Greater Minnesota Public Transit Marketing and Communications Strategic Plan

Draft Scope

1. **Develop a Marketing and Communications Strategic Plan for Greater Minnesota Public Transit**
2. **Develop marketing/outreach and branding for each transit provider**
3. **Identify users / theme**
   a. Identify target audiences and users and approach to engage them;
   b. Develop common identifier/theme for transit provider including but not limited to vehicles, signs, informational, educational and marketing materials;
   c. Develop functional marketing materials.
4. **Service Guides**
   a. system user guides;
   b. Route/service maps;
   c. Schedules/service guides;
   d. Print media advertising, marketing and educational materials
5. **Vehicle Images / Graphics**
   a. Consultant approach for this task shall include vehicle images/graphics;
   b. Vehicle interiors and exteriors;
   c. Information for bus stops/shelters (as applicable)
6. **Marketing Plan - Technical Memorandum (deliverable)**
   a. Prepare Technical Memorandum documenting outcomes and deliverables associated to the marketing plan.

**Timeline:**
- Internal review and RFP development – April – May 2019
- Finalize RFP, release notice- May 2019
- Review Proposals & Secure Consultant - July 2019
- Project work - Fall 2019 – winter 2021

**Budget**
- $100,000 Strategic Plan Development
- $500,000 Implementation