

## **Yuba-Sutter Transit Authority NextGen Transit Plan Marketing and Public Outreach Statement of Work**

### Background

The Yuba-Sutter Transit Authority (Authority) is a joint powers agency established in 1975 by four governing member jurisdictions, including the cities of Marysville, Yuba City, and Yuba and Sutter Counties. The Authority serves as the public transportation service provider for the bi-county region and oversees a private contractor for maintenance and operations of the Yuba-Sutter Transit system. The activities of the Authority are defined by the joint powers agreement and overseen by the Board of Directors made up of eight (8) elected officials from the respective member jurisdictions.

Yuba-Sutter Transit provides local fixed route, rural route, commuter, and paratransit bus services for the bi-county region. The fixed route and paratransit services are provided in the core service area consisting of the cities of Marysville and Yuba City, and the communities of Linda and Olivehurst. The Commuter service provides weekday service on the State Route (SR) 70 and SR 99 corridors to downtown Sacramento. Yuba-Sutter Transit operates and maintains a fleet of 55 vehicles and provided 516,376 passenger trips in Fiscal Year (FY) 2023.

### Project

The Authority adopted its NextGen Transit Plan (Plan) in May 2023. The Plan provides recommendations intended to significantly improve the performance of transit services, including the launch of new on-demand services and customer facing technologies to expand coverage and build ridership. The full Plan is available at: <https://www.yubasuttertransit.com/nextgen-transit-plan>.

The Authority seeks a qualified consultant, possessing a current California Multiple Award Schedule (CMAS) contract, to enter into a professional services agreement to develop a marketing and public outreach implementation plan and to assist Yuba-Sutter Transit staff in branding and promoting the service through the roll-out of the NextGen Transit Plan elements. The Plan includes the following:

1. Elimination of 4 of the 6 current local fixed routes and replacement with an on-demand service for the general public. Phase 1 of this plan is anticipated to be rolled out August 2024, and includes on-demand service in the largest population center in the service area, Yuba City. The new on-demand service will be provided by a mix of the current fleet and new buses that were received in January 2024. Phase 2 scheduled for the Summer of 2025 will implement the on-demand service in Marysville and Linda, while Phase 3 will implement the on-demand service in the community of Linda in the Summer of 2027.
2. A new interregional route from Marysville to Roseville, also serving southern Yuba County and the City of Wheatland, is anticipated to start August 2024.
3. The existing and continuing services to be provided include the remaining two fixed routes (an east/west trunk route and a north/South trunk route), three rural services (Wheatland, Live Oak and Foothills routes), along with the Sacramento Commuter Service.

The NextGen Transit Plan contains a “Marketing and Branding Strategies” section (pages 288-306) which provides examples for branding and marketing the new and modified services. It is anticipated that the selected Consultant’s work will refine and build on the recommendations in the NextGen Plan, with the

goals of helping ease the transition to new services for existing users, drawing new riders to the system, and enhancing Yuba-Sutter Transit's image among stakeholders and the public.

#### Scope/Deliverables

The selected consultant will be required to plan, perform and/or support the Authority's staff in key project tasks including, but not necessarily limited to, those listed below.

1. **Current conditions/Needs assessment** - Analyze the target audiences, assess the available resources, and identify the Authority's critical needs with respect to marketing the rollout of the NextGen Plan to existing users and stakeholders, and attracting new riders to the system.
2. Develop an overall **marketing and outreach implementation plan** for the Authority to follow (with support from the selected consultant) to successfully implement the various NextGen Plan initiatives over the next three years. The marketing plan should include practical and effective strategies, materials and schedules for public outreach, marketing, and/or advertising to utilize agency and consultant resources to maximum effect. The final implementation plan may be subject to approval by the Authority's Board of Directors.
3. **Rebranding the existing fixed route service** and/or naming each of the two remaining fixed routes, as deemed necessary, and provide marketing materials as appropriate.
4. **Branding for new on-demand services** and the software(app) procured to support the services, as recommended, to distinguish them from the current services offered and garner attention from potential riders. Building on the recommendations in the NextGen Plan, this branding effort could include design or redesign of logos, color schemes, exterior vehicle graphics, signage, slogans, and marketing materials.
5. **Branding of the new south Yuba County/Marysville-Roseville connector** route to differentiate it from the existing commuter services to downtown Sacramento and/or rebrand existing commuter services and provide marketing materials and strategy to be used to roll out the service or new brand.
6. Development of **advertising media** including, but not limited to, streaming and digital media, signage, newspapers, direct mail, banners, and billboards. Specific marketing campaigns should be developed to keep the brand fresh and responsive.
7. Develop, conduct, and/or support **community engagement and outreach** efforts to effectively communicate changes to, and the benefits of the Yuba-Sutter Transit services, as well as enhance community awareness and support. Messaging and materials should be catered towards each unique service.
8. Development and implementation of **other related special projects** as recommended to enhance the Authority's brand and to meet Authority goals and objectives.

The selected consultant will be expected to provide turnkey deliverables in certain specialized or technical areas. These may include, but not necessarily limited to, the following:

- Customer demographics research to target increased ridership.
- Custom artwork for logos, vehicle graphics, signage, marketing materials, etc.
- Website redesign and ongoing development to ensure quality.
- Social media support, including development and/or editing of creative and technical content for Facebook, Instagram, Twitter, TikTok, YouTube and other opportunities.

- Development and support in updating the Authority's monthly rider newsletter available online and in print.
- Creation and placement of ads and marketing materials. This task would entail providing media plans with buy detail, including placement dates, demographic analysis, circulation/readership figures, proposed added value, etc. It would also include seeking out and identifying media opportunities such as promotions and other editorial opportunities. Finally, it would include proof-reading and monitoring ads for run verification, media production services, managing the media production process, managing talent, photography, and music contracts and licenses, and advising on content and design of media material and assisting in selecting appropriate media types for advertising.
- Design for easy-to-use customer educational materials (schedules, brochures, fliers, website, notices, etc.).
- Provide public outreach services consistent with Title VI regulations governed by the Federal Transit Administration (as set forth in Authority's Title VI Policy), including responsibility for obtaining translation of materials as may be required by said Policy.
- Assistance with materials for community workshops, special events and presentations.
- Creative direction and production of custom photography and videos.

The successful Consultant will be responsible for providing quarterly updates, attending regular meetings, and becoming familiar with the Authority's area and services. Additionally, the successful Consultant will develop methods for evaluating and measuring marketing effectiveness and tracking performance milestones.

#### General Terms

As a recipient of Federal Transit Administration funding, the Authority is required to include certain clauses in its procurements for services, which the selected Consultant is required to follow. The Authority is requesting offers from qualified firms to undertake the activities described herein, in compliance with all applicable federal, state, and local laws and regulations, and in accordance with Authority policies.

The term of the agreement with the selected Consultant is anticipated to be for an initial term of two (2) years, with one (1) additional option year, to be exercised at the Authority's sole discretion, for a maximum performance period of three (3) years. The initial agreement term will commence upon full execution of a professional services agreement and issuance of a written Notice to Proceed, subject to approval by the Authority's Board of Directors.

The agreement with the selected Consultant will be an indefinite delivery/indefinite quantity contract, billed at agreed upon individual hourly rates or a blended hourly rate, consistent with the terms of the offeror's existing California Multiple Award Schedule (CMAS) for the applicable marketing, design, and public relations services. The agreement will have a total value of no more than \$150,000 for the full three-year term.

Task orders will be issued to the selected Contractor as needed through the term of the agreement. The selected Contractor shall complete all tasks at the agreed upon hourly rate(s), or for a lump sum amount per task, subject to advance written approval by the Authority. It should be further understood that this is a non-exclusive contract, and that the Authority is under no obligation to assign tasks or work to the

selected Consultant, even if the work falls under the scope of the contract. The Authority reserves the right to assign similar work to any other consultant at its sole discretion. The Authority typically pays invoices on the 5th and 20th of each month. The Authority will preauthorize any travel deemed necessary in the performance of the agreement, to be billed at cost utilizing current GSA rates.

Consultant Selection

The proposals submitted in response to this Request for Offer (RFO) will be used as a basis for selecting a consultant for this project representing the best value to the Authority. The proposals received will be evaluated by an internal evaluation panel with consideration given to qualifications, experience, and price. Offerors are advised that should this RFO result in recommendation for award of a contract, the contract will not be in force until it is approved and fully executed by action of the Authority’s Board of Directors (anticipated March 21, 2024). The selected Consultant shall comply with all insurance requirements of the Authority.

This RFO does not commit the Authority to award a contract, to pay any costs incurred in the preparation of a proposal for this request, or to procure or to contract for any services. The Authority reserves the right to accept or reject any or all proposals received in response to this request, to negotiate with any qualified Consultant, or to modify or cancel the RFO in part or in its entirety, if it is in the best interests of the Authority to do so.

Cost Proposal

Proposed pricing will be a consideration in conjunction with other evaluation criteria. Proposals shall include a fee schedule for the services that will be furnished as outlined below. The schedule should cover the initial contract period and the 3rd option year, with price escalation adjustments, as necessary. A format is suggested below (job titles are provided for example only):

Billing Rate Summary in Fee per Hour:

Labor Category	Contract Year 1	Contract Year 2	Option Year 3
Account Executive			
Production Manager			
Graphic Designer			
Copywriter			
Web Programmer			
Media Buyer			

Note: The above rates should be fully loaded rates. (includes direct labor, general & administrative expenses, overhead and profit). Proposing firms are free to use a table of their own design, provided the maximum billing rates for the labor categories are clearly stated. Additional staff classifications that are used on a limited basis, (e.g., an illustrator) do not need to be included in the above chart but shall be indicated in the cost estimate that is required for each project. The Price Proposal must be signed by an individual authorized to bind the offeror’s firm.

In addition to the information requested above, any additional expenses for materials, anticipated travel, sub-contractors, etc. should be provided.