	
GNNR	2024-11-20 07:16 PM PST	2024-11-20 07:16 PM PST		
Moderne Communications, Inc.	2024-11-27 09:03 AM PST	2024-11-27 09:03 AM PST		
Libenzon Group LLC.	2024-11-20 05:22 PM PST	2024-11-20 05:23 PM PST	RFP 2025-03 Transit Advertisinging.pdf	21.09.21 How To Do Business With VVTA.pdfRFP 2025-03 Transit Advertisinging.pdf
Advertising Vehicles Inc.	2024-11-20 06:54 PM PST	2024-11-20 07:04 PM PST	RFP 2025-03 Transit Advertisinging.pdf	
Helen & Company Advertising	2024-11-20 05:02 PM PST	2024-12-18 11:04 AM PST	2025-02 Adden no.1.pdf21.09.21 How To Do Business With VVTA.pdfRFP 2025-03 Transit Advertisinging.pdf	
Rosselli Media Management LI	2024-11-21 10:43 AM PST	2024-11-21 10:44 AM PST	RFP 2025-03 Transit Advertisinging.pdf	RFP 2025-03 Transit Advertisinging.pdf
KAT Video Productions, Inc.	2024-11-21 07:41 AM PST	2024-11-21 07:41 AM PST	RFP 2025-03 Transit Advertisinging.pdf	
Calaveras Enterprise	2024-11-23 10:51 AM PST	2024-11-23 10:51 AM PST		
Barrios and Assoiciates, LLC	2024-11-20 07:04 PM PST	2024-11-20 07:04 PM PST	21.09.21 How To Do Business With VVTA.pdfRFP 2025-03 Transit Advertisinging.pdf	
Hey Salty, Inc.	2024-11-20 04:55 PM PST	2024-11-20 04:55 PM PST		
eDesign Interactive	2024-11-21 07:19 AM PST	2024-11-21 07:19 AM PST		
Blue Flamingo, Inc.	2024-11-21 07:46 PM PST	2024-12-02 02:04 PM PST	21.09.21 How To Do Business With VVTA.pdfRFP 2025-03 Transit Advertisinging.pdf	2025-02 Adden no.1.pdfRFP 2025-03 Transit Advertisinging.pdf
Porter Communications Inc	2024-11-20 04:49 PM PST	2024-11-26 01:09 PM PST	2025-02 Adden no.1.pdf	
Effectv	2024-11-20 05:28 PM PST	2024-11-20 05:29 PM PST	21.09.21 How To Do Business With VVTA.pdfRFP 2025-03 Transit Advertisinging.pdf	
GUILD Consulting LLC	2024-11-20 09:30 PM PST	2024-11-20 09:31 PM PST	21.09.21 How To Do Business With VVTA.pdfRFP 2025-03 Transit Advertisinging.pdf	
idfive, LLC	2024-12-04 09:05 AM PST	2024-12-04 09:05 AM PST		

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**SYD CHURCH**  
Market Manager  
E: [schurch@lamar.com](mailto:schurch@lamar.com)  
O: 909.792.3400 M: 602.999.1485  
F: 909.792.3402  
W: [lamar.com](http://lamar.com)  
**LAMAR TRANSIT OF  
SAN BERNARDINO (L.A. DMA)**  
301 North 9th Street  
Redlands, CA 92374

## 12/24/2024 - Fleet Inventory

ID	Name	Date Purchased	Type of Service
155	Eldorado/Aerotech 240	9/7/2011	ADA
156	Eldorado/Aerotech 240	9/7/2011	ADA
177	Eldorado Aerotech 240	1/1/2015	ADA
178	Eldorado Aerotech 240	1/1/2015	ADA
179	Eldorado Aerotech 240	2/11/2016	ADA
180	Eldorado Aerotech 240	2/11/2016	ADA
181	Eldorado Aerotech 240	2/11/2016	ADA
182	Eldorado Aerotech 240	2/11/2016	ADA
183	Eldorado Aerotech 240	7/20/2017	ADA
184	Eldorado Aerotech 240	7/20/2017	ADA
185	Eldorado Aerotech 240	2/28/2018	ADA
186	Eldorado Aerotech 240	2/28/2018	ADA
187	Eldorado Aerotech 240	2/28/2018	ADA
188	Eldorado Aerotech 240	2/28/2018	ADA
189	Eldorado Aerotech 240	2/28/2018	ADA
190	Eldorado Aerotech 240	2/28/2018	ADA
191	Eldorado Aerotech 240	2/28/2018	ADA
192	Eldorado Aerotech	6/14/2019	ADA
193	Eldorado Aerotech	6/13/2019	ADA
194	Eldorado Aerotech	6/13/2019	ADA
195	Eldorado Aerotech	6/14/2019	ADA
196	Eldorado Aerotech 240 Green Alternative Systems E-450 Super Duty	1/21/2020	ADA
197	Eldorado Aerotech 240 Green Alternative Systems E-450 Super Duty	3/11/2020	ADA
198	Eldorado Aerotech 240 Green Alternative Systems E-450 Super Duty	12/31/2019	ADA
199	Eldorado Aerotech 240 Green Alternative Systems E-450 Super Duty	11/14/2019	ADA
200	Eldorado Aerotech 240 Green Alternative Systems E-450 Super Duty	11/14/2019	ADA
201	Eldorado Aerotech 240 Green Alternative Systems E-450 Super Duty	12/31/2019	ADA
202	Eldorado Aerotech 240 Green Alternative Systems E-450 Super Duty	11/14/2019	ADA
203	Eldorado Aerotech 240 Green Alternative Systems E-450 Super Duty	11/27/2019	ADA
204	Eldorado Aerotech 240 Green Alternative Systems E-450 Super Duty	11/14/2019	ADA
205	Eldorado Aerotech 240 Green Alternative Systems E-450 Super Duty	11/14/2019	ADA
206	Eldorado Aerotech 240 Green Alternative Systems E-450 Super Duty	11/14/2019	ADA
207	Eldorado Aerotech 240 Green Alternative Systems E-450 Super Duty	11/14/2019	ADA
208	Eldorado Aerotech 240 Green Alternative Systems E-450 Super Duty	11/14/2019	ADA
209	Eldorado Aerotech 240 Green Alternative Systems E-450 Super Duty	11/14/2019	ADA
8188	Eldorado Aerotech	12/1/2015	ADA
8192	Eldorado Aerotech	12/1/2015	ADA
8193	Eldorado Aerotech	12/1/2015	ADA
8194	Eldorado Aerotech	12/1/2015	ADA
8195	Eldorado Aerotech	12/1/2015	ADA
8196	Eldorado Aerotech	7/10/2017	ADA
Total	41 DR Buses		
510	Eldorado Axess	2/2/2024	Fixed Route
648	Eldorado Axess	7/13/2023	Fixed Route
649	Eldorado Axess	7/13/2023	Fixed Route
650	Eldorado Axess	7/12/2023	Fixed Route
651	Eldorado Axess	11/1/2023	Fixed Route
652	Eldorado Axess	11/1/2023	Fixed Route
653	Eldorado Axess	1/16/2024	Fixed Route
654	Eldorado Axess	11/1/2023	Fixed Route
655	Eldorado Axess	1/16/2024	Fixed Route
1016	BraunAbility - Voyager	12/8/2023	Fixed Route
1017	BraunAbility - Voyager	12/8/2023	Fixed Route
2022	Eldorado EZ-Rider II	12/18/2020	Fixed Route
2023	Eldorado EZ-Rider II	12/16/2020	Fixed Route
2024	Eldorado EZ-Rider II	12/16/2020	Fixed Route
2025	Eldorado EZ-Rider II	1/19/2021	Fixed Route
2026	Eldorado EZ-Rider II	1/20/2021	Fixed Route
2027	Eldorado EZ-Rider II	2/4/2021	Fixed Route
2028	Eldorado EZ-Rider II	8/18/2022	Fixed Route
2029	Eldorado EZ-Rider II	8/18/2022	Fixed Route

2030	Eldorado EZ-Rider II	8/18/2022	Fixed Route
2031	Eldorado EZ-Rider II	8/18/2022	Fixed Route
301	New Flyer- XE Electric Urban Transit	6/30/2019	Fixed Route
302	New Flyer- XE Electric Urban Transit	8/12/2019	Fixed Route
303	New Flyer- XE Electric Urban Transit	8/2/2019	Fixed Route
304	New Flyer- XE Electric Urban Transit	9/1/2019	Fixed Route
305	New Flyer- XE Electric Urban Transit	8/16/2019	Fixed Route
306	New Flyer- XE Electric Urban Transit	9/9/2019	Fixed Route
307	New Flyer- XE Electric Urban Transit	8/31/2019	Fixed Route
308	New Flyer- XE Electric Urban Transit	10/4/2021	Fixed Route
309	New Flyer- XE Electric Urban Transit	10/19/2021	Fixed Route
310	New Flyer- XE Electric Urban Transit	10/8/2021	Fixed Route
311	New Flyer- XE Electric Urban Transit	10/6/2021	Fixed Route
312	New Flyer- XE Electric Urban Transit	10/8/2021	Fixed Route
507	Eldorado Axess	9/26/2022	Fixed Route
508	Eldorado Axess	9/26/2022	Fixed Route
509	Eldorado Axess	9/26/2022	Fixed Route
617	EI Dorado/Axess-40	12/20/2013	Fixed Route
618	EI Dorado/Axess-40	12/20/2013	Fixed Route
619	EI Dorado/Axess-40	12/20/2013	Fixed Route
620	EI Dorado/Axess-40	12/20/2013	Fixed Route
621	EI Dorado/Axess-40	10/1/2014	Fixed Route
622	EI Dorado/Axess-40	10/1/2014	Fixed Route
623	EIDorado/Axess-40	10/1/2014	Fixed Route
624	Dorado/Axess-40	10/1/2014	Fixed Route
625	EIDorado/Axess-40	12/21/2015	Fixed Route
626	EIDorado National XHF 35"	4/8/2016	Fixed Route
627	EIDorado National XHF 35"	4/8/2016	Fixed Route
628	Eldorado/Axess 35	3/16/2018	Fixed Route
629	Eldorado/Axess 36	3/16/2018	Fixed Route
630	ELDORADO AXESS	3/16/2018	Fixed Route
631	EIDorado/Axess-40	3/16/2018	Fixed Route
632	EIDorado/Axess-40	3/16/2018	Fixed Route
633	EIDorado/Axess-40	3/16/2018	Fixed Route
634	EIDorado/Axess	3/16/2018	Fixed Route
635	EIDorado/Axess	3/16/2018	Fixed Route
636	EIDorado/Axess	3/16/2018	Fixed Route
637	Eldorado Axess	9/17/2018	Fixed Route
638	Eldorado Axess	9/17/2018	Fixed Route
639	Eldorado Axess	9/17/2018	Fixed Route
640	Eldorado Axess	9/17/2018	Fixed Route
641	Eldorado Axess	9/17/2018	Fixed Route
642	Eldorado Axess	9/17/2018	Fixed Route
643	Eldorado Axess	9/17/2018	Fixed Route
644	Eldorado/Axess	2/4/2021	Fixed Route
645	Eldorado/Axess-40	2/4/2021	Fixed Route
646	Eldorado Axess	10/3/2022	Fixed Route
647	Eldorado Axess	10/4/2022	Fixed Route
812	MCI D4500	8/17/2015	Fixed Route
813	MCI D4500	8/17/2015	Fixed Route
814	MCI D4500	8/17/2015	Fixed Route
815	MCI D4500	8/17/2015	Fixed Route
816	MCI D4500	8/17/2015	Fixed Route
817	Eldorado/Axess 40	4/4/2016	Fixed Route
818	Eldorado/Axess 40	4/4/2016	Fixed Route
819	Eldorado/Axess 40	4/4/2016	Fixed Route
Total	75		