

## Michigan Public Transit Association Responses to Potential Marketing Campaign Bidder Questions

- What is the budget for the information campaign and does this include your advertising budget? **The budget for the creative consultant services is set in a range of \$50,000-\$75,000. This does not include our advertising budget; however, we would like the consultant's proposal to estimate a budget amount per each element of the recommended actions.**
- What is the anticipated length of agreement/engagement for the information campaign? **We anticipate up to an 18-month campaign.**
- To help us identify the best tactics and possible advertising recommendations, can you specify your top-tier audience? **The general public. This is to showcase what transit agencies have been doing during the pandemic and what they will continue to do to help re-engage the state.**
- What was your most recent statewide public education campaign and what were the results? **We have not done a statewide campaign for agencies statewide so there is no comparison.**
- What percent of the work do you expect to be digital? **We expect the proposal to recommend a mix of digital as opposed to print only. However, we do expect all proposals to take into account that not all of our audience is digital-ready.**
- What KPIs are you measuring that you hope this campaign will address? **Key Performance Indicators are somewhat difficult to measure for this campaign. However, we expect any end result to take into account answers to the following questions: Does the general public feel safe riding public transportation? Has the quality of life increased after covid-19 for the transit rider as public transportation services continue to offer more options for rides to jobs, critical services and other opportunities? Are people aware of the public transit industry in the state? Is the general public aware of the economic value of public transit? Are public transportation millage campaigns (which historically enjoy strong local support) continuing to pass with large margins? Are legislators realizing the value of their local public transit agencies and budgeting for transit services? We are not expecting an end report that quantifies actual ridership numbers.**
- Do you have any research from your members about ridership demographics? **We may be able to get this if requested. There are some transit agencies on the steering committee. We have also talked to other transit agencies and can get some agencies to provide their ridership demographics information as needed. Again, however, we do not see this campaign dominated by ridership demographics.**
- For the tool-kits for members to use, what level of support and customization is needed? **We would like to see it customized by regions throughout the state. Lower Michigan is quite different than northern Michigan or the upper peninsula. We would expect all materials to be customizable with local agency logo, phone numbers, social media, etc.**

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- Who is serving on the project steering committee? **Transit agencies, the state's two statewide transit associations and MDOT.**
- How does the Federal Contract Clauses Professional and A&E Less Than \$150,000 apply to this type of project? Are projects costs expected to be less than \$150,000? **This is based on an estimate cost. The clauses can be changed if the amount is over \$150,000.**
- Are placement costs for paid advertising, social media boosting, digital campaigns, etc. additional? **Yes and are not part of this contract.**
- Has any research been done with public transit agencies in Michigan that would inform the planning for this campaign? If so, is it available for review? **There has not been any research done prior to this campaign for transit agencies.**
- What level of engagement do you expect from your member transit agencies? **There are some agencies on the steering committee. Other agencies have been informed of this initiative and would be willing to assist as needed. Much of the engagement of membership will be determined by the quality of the product produced. Most agencies have some level of public relations, social media and marketing and many have their own sophisticated media relations. If the final product is appealing, we expect a majority of the states agencies to utilize it in some capacity.**
- How is this initiative being funded? **This is being funded with 100% federal CARES Act funding.**
- What is the rationale for having the social media target the demographic starting as young as 12 years old? **Transit riders can range from 3 years and older. We would like to target independent riders.**
- What are examples of technical support that would be provided throughout the campaign? **Assistance on filling out answers to questions as they arise. The two state associations, as well as individual transit agencies will be engaged as necessary to assist the successful consultant. This could take many forms, including but not necessarily one-on-one contact with transit riders for opinions and feedback, as well as more technical questions that might arise involving transit operations.**
- In terms of detailed, itemized cost breakdowns, are you expecting prices for things like a press release, a brochure, so many Facebook posts? Or do you expect those to be included in the overall labor costs and time? **We would like to see an estimated cost for each item so we can allow agencies to pick and choose their way of releasing the information. Some advertising placements will be done by the state associations, and may include use of public service announcements, while other direct advertising may be placed by individual member agencies.**
- Over what period of time will this project last? **As indicated previously, we anticipate the overall campaign lasting up to 18 months; however, we would expect the consultants recommendations and materials to be provided within a reasonable time frame that will be negotiated once a successful bidder is chosen.**

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- While we would include a media plan with specific recommendations within our overall proposal, we are wondering if the budget should include media placement costs (broadcast, digital or social) or will that be handled by individual transit authorities or regional transit groups? In other words, are you looking for a statewide media campaign managed by your chosen partner or a plan with all the elements to make it happen? **The latter, and please see our responses posted previously in this response.**
- As we look at how much time to budget supporting your organization once the plan and campaign elements are created and approved, how long do you envision follow-up support to your organization and local/regional transportation authorities to manage the launch of the campaign lasting? Do you see implementation of the plan needing our agency's technical support beyond two to three months? **This is possible, but would be negotiated with the successful bidder.**
- To what extent do you see customizing communications elements by local authority? It could be that digital assets are tagged by authority or regional group and tv and video/PSAs are universally presented by MPTA. **The response to this question is posted previously.**