

## MEMORANDUM

**TO:** Proposers for KIPDA's Advertising/Marketing Contract

**FROM:** Elizabeth Schiller Bowling, Ticket to Ride Marketing & Outreach Coordinator

**DATE:** March 20, 2018

**SUBJECT:** Proposal Clarifications

The questions received with regard to the KIPDA Ticket to Ride Regional Rideshare Program's Marketing Request for Proposals are shown below in italics. The answer to each question or group of questions follows.

### **Agency Location's Impact on Ability to Submit a Proposal**

- *Are you open to working with an out-of-state firm?*

Yes, as long as the contract can be executed to the full extent.

- *Can we perform tasks (related to the RFP) outside USA? (like, from India or Canada)*
- *Whether companies from Outside USA can apply for this? (like, from India or Canada)*

Being located outside of the United States does not prohibit an agency or organization from responding to the RFP and/or being awarded the contract as long as there are no issues with fully executing the contract.

### **Proposal Submittal**

- *Can we submit the proposals via email?*

As stated in the RFP on page one under II.A.2, proposals submitted via email will not be accepted.

### **Existing Relationships with a Marketing Agency and/or Others**

- *Does KIPDA have an existing agency partnership? If yes, will that agency be participating in this RFP?*
- *Is there an existing relationship with another agency or freelancer working on this project or others with KIPDA? If yes, who are they?*

Yes, KIPDA has a current contract with a marketing agency at this time. It is up to the agency currently under contract to determine whether or not they will be submitting a proposal in response to the current RFP.

- *On a scale of 1 to 10, here 10 is perfect, how do you score your current marketing agency? Why?*

KIPDA offers no response to this particular question as it does not pertain to the RFP or clarifying points within the RFP.

- Other marketing efforts of partnerships not mentioned in the RFP that we should be aware of?

KIPDA also has a relationship with Landmark Community Newspapers for advertising within the region.

### **Meeting Requirements**

- *Whether we need to come there for meetings?*

Occasional person to person meetings are desirable, but not a requirement as long as the contract can be executed to the full extent. In lieu of person-to-person meetings, meetings using other means would be required (i.e, conference calls, web conference meetings, etc.).

### **Goals & Reporting**

- *The RFP states that KIPDA's objective is to increase the number of regional commuters utilizing TTR programs and registering daily commutes. Are you able to quantify this by sharing the current number of regional commuters and the % increase you are looking for?*
- *Can you share any recent or current research that indicates current performance?*

From February 1, 2017 to February 28, 2018, approximately 653 registrants were added to the ridematching database. Ticket to Ride would like to increase the number of new annual registrants by no less than 20%, or a minimum of no less than 785 persons annually.

- *Similar to the above, can you share current number of employer participation and % increase you are looking for?*
- *Can you share any recent or current research that indicates current performance?*

Employer participation varies from year to year, and may mean different things to different people. We regularly coordinate with no less than four regular employers per year (have a physical presence at those work sites where we have an opportunity to engage directly with employees about ridesharing). In addition to the employers we regularly coordinate with, we typically work with at least 10 to 15 others over the course of a year. 140 works sites are registered within our software. We would like direct employer involvement to increase by no less than 50% annually.

- *What is the biggest marketing challenge facing KIPDA in the next 18 months?*

The biggest marketing challenge facing the KIPDA Ticket to Ride Regional Rideshare Program is to accomplish these goals:

- Educating KIPDA commuters about current transportation options (alt. trans) & why mode change is important
- Promoting transportation options to employers & community groups
- Identifying & partnering with community agencies/organizations to cross market sustainable alternatives
- Implementing reward programs for alternative commutes throughout region
- Increasing the number of commuters utilizing TTR web/application

- *What is the biggest misperception of the KIPDA?*

The largest misperception of the Kentuckiana Regional Planning and Development Agency (KIPDA) is that most people are unaware of the benefits and services KIPDA provides. The largest misperception of the Ticket to Ride Regional Rideshare Program administered by KIPDA is that it serves only Louisville residents and/or that we only operate vanpools and no other ridesharing services.

- *How many vans (and other provided resources) are available per year?*

Through the Ticket to Ride Regional Ridesharing Program, KIPDA currently administers 70 vanpools, and has administered as many as 84 over the years. The vanpool fleet currently consists of 93 vehicles at this time. Vans are typically purchased on an annual basis.

### **Every Commute Counts Commuter Challenge**

- *Can you share a list of prizes?*

To date, prizes have included gift cards to Kroger.

- *Are there significant problems that have come up since kicking off the program?*

No, there have been no issues that have come up since kicking off the program.

- *Is there a separate budget for this initiative?*

There is a modest budget for incentives (prizes). The initiative has additional funding and support through the ridematching software utilized.

- *What is the current level of participation?*

The current level of participation is lower than desired.

- *How has the challenge been marketed (aside from on the website)?*

Direct marketing (placing information on vehicles at Park and Ride lots), billboards, and social media are some of the efforts that have been used to market Every Commute Counts.

- *Can the challenge details be enhanced/improved, or must the program be promoted unchanged?*

It would depend upon the proposed enhancements and improvements.

### **Budget**

- *Does the budget of \$175,000 include paid media or will that be a separate budget? If it is a separate budget, can you share what the anticipated media budget will be for the year?*
- *Does the budget include media buys and web redesign?*
- *RFP indicates agency will be responsible for media but does not indicate a media budget. My understanding is that state media budgets are not commissionable so for the purpose of estimating media planning/buying hours, can you please tell us what the media budget is (not including Louisville Public Media and Facebook/Twitter)?*
- *Is the media function commissionable or are we to include that as an hourly rate within the \$175,000 budget?*

- *Based on the RFP, KIPDA is looking for website refresh recommendations. Would your team execute those recommendations internally or would you look for the agency partner to execute those recommendations as part of the \$175,000 budget?*
- *What is the annual marketing budget (outside of agency of agency fees) for the 2018-2019 fiscal year?*

The \$175,000 budget includes paid media and website refresh; those will not be separate budget items or budget items in addition to the \$175,000 annual budget. As stated on page 3 of the RFP, Item II.D. "Estimated Contract Funding - Subject to the availability of government funds, it is anticipated that funding will be \$175,000 per year."

The portion of the budget to be used for media and website will be determined in partnership with the agency or organization when an overall approach for media and the Ticket to Ride website is determined in terms of making the best use of media purchases and available dollars.

- *How are the focus and ad spend divided between business to consumer and business to business?*

The portion of the budget to be used business to consumer emphasis vs. business to business emphasis will be determined in partnership with the agency or organization awarded the contract when an overall approach for media and the Ticket to Ride website is determined in terms of making the best use of media purchases and available dollars.

### **Ticket to Ride Website**

- *RFP refers to a requirement to "update and refresh TTR website to more informative, user-friendly and visually pleasing for both desktop & mobile applications." Can you provide more detail on this element? This reads like the web scope would include new content, revisions to UX, aesthetic design changes (essentially a new website using some of the existing copy and features) Is this accurate?*
- *Detail the level of website "refresh" you expect.*

The Ticket to Ride website needs to remain clean and uncluttered, but at the same time, more navigable and inviting. New content may or may not be necessary; however, aesthetic design changes and layout are seen as necessary. The existing color palette would remain intact.

- *Who is currently maintaining the TTR website?*

Ticket to Ride staff currently maintains the Ticket to Ride website with occasional assistance from partners and KIPDA IT staff.

- *Is Wordpress the website programming platform that KIPDA prefers to use?*

Wordpress is the environment currently being used. There is no preference for Wordpress. However, there would be a number of items to consider and evaluate before deciding to move to another platform.

- *Are there external vendors or links that need to be considered in the scope/website build?*

The link that must be included is the link to the Ticket to Ride online portal where users register, log their commutes, etc. This is provided by another company for ridematching and vanpool administration. The link is [ttr.rideproweb.com/rp](http://ttr.rideproweb.com/rp) and it may also be accessed by going to [www.tickettoride.org](http://www.tickettoride.org) and clicking on the “Log In/Register with Us” button near the top of the page.

### **Social Media & Louisville Public Media**

- *How are your social media accounts currently managed? Does KIPDA currently create social content in-house? Would social content calendar recommendations and/or social content creation be part of this partnership or will you manage that internally?*
- *What is the nature of current media relationships? (ie LPM and Facebook/Twitter). Is all social media handled in-house? And does that include paid social?*
- *The RFP mentions that media purchase on LPM and social (Facebook & Twitter) will not be managed through this partnership. Can you share what the anticipated paid media budget is for LPM, Facebook and Twitter? How are those buys managed, planned and executed?*

Social media is currently managed mostly in-house. A social media calendar and some specific posts have been created in partnership with our current marketing agency. Moving forward under a new contract, social media management, including post creation, calendar, and administration, paid posts vs. unpaid posts, etc., will be determined as part of an overall approach for media. The management of each of the aforementioned tasks may be shared with the agency under contract; however, final decisions as to assigned tasks will be made once an overall approach for media and marketing is determined.

KIPDA has had a direct ongoing relationship with Louisville Public Media for several years for marketing and promotional purposes.

- *Would the agency partner have access to the social accounts in order to track and optimize content?*

Possibly. It depends on task assignments and responsibilities. Those will be dependent upon the overall approach to marketing.

### **Data & Resources**

- *Can we have access to your current asset library?*

The agency or organization that is awarded the contract would be provided access to the Ticket to Ride asset library once the contract goes into effect.

- *Do you have any existing media reports/analytics you can share?*

The Ticket to Ride website is tracked using Google Analytics. Additional information is also available through information we collect on new registrants. That information can be made available to the agency awarded the contract.

- *What consumer research is available to the selected agency?*

Consumer research is somewhat limited in terms of regional ridesharing. We are happy to put the agency awarded the contract in touch with the resources we do have.

- *How have funds historically been invested in marketing as a percent of traditional media, digital media, production, website, events, and agency fees?*

Over the last 18 years of the Ticket to Ride Program, funds have been invested according to funding availability and media availability. There has been no historical trend for marketing investments.

- *What's the entire geographic target? Marketing will focus on the Louisville DMA, but what other markets are included?*

As stated in the RFP on page 31, Part IV, Scope of Work, Section 1, Background, "The KIPDA region includes Jefferson, Bullitt, Oldham, Spencer, Trimble, Shelby, and Henry counties in Kentucky and Clark and Floyd counties in Indiana." Anyone may participate in the Ticket to Ride Regional Rideshare Program as long as their work trip either ends and/or begins within the nine-county region. For additional information on the program, please visit [www.tickettoride.org](http://www.tickettoride.org).

### **Miscellaneous**

- *What vendors or partners are required to use such as printers, media outlets, etc?*

Please refer to Part II, Section 1, B. Subcontracts (pages 14-15) of the RFP for information regarding the terms that pertains to any work assigned to subcontractors.

- *What contractual sponsorships or endorsements will extend into the contract period?*

As a governmental entity, KIPDA currently has no contractual sponsorships or endorsements at this time nor do we anticipate this occurring in the future.

- *Who and how are plans, creative concepts, and expenses approved by KIPDA?*

Initially, the Scope of Work as outlined in the RFP is considered the starting point. Draft and final concepts, expenditures, etc. would be discussed and submitted to KIPDA for approval prior to any expenditure of funds. As stated on page 33 of the RFP, "No advertising or promotional activities are to be conducted without the written approval of KIPDA."

- *Describe the agency relationship you seek.*

The relationship, at a minimum, would consist of fully executing the contract and meeting deadlines as determined. We would like an agency that is detail-oriented and interested in learning more about how beneficial ridesharing can be.

- *Regarding PR and media relations duties, can you provide us with a more clear scope/expectations for our PR department? Frequency of releases, news articles, etc.?*

In the past, news releases have not been used frequently. Ticket to Ride does issue a quarterly newsletter. Moving forward, frequency and means would be dependent upon the overall approach for marketing and advertising.