

Request for Proposal Marketing Assistance for a New Transit System: Liberty Transit

The City of Hinesville invites proposals for marketing assistance for its planned new bus transit service. Copies of the Request for Proposal (RFP) document may be obtained from:

City of Hinesville
C/O Mrs. Rachel Hatcher, LEED-AP
Transportation and Land Use Planner
Liberty Consolidated Planning Commission
205 East Court Street
Hinesville, Georgia 31313
Website: www.thelcpc.org
Phone: 912-408-2030
Fax: 912-408-2072

The City of Hinesville seeks proposals from qualified firms or organizations with experience in developing and implementing marketing strategies. Experience reaching Liberty Transit target audiences including military personnel, the elderly, low income individuals, youth, and individuals that may qualify for transit service under the Americans with Disability Act of 1989 is preferred.

This project will be managed by the Liberty Consolidated Planning Commission for the City of Hinesville. Coordination with a Transit Steering Committee representing the City of Hinesville, City of Flemington, and Fort Stewart will be necessary.

ALL PROPOSALS MUST BE RECEIVED BY THE CITY OF HINESVILLE BY 4:00 PM, LOCAL TIME ON WEDNESDAY, JULY 22, 9, 2009. NO PROPOSALS SHALL BE ACCEPTED AFTER THIS TIME AND DATE.

All correspondence and sealed proposals shall be directed to:

City of Hinesville
C/O Mr. Sonny Timmerman, P.E., AICP
Executive Director
Liberty Consolidated Planning Commission
205 East Court Street
Hinesville, Georgia 31313
E-mail: stimmerman@thelcpc.org
Phone: 912-408-2030
Fax: 912-408-2072

Four (4) copies of the proposal should be submitted to the City of Hinesville for review. The City of Hinesville will not be responsible for any costs incurred by Proposers in response to this Request for Proposals (RFP) and reserves the right to reject any or all proposals received.

QUESTIONS AND/OR CLARIFICATIONS ABOUT THE RFP MUST BE SUBMITTED NO LATER THAN 4:00 PM, LOCAL TIME, ON MONDAY, JULY 15, 2009.

The successful Proposer will be required to comply with all applicable Equal Employment Opportunity (EEO) laws and regulations. Disadvantaged Business Enterprises (DBEs) shall be afforded full opportunity to submit proposals.

Introduction

The City of Hinesville is starting a bus system to serve portions of the urbanized area in Hinesville, Flemington, and Fort Stewart. The first year of service is anticipated to begin late 2009, with three bus routes operating Monday through Thursday from approximately 5:30 am until 6:00 pm and Friday and Saturday until 9:30 pm. The proposed service will be a flexible point-deviation service where qualified ADA passengers can request short deviations from the regular route for curb-to-curb service between destinations. A map of the proposed system is included at the end of this document. The City is seeking services of a qualified consultant to assist in developing consistent and clear public information materials and marketing the new transit system. The successful proposer will demonstrate an understanding of the target audiences of the new transit service, the local media market, and a level of effort appropriate to a small bus system.

Scope of Work

1. Identity

Three items are to be completed during this phase: Liberty Transit's logo, a graphic standards manual for Liberty Transit, and a bus stop sign template.

The deliverables in logo development include creating the organization's primary form of identity while utilizing the existing style guide developed by the Downtown Development Authority (DDA) for the City of Hinesville. It is paramount that the styling ties into the proposed signage for the downtown area so as to present a coordinated image for the public. The second deliverable is a simple style guide, based upon the City of Hinesville Style Guide, that will assist staff with consistent use of the logo.

Lastly, the design of the bus stop sign itself will need to be consistent with the graphic standards, as adapted from the City brand. The current City of Hinesville Style Guide includes a color scheme which should be incorporated in to the sign graphics along with the following assumptions. The signs will measure 15" x 22" and will have a white background. Signs will be double-sided, side-mounted (as a flag sign) on U-channel posts. The sign mockup will need to incorporate the Liberty Transit logo, route number(s), and a contact telephone number. The design should be flexible enough to include as many as four route numbers on one sign.

Identity Deliverables

- Draft logo based on Hinesville DDA brand standards
- Final logo
- Revised DDA graphic standards manual incorporating Liberty Transit logo
- Draft bus stop sign mockup for 15" x 22" side mounted sign
- Final bus stop sign mockup

2. Website Development

Three items will need to be incorporated into the website development: the website architecture, the development of html files, and training for Liberty Transit staff to manage the website. This will include coordination with Liberty Transit and City of Hinesville staff during architecture development and training for two city representatives for basic site maintenance. The website architecture should include at minimum a home page, rider's guide (to be provided to consultant),

map and schedule pages (to be provided to consultant), a news section and links to related sites such as the City of Hinesville, City of Flemington, and Fort Stewart. The consultant will provide the web files developed so that city staff can upload the approved files and maintain the website regularly. Lastly, the website has to be coordinated with the Liberty Transit style guide and messaging.

The City will provide the selected consultants with a rider's guide detailing policies of the transit system, as well as route maps and schedules for the transit service to be posted to the website. These materials will be provided in PDF or other file format as deemed appropriate by both the consultant and City staff.

Website Development Deliverables

- Draft website architecture and page mock-ups for city comment
- Html files for final approved website
- Staff training for regular maintenance of website including upload of revised maps and schedules, special announcements and transit related events

3. Media Relations

One item will need to be completed under the media relations task: the development of a startup marketing campaign for the system. The deliverables will include one print advertisement to be placed in the *Coastal Courier* that is also appropriate for distribution to stakeholder/gateway agencies such as Fort Stewart, Department of Human Resources and Division of Family and Children Services, and up to two advertisements appropriate for large billboard signs. The consultant will also develop a script for one public service announcement about system startup for the local radio market. This PSA may also be read aloud as part of a local television advertisement.

Media Relations Deliverables

- One print advertisement
- Up to two large format (billboard) advertisements
- One PSA script

4. Additional Tasks

Liberty Transit recognizes that Proposers may recommend additional marketing strategies based upon best practices in the transit industry for a small bus system, and will consider recommended tasks on a case by case basis. The City of Hinesville is interested in proposals for a comprehensive approach to educate and inform potential passengers and the community about the Liberty Transit start-up as well as proposed service in future years. Proposers should include any additional recommended tasks, deliverables and costs as an option to the proposal for the scope described in Tasks 1-3 above. Cost estimates for additional recommended tasks should be distinct from the above scope.

Project Schedule

Tasks are to be completed by the anticipated transit service start date of November/December 2009. Please include the proposed project schedule to complete Tasks 1-3 and any additional recommended tasks in the proposal.

Project Fees and Costs

A cost estimate shall be included in a separate sealed envelope and shall include a rate schedule for the persons involved in the study, the proposed overhead and the estimated

direct costs. It should include the cost of the project by task based on your proposed approach.

Evaluation Criteria

The Liberty Transit Steering Committee, or their designees, will serve as the selection committee and consider the following factors when reviewing proposals:

- Qualifications of the firm to perform the required scope.
- Demonstrated experience with similar marketing and promotion efforts, particularly for communities of a similar size.
- Understanding of the local gateway agencies that may assist in reaching potential transit passengers.
- Understanding of the local media market.
- Demonstration of an overall approach appropriate to a small bus system and the ability to meet the system's needs in a cost effective manner.
- Willingness to offer clear and transparent estimates for costs associated with the execution of the scope elements.

Addendum

Any change in the conditions or terms of this RFP will be accomplished by written addendum sent to prospective Proposers. All such addenda shall become part of the contract.

Contracting and Local Contact

Nothing in this Request for Proposal shall be considered an order for the City of Hinesville to proceed with the project. Award is strictly contingent upon the continued appropriation of necessary funds, and the determination that award of a contract is in the best interest of the city. The City of Hinesville reserves the right to postpone the proposal opening date for its own convenience and to reject any or all proposals for any reason. The selected consultant is expected to initiate work within five (5) business days of notice to proceed.

This project is subject to amendment for further work. It is expected that work will begin in July of 2009 and will be completed by September 2009. End products will include production-ready digital copies of print advertisements, website electronic files, and digital copies of any draft and final documents produced under this scope. The Executive Director of the LCPC will direct the study.

The study will be conducted following the process and procedures used by the City of Hinesville, which will administer and be the contracting entity for the study. The Transit Steering Committee, or their designee, will review draft deliverables and provide comments to the consultant in a time period consistent with the overall schedule of this effort.

The current project personnel are listed below and may be contacted for information or questions. Any firm interested should contact the LCPC as shown below to register. All questions must be in writing (e-mail is acceptable), and the questions and response will be provided to all firms registered with the LCPC. Only those registered will receive, if necessary, future communications related to this RFP such as amendments or statements of clarification.

Contact Persons

Rachel Hatcher, LEED-AP or
Transportation and Land Use Planner
rhatcher@thelcpc.org

Donna Shives
Executive Assistant
dshives@cityofhinesville.org

Liberty Consolidated Planning Commission
205 East Court Street
Hinesville, GA 31313 (912) 408-2030; Fax: (912) 408-2072

Proposals must be received no later than **4:00 PM, Wednesday, July 22, 2009.**

Additional Information

