

**CITY OF RIDGECREST  
REQUEST FOR PROPOSALS**

**For  
Bus Wrap Services  
July 16, 2012**

**I. INTRODUCTION**

A. Purpose

The City of Ridgecrest recently purchased four new 29-foot buses and will receive two additional 29-foot buses by late September. The City of Ridgecrest is seeking to have all six buses covered with Graphic Wraps in a design specific to our Agency's specifications. The City is also seeking to have two older buses stripped of current labeling, prepped with new graphic wraps. In addition, the City seeks the development of an advertising component for one side of each of the buses for local merchants. It has been determined that your firm may be one of the firms qualified to perform the services. The purpose of this document is to invite proposals for Graphic Wrap

B. Intent

It is the City's intent to solicit fee proposals from qualified firms. The procurement process that will be used is the City of Ridgecrest's Request for Proposal (RFP) process adopted by City Council by Resolution No 02-134. In addition, it is also the intent of the City to negotiate specifically; contract cost for time and materials with an amount not to exceed.

C. Period and Terms of Contract Agreement

The Contract agreement is expected to take effect upon the selection of the most qualified firm, based on the outcome of the RFP Process, and the issuance of a Purchase Order from City Finance dept. and end at the completion of the contracted work or the final invoice. The City reserves the right to negotiate an extension of the contract, if necessary, and solely within its discretion. Any extensions, changes or contract price revisions are subject to City approval.

**II. SCOPE OF WORK**

Typical professional services for the project might include, but are not be limited to the following:

**SPECIFICATIONS**

Film used on buses must not be applied so as to restrict the SAFE use of Emergency windows and or Exits.

50/50 Perf Pattern (50% open) 1.5-mm holes is the preferred film to be used for Windows on buses

Wraps will cover complete vehicle with side wraps extending 18in above roof crown

See attachment A for Bus dominations for 29-foot buses

See attachment B for Bus dominations for 22-foot buses

See attachment C for view of Bus

## PRELIMINARY TASKS

- Initial kick off meeting with City Staff
- Continued Coordination and collection of information
- Create and submit sample designs for new bus branding
- Coordination with staff to analyze and develop design
- Prep buses for design wrap installation
- Installation of Wrap designs on first four 29-foot buses
- Strip two older 22- foot buses of current labeling, prep and install graphic designs on buses
- Strip older van of labeling (not to be wrapped)
- Consult with City on feasibility of Advertising component on an on going basis
- Installation of final two bus Wraps when 29-foot buses arrive in late Sept

## III. CONTENT OF PROPOSALS

Each proposal must include as a minimum, the following:

1. Cover letter with executive summary.
2. Project Manager experience with:
  - a. City and
  - b. Merchants
3. Experience of firm with similar projects
4. Ability to perform with adequate resources to perform the services for the project prior to due date of August 15,2012
5. A **“separate sealed envelope” with detailed fee proposal for a time and materials with an amount not to exceed for the project** identified below.  
**Fee proposal shall also be broken down by each project identified in section V.**
6. Any exceptions to the RFP or Contract Agreement.

## IV. SELECTION PROCESS

The Selection process will be conducted by City staff member(s). The criteria and scoring for selection will be based upon the following:

### **Content of Proposals, 10 pts. Max.**

- |  |        |
|--|--------|
| 1. Cover letter with executive summary   | 1 pt.  |
| 2. Project Manager experience with local Merchants   | 3 pts. |
| 3. Experience of firm with similar projects  | 3 pts. |
| 4. Ability to perform with adequate resources to perform the services prior to due date in August, | 1 pt.  |
| 5. Separate sealed fee proposal.   | 1 pt.  |
| 6. Any exceptions to RFP or Contract Agreement.  | 1 pt.  |

### **Qualifications & Resources, 90 pts. Max.**

- a. Most qualified Firm(s)
  - i. Experience and knowledge of Project Manager for:
    1. Local References 25 pts.
    2. Local base services 10 pts.
  - ii. Experience of Firm with similar projects 40 pts.
- b. Adequate local resources of the firm to provide services for the project prior to submittal due date in August. 15 pts.

The proposals will be reviewed and the top ranked firm will be contacted and the proposal will be discussed in detail. It is the intent of the City to negotiate specifically; contract cost for time and materials with an amount not to exceed. The negotiation of fee will evolve around the appropriateness of the fee relative to the scope of work. However, if successful contract terms, (appropriateness of scope, cost) cannot be negotiated with one firm then the next ranked firm will be called in to negotiate terms, etc.

## V. Continued Projects

It is assumed that after having completed initial design wraps the firm selected would provide but not limited to continued services as listed below:

Some potential projects identified by staff are as follows:

1. Advertising Graphic Design
2. Assist City staff in ongoing Advertising component
3. Complete two additional 29-foot Bus Wraps upon receiving of the two additional buses
4. Design ongoing Graphic Projects

## VI. FORMAT OF PROPOSALS

The proposal does not need to include many boilerplates and pictures. Keep it simple and specific to the project.

Interested Firms must provide the following information in the following format:

1. Cover Page

Prepare a cover page with an executive summary. This cover page must be signed by an authorized officer of the firm.

2. Content of Proposal

The proposal must clearly address and discuss each item identified in **III. Contents of Proposal.**

Provide a **separate sealed proposal for the projects** as identified in the Section V and broken down as described in Section III.

Provide three (3) copies of your proposal **with the project name clearly labeled on the outside of the submittal.** Late proposals will be rejected. Proposals will not be accepted later than 5:00 pm, Wednesday, July 25 2012 and should be sent to the attention of:

Rachel Ford  
City Clerk  
100 West California Ave.  
Ridgecrest, CA 93555  
Phone: (760) 499-5002

## II. QUESTIONS

Questions regarding the contents of this RFP must be submitted in **writing** on or before 12 Noon (PST) on Wednesday, July 18, 2012. Questions should be directed to the City Transit Services Coordinator, Starla Shaver at [sshaver@ridgecrest-ca.gov](mailto:sshaver@ridgecrest-ca.gov). All questions will be answered by email to all potential firms on Monday, July 23, 2012.

# Attachment A 29' Bus

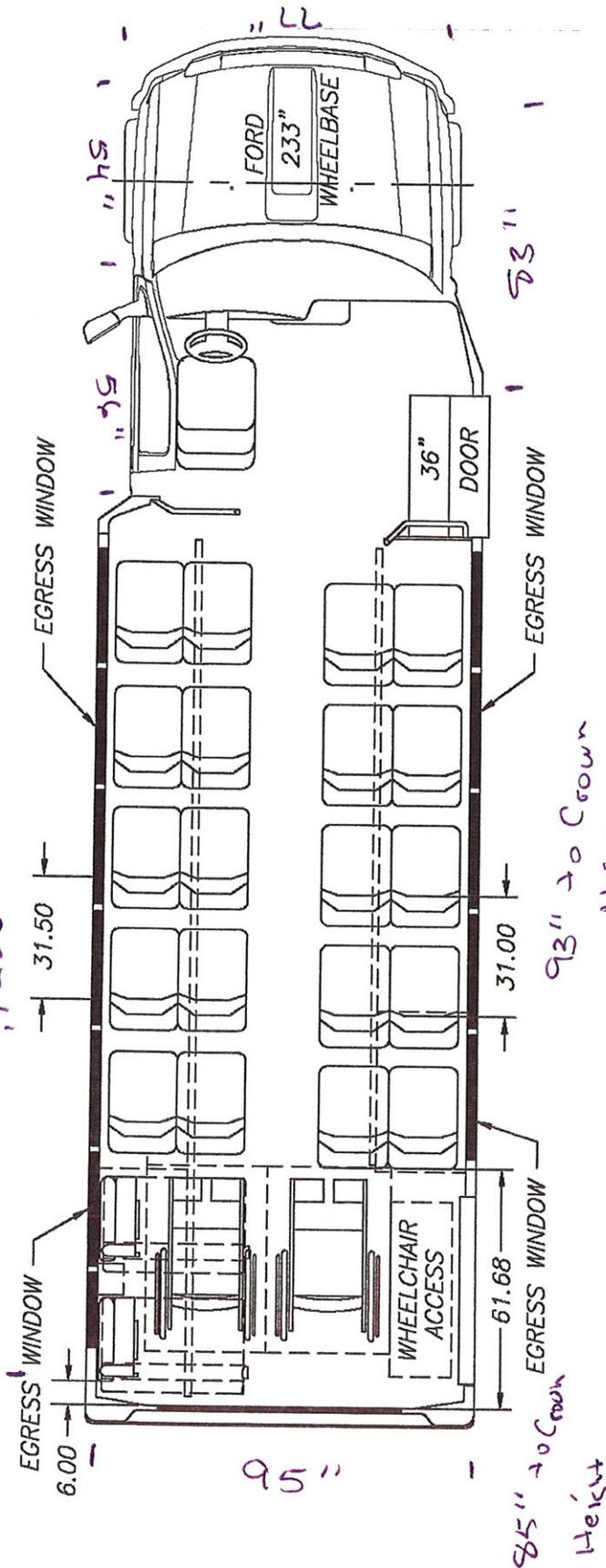
## Optional Floorplan

Length - 29 Feet  
 Width - 75 + 9 inches  
 Height - 75 + 3/4 inch

Double Flip Seat

Double Foldaway Seat

LSC



(20) Ambulatory + (2) Wheelchairs + Driver  
 or  
 (24) Ambulatory + (0) Wheelchairs + Driver

**Eldorado National**  
 — a THOR company —  
 1655 WALL STREET  
 SALINA, KS. 67401

TITLE:  
 AERO ELITE 290 FORD 550  
 36" ENTRY DOOR / WC DOOR (REAR)

UNIT NUMBER  
 AEF2917-SM01

PAGE  
 1 of 1

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DRAWING MILLER CKD:						
DATE: 12/10/10						
SIZE: A						
SCALE: 1/42						
REV. 03/10						
TOLERANCE UNLESS SPECIFIED						
SEAT SPACING ± 1.0 (SEAT SPACING NOT TO BE LESS THAN 28.5")						
RESTRAINTS ± 1.0 (W/C POSITIONS NOT TO BE SMALLER THAN 30 X 48)						

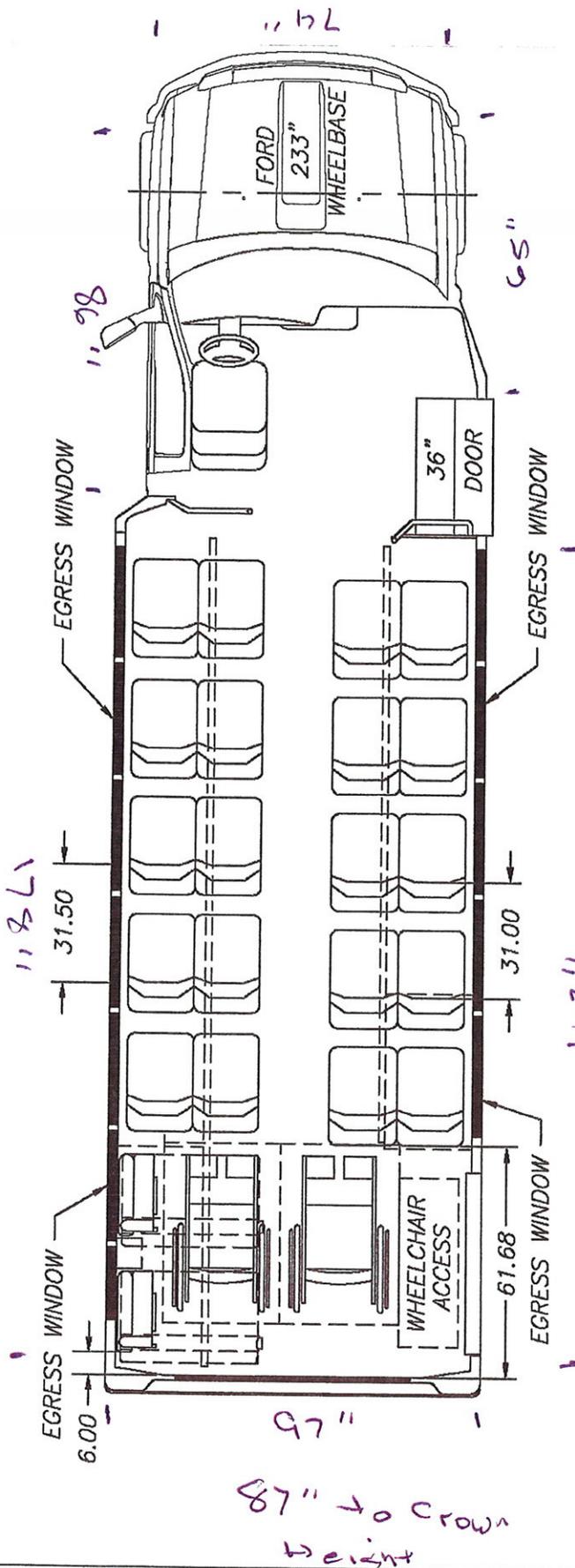
# Attachment B 22' Buses

## Optional Floorplan

Length - 22 feet  
 Width - 8 ft 1 inch  
 Height - 7 ft 3 inch

Double Flip Seat

Double Foldaway Seat



87" to crown height

94" to crown floor  
 or  
 (20) Ambulatory + (2) Wheelchairs + Driver  
 (24) Ambulatory + (0) Wheelchairs + Driver

**Eldorado National**  
 — a THOR company —  
 1655 WALL STREET  
 SALINA, KS. 67401

TITLE:  
 AERO ELITE 290 FORD 550  
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	DATE: 12/10/10				
REV. 03/10	SCALE: 1/42				
TOLERANCE UNLESS SPECIFIED					
SEAT SPACING ± 1.0 (SEAT SPACING NOT TO BE LESS THAN 28.5")					
RESTRAINTS ± 1.0 (W/C POSITIONS NOT TO BE SMALLER THAN 30 X 48)					

# Aero Elite

EIDorado  
National - Kansas  
Thor Industries Commercial Bus Division



## Why Buy the Aero Elite?

### ✓ SAFETY

- Exclusive steel reinforced composite construction has superior impact resistance and is free of rust and corrosion
- Altoona tested to 7 yr/200,000 miles
- Meets FMVSS 220 Rollover Safety Requirements
- ADA compliant
- Weight compliant

### ✓ COMFORT

- Ideal for long road trips – spacious seating, 80" of interior headroom
- Composite body allows for better heating & cooling

### ✓ RELIABILITY

- Building quality buses since 1979
- Durable, heavy duty cutaway bus
- Longest established dealer network to take care of you before, during and after your sale
- Modern ISO 9001:2008-certified manufacturing facility
- On-site exclusive test track (Altoona simulated test track)
- On-site state-of-the-art water test booth

Attachment C

25' to 32' Cutaway Bus