

CTrides Request for Qualifications:

Marketing Support Services

CTrides

6.26.15

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I. State Contracting Portal Solicitation Details

Organization	AECOM Corporation
Project/Solicitation #	PROC SUB2015
Due Date	July 10, 2015, 3:00 pm (EDT)
Summary	Marketing Support Services: Promotional Support Services based on experience and qualifications. Projects may be solicited individually or by type of service (e.g. Media Purchasing, Graphic Design)
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II. Need

CTrides, a commuter assistance program sponsored by the Connecticut Department of Transportation (CTDOT), and managed by AECOM Corporation, is requesting qualifications for marketing support services.

Vendors may submit qualifications for any individual or collective group of services.

Certified [CTDOT Disadvantaged Business Enterprises](#) (DBE) are encouraged to apply.

III. Introduction:

AECOM, a world-wide consulting firm, currently administers operations, outreach, marketing and customer service support for CTrides, the CTDOT's commuter assistance program.

There is an on-going need for vendor services related to the marketing of CTrides. Services required are:

- Public Awareness & Advertising
- Marketing Management & PR support of an annual awareness event

AECOM will coordinate and supervise all vendor services to fulfill program needs as established by CTDOT.

Each need is described in section below. Submission guidelines and details follow each functional description.

Vendors may submit qualifications for any individual or collective group of services.

IV. Project descriptions

We are seeking qualifications, schedules and costs on the services listed below.

1. Public Awareness and Public Relations

- a) *Plan, develop and execute targeted promotions to support various CTrides efforts, either on an event or calendar basis.*
- b) *Develop media materials*
- c) *Pitch to media outlets*
- d) *Follow-up to secure placement and coordinate interviews*
- e) *Clipping and broadcast monitoring*
- f) *Topline campaign report with placements and reach*

2. Advertising Development

Manage development, creation, production and placement of advertising products state-wide to raise awareness or promote certain aspects of the CTrides, Shore Line East rail, and Telework programs. Submission can be for one or all of these programs.

- a) *Develop reach and goals of campaign*
- b) *Recommend best practices and combinations of components below (or other), sample schedule, pricing.*
- c) *Develop appropriate collateral to achieve reach and goals.*
- d) *Manage and improve brand guidelines including colors, voice, etc.*

3. **Media Purchasing**

Purchase and placement of **approved materials to appropriate media venues to achieve expected reach and goals, including but not limited to television, radio, print and online channels (paid search and online banners).**

- a) *Develop media target plan – news outlets, print, radio, online*
- b) *Create specific story pitches for each attempt at coverage to media outlets, follow-up to secure placement and coordinate interviews*
- c) *Location-based installations- billboards, etc*
- d) *Television spots – 30-second spot, statewide, general awareness, evergreen messaging*
- e) *Radio – local or statewide, depending on campaign reach goals, either for produced spots or announcer reads.*
- f) *Print – local and statewide, depending on campaign goals*
- g) *Production of event materials. Manage print process start to finish of executed goods.*
- h) *Online banners & paid search*
- i) *Telework program promotion- this program requires targeting business community vs public approach. Possible promotions would include speaking engagements, conferences and other professional channels.*
- j) *Clipping and broadcast monitoring of coverage*
- k) *Topline campaign report with placements and reach*

4. **Graphic Design**

Qualifications, timing, cost for promotional pieces (flyers, posters, , ecard, sticker, etc). All materials will comply with existing brand / logo requirements. Graphic Design services needed on both on an hourly and per project basis

- a) Hourly services are needed for various small projects supporting the **CTrides** and or Shore Line East brand.*
- b) Deliverables may include collateral pieces such as flyers, mailers, rail schedules, posters, and ecards.*
- c) Designer will produce materials and send complete files to print house or client, depending on distribution and printing needs.*
- d) Price will include 3 rounds of edits, with last one being minor adjustments only.*

5. **Annual State-Wide Special Event Promotion**

An annual event at various worksites with smaller promotions at transit agencies, park & rides, bus and train stations.

- a. Special Event planning & project support including: concept, planning and management of milestones and development and delivery of final products*
- b. Collateral Development for promotional pieces and advertising, print, radio, and online promotions (rounds of edits included).*
- c. Production of event materials. Manage print process start to finish of executed goods.*
- d. Placement of approved materials in various advertising media.*
- e. Publicity and media pitching for event coverage including, strategy for both traditional and social media*
- f. Reporting – Topline report and clippings on event*

V. Submissions should include the following information:

1. Company/Organization profile, including Disadvantaged Business Enterprise (DBE) certification, if relevant.
2. Executive Summary, which contains a brief description of proposer's approach to meet the project goals.
3. Relevant qualifications of the proposer, including a description of comparable work experience within the last five years. This should include past projects and how they met measurable goals & achievements.
4. Proposed team and their relevant expertise
5. Three client references - contact information, including name, address, telephone number, and email addresses
6. Selected samples of work completed within the last two years
7. Pricing structure for services based on project type, hourly rates and/or other pricing structure, sample project timelines and advertising commission rates.
8. Include any work which would be subcontracted if your business does not directly offer particular service.

VI. Submissions procedure:

1. Submit qualifications via email in PDF format to info@CTrides.com
2. Maximum length must not exceed 12 pages, with 1.5 line spacing in no less than 12 point font including an executive summary, scope of services, pricing structure and typical production schedules.
3. Company and team qualifications, samples of prior work, and references can be included in the appendices (in addition to submission)
4. All submissions will receive email confirmation of receipt; however it is incumbent upon the proposer to confirm that their proposal has been received by the deadline.

VII. Additional Submission Details

1. Conflict of Interest – All applicants should reveal information they may have regarding any real, potential or perceived conflict of interest

AECOM reserves the right to disregard any proposals submitted which could be deemed as a conflict of interest, by a person or entity attempting to promote a private or personal gain by virtue of their relationship with **CTrides** or the CTDOT.
2. Proprietary – All created materials are considered property of the Connecticut Department of Transportation.
3. Services will be managed through subcontract with AECOM. AECOM subcontract for professional services is available upon request.
4. Upon successful completion and acceptance of the work described within this document, AECOM reserves the right to extend the agreement with the selected vendors to include additional work not described in this document.
5. This RFQ and any subsequent written addenda serve as the sole basis upon which proposers may submit their proposals.
6. AECOM reserves the right to select the vendors whose submissions are deemed to be in the best interest of **CTrides**, Shore Line East, the Connecticut Department of Transportation, and AECOM, and to reject any or all proposals.
7. This request for qualifications represents, in writing to all proposers, the most comprehensive and definitive statement that AECOM is able to make at this time as to the requirements, terms and conditions for this process and performance of consulting services. Any information or understandings, verbal or written, which are not contained either in the request for proposals, or in subsequent written addenda to this request for proposals, will not be considered in evaluating criteria.

IX. Evaluation and Award Criteria

All submissions will be reviewed and evaluated by AECOM. Awards will be granted based on complete submission package including qualifications, expertise and experience, references, work samples and pricing.

<u>Qualifications</u>
1. Graphic Design - 24% Overall visual quality, icon/object quality, type treatment, brand management
2. Advertising Development - 22% Concept, quality of campaign message, creative, execution (various channels: billboards, TV, Radio, Print, Digital)
3. Special Event Promotion - 22% Strength of former large scale campaigns (concept, planning, development & delivery)
4. Public Relations / Publicity - 22% Press Release quality, visibility, coverage, social postings, public perception
5. Competitive Pricing - 10% Hourly / Project Rates / Account management Fees

x. Questions and clarifications

All questions relating to this request for proposals must be submitted in writing via e-mail by info@CTrides.com.

If any question submitted makes necessary the issuance of an addendum, the addendum will be posted on the Connecticut Department of Administrative Service's Biznet portal at www.biznet.ct.gov