



DATE: June 19, 2015
TO: STA Board
FROM: Jayne Bauer, Marketing & Legislative Program Manager
RE: Request for Qualifications (RFQ) for SolanoExpress Transit Marketing Consultant Services for Fiscal Year (FY) 2015-16

Background:

The STA manages and markets a variety of transportation related programs and services. This includes the design and implementation of the marketing objectives for the SolanoExpress Transit Program. The STA also coordinates the marketing of SolanoExpress intercity transit services countywide.

It has been three years since the launch of the last SolanoExpress marketing campaign. STA, in partnership with Solano County Transit (SolTrans) and Fairfield and Suisun Transit, is preparing to market SolanoExpress transit service in Fiscal Year (FY) 2015-16 that may include promotional campaigns, displays, and other activities such as transit fare incentives, interior and exterior ads on buses, direct mail and print ads, and internet/radio ads as outlined in the Scope of Work (Attachment A).

Discussion:

As a follow-up to the SolanoExpress Marketing Plan implemented three years ago, STA staff has budgeted \$134,000 of State Transportation Assistance Funds (STAF) to support the marketing efforts for the seven routes of SolanoExpress intercity transit for FY 2015-16.

~~At the SolanoExpress Intercity Transit Consortium meeting on June 23rd, and at the Technical Advisory Committee (TAC) meeting on June 24th the members unanimously approved the recommendations. The work tasks to be implemented as part of this RFQ were developed by staff from FAST, SolTrans and STA.~~

Fiscal Impact:

STAF funding in an amount not to exceed \$134,000 will be used to pay for SolanoExpress transit marketing.

Local Preference Policy:

Per the adopted Local Preference Policy, the local preference goal has been set at 1 percent (%) for the SolanoExpress Transit Marketing FY 2015-16. Staff will look for opportunities for the selected consultant to use local vendors for providing collateral.

Recommendation:

Approve the following:

1. Local preference goal of 1% for the SolanoExpress Transit Marketing FY 2015-16; and
2. Authorize the Executive Director to issue a Request For Qualifications for consultant services for SolanoExpress transit marketing; and

3. Authorize the Executive Director to enter into an agreement in an amount not-to-exceed \$134,000 for the FY 2015-16 SolanoExpress transit marketing.

Attachment:

- A. SolanoExpress Transit Marketing Scope of Work for FY 2015-16

Scope of Work

SolanoExpress Transit Marketing Services FY 2015-16

1. Facilitate a marketing campaign to promote seven transit services as a system as well as individually.
 - SolanoExpress FAST Rt. 20
 - SolanoExpress FAST Rt. 30
 - SolanoExpress FAST Rt. 40
 - SolanoExpress FAST Rt. 90
 - SolanoExpress SolTrans Rt. 78
 - SolanoExpress SolTrans Rt. 80
 - SolanoExpress SolTrans Rt. 85

2. Implement marketing tasks that incorporate a range of marketing strategies that will effectively promote, increase awareness and ridership, and implement branding of SolanoExpress services to key audiences:
 - Existing core riders
 - Existing occasional riders
 - General public/non-riders

3. Design, produce and deliver SolanoExpress collateral that may include:
 - a. Artwork
 - b. Advertising and Outreach Materials
 - c. Post card delivery
 - d. Radio Advertising
 - e. Targeted Online Ads
 - f. Facebook Sweepstakes
 - g. On-board Bus Card Ads
 - h. Vehicle Graphics and Signage