

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