



Government Relations & Public Affairs Committee

May 27, 2016

Request for Proposals for Transit Marketing & Station Activation Services

Issue: Should SACOG release a Request for Proposal (RFP) for Transit Marketing & Station Activation Events in advance of the Golden 1 Center opening, and in conjunction with large crowd events.

Recommendation: That the Government Relations & Public Affairs Committee:

1. Recommend that the SACOG Board of Directors authorize the release of a Request for Proposals for transit marketing and station activation events; and
2. Recommend that the SACOG Board of Directors authorize the SACOG Chief Executive Officer to negotiate and execute a contract for the services outlined in the RFP up to \$100,000.

Discussion: The Golden 1 Center is scheduled to begin soft opening events in September of this year, and its first two events are sold out concerts scheduled for Tuesday, October 4, and Wednesday, October 5.

Staff recommends releasing an RFP for a consultant to assist with marketing and station activation events around key Sacramento Regional Transit and YoloBus stations providing increased service to the Golden 1 Center, as well as develop marketing messages and materials that promote alternative modes of transportation. The consultant will be responsible for planning, organizing, executing the events, and marketing transit, bicycling, and walking to the Golden 1 Center in coordination with SACOG and its partners.

Up to \$100,000 in funding for this RFP is from the Congestion Mitigation Air Quality Improvement (CMAQ) program within the existing Transportation Demand Management (TDM) marketing budget. The CMAQ funding is designated for programs that reduce congestion and improve air quality. The specific TDM marketing funds proposed for this RFP are within the currently adopted Overall Work Program (OWP) and designated to be used on events and promotional activities that encourage people to use other modes than driving alone. This scope of work is consistent with the current TDM Strategic Plan goals and strategies to leverage partnerships and new infrastructure projects that reduce car traffic.

This comprehensive and exciting campaign to promote transit, walking, and/or biking to access the Golden 1 Center will help reduce car trips and traffic. Staff has already began working with transit providers, the City of Sacramento, and the Sacramento Kings to identify opportunities to measure the effectiveness of the campaign and better target event goers.

The scope of work in the RFP will complement and connect the transportation connectivity work underway by the cities of Sacramento and West Sacramento, Sacramento Kings, Sacramento Regional Transit, Yolo Transportation District, and Downtown Sacramento Partnership. Attachment A outlines the initial scope for the RFP, which is subject to minimal modifications during contract negotiations.

Approved by:

Mike McKeever
Chief Executive Officer

MM:MH:SB:ts
Attachments

Key Staff: Erik Johnson, Manager of Policy and Administration, (916) 340-6247
Monica Hernández, Communications Team Manager, (916) 340-6237

REQUEST FOR PROPOSALS

TRANSIT USE & STATION ACTIVATION MARKETING & EVENT COORDINATION SERVICES

June 1, 2016



**SACRAMENTO AREA COUNCIL OF GOVERNMENTS
1415 L STREET, SUITE 300
SACRAMENTO, CALIFORNIA 95814
(916) 321-9000**

I. INTRODUCTION

The Sacramento Area Council of Governments (SACOG) is a voluntary association of governments. Member jurisdictions include: the County of Sacramento (including the cities of Citrus Heights, Elk Grove, Folsom, Galt, Isleton, Rancho Cordova and Sacramento); the County of Yolo (including the cities of Davis, West Sacramento, Winters, and Woodland); the County of Sutter (including the cities of Live Oak and Yuba City); the County of Yuba (including the cities of Marysville and Wheatland); Placer County (including the cities of Auburn, Colfax, Lincoln, Rocklin, Roseville and Town of Loomis) and El Dorado County (including the City of Placerville).

SACOG is the federally designated Metropolitan Planning Organization (MPO) for the Sacramento, Davis and Marysville/Yuba City urbanized areas. SACOG is also the State designated Regional Transportation Planning Agency (RTPA) for the counties of Sacramento, Yolo, Sutter and Yuba.

II. BACKGROUND

The Sacramento Area Council of Governments (SACOG) is developing a transit marketing campaign in partnership with Sacramento Regional Transit, and other regional partners to encourage transit use from area transit stations to the Golden 1 Center opening this fall (September 2016). The campaign includes station activation events at key park-and-ride transit stops as well as downtown stations with a focus on fun and entertaining activities appropriate for families. Improvements to light rail cars and stations, and bus fleet, as well as increased service are being undertaken separately from the scope of this Request for Proposal (RFP), but will complement the experience at transit stops.

Sacramento Regional Transit operates 69 bus routes, 42.9 miles of light rail covering a 418 square-mile service area. Transit stations chosen for this campaign are determined by a multi-agency team for their ample parking, easy freeway access, and available space for large crowds and entertainment. Sacramento Regional Transit will be the primary transit agency, but planning for services for Yolobus may be included in the final scope of work.

III. PROJECT SUMMARY AND DESCRIPTION

The purpose of this RFP is to select a consultant to create and implement a transit marketing campaign that promotes the use of transit to the Golden 1 Center events through varied communications strategies and events at key park-and-ride and downtown transit stations. The Sacramento Area Council of Governments (SACOG), Sacramento Regional Transit, and other partners recognize the opportunity to encourage transit use during the opening months of the Golden 1 Center as key to changing traditional travel patterns, reducing congestion and greenhouse gas emissions, and building ridership that can be carried over to other trips on transit.

The contract for the **TRANSIT USE & STATION ACTIVATION MARKETING & EVENT COORDINATION SERVICES** will be an agreement between SACOG and the consultant. SACOG will provide contract administration services. The consultant will invoice SACOG for

services rendered and SACOG will compensate the consultant for these services as set forth in the agreement. Funding for the consultant services will be provided by SACOG. The SACOG Board of Directors will award the contract and project deliverables will be reviewed by the SACOG Project Manager. Project deliverables concerning the marketing of, and promotional events and activities for, Sacramento Regional Transit will be subject to final review and approval by Sacramento Regional Transit.

The goals of the campaign developed through this RFP are:

1. Encourage higher use of transit to Golden 1 Center events.
2. Develop and execute a promotional campaign for activities at key transit stops.
3. Plan and execute fun and engaging activities at key park-and-rides and transit stations during station activation events.

IV. SCOPE OF WORK/SERVICES AND CONTRACT DELIVERABLES

The scope of work is described below. The selected consultant or consulting team will be expected to perform all technical and other analyses necessary to complete the scope of work. The consultant will receive general direction from the SACOG Project Manager in coordination with Sacramento Regional Transit and other partners, as applicable. Tasks will include the following:

Through its Transportation Demand Management (TDM) program, SACOG works to change travel behavior by supporting alternatives to driving alone. This includes the use of carpools, vanpools, transit, biking, walking, and teleworking via education and outreach programming and regional marketing campaigns. This program is contained as a Transportation Control Measure (TCM) in the 1997 State Implementation Plan (SIP). The goal of this campaign, within the TDM program, is to enhance new and existing rider experience at high volume bus stops and light rail stations in route to the Golden 1 Center for high profile events, with pre-grand opening events, Sacramento Kings games and Golden 1 Center opening concert being prominent target events.

The primary deliverable for this contract is to create, implement, and manage marketing and station activation events at key park-and-rides and light rail stations in the months leading up to and throughout the opening of the Golden 1 Center. This includes, but is not limited to: food trucks, music, games, activities, art-related projects and more activities that are family friendly. The contractor will act as an event coordinator that completes the following tasks:

Tasks:

1. Event Coordination

Contractor will coordinate a minimum of 15 station activation events at key park-and-ride and light rail stations to serve as a fun and engaging way to encourage use of light rail to the Golden 1 Center for Sacramento Kings games and other high attendance events over the course of six months leading up to and during the Golden 1 Center opening. Station activation events, including the selected performances and promotional messages are subject to final review and approval by Sacramento Regional Transit and must comply with any and all Sacramento Regional Transit regulations, processes, and performance

guidelines. Contractor must continuously consult with SACOG and Sacramento Regional Transit throughout the event planning and coordination process which includes, but is not limited to:

- developing an event timeline;
- preparing a sound and detailed budget that aligns with allowable expenditures and ensuring it is adhered to;
- visiting venues to plan layout of event(s), and providing visual maps of layout
- scheduling all entertainment/activities which could include but is not limited to:
 - DJ/live band or other music,
 - artists,
 - face painters,
 - marching bands or other local talent,
 - games,
 - friendly competitions, etc;
- providing all promotional giveaway items which could include but is not limited to:
 - commemorative giveaways
 - thunder sticks or other Golden 1 Center-compliant noise makers
 - buttons
 - stickers
 - t-shirts
 - temporary tattoos
- working with SACOG, Sacramento RT and other stakeholders to identify key target audiences, message platforms, and appropriate messaging to encourage attendance
- create key messaging to note the benefits of using light rail vs. driving a car to the Golden 1 Center. Examples of this messaging could include:
 - Stay and play: take light rail to dine, be entertained, and enjoy downtown for the new Golden 1 Center opening this Fall!
 - My royal ride: take bus or light rail with Sacramento's best fans to see the Kings play in the new Golden 1 Center!
- Hire and manage staff to manage event on-site

DELIVERABLE: Develop promotional campaign planning documentation which shall include: detailed outline of event schedule and locations, an event layout including physical infrastructure, confirmed activities and vendors, associated budgets, and targeted audiences with messaging for each station activation event. Planning document shall encompass a table of contents including sections for communications, budgeting, schedule/timelines, staffing, marketing/branding, logistics, and risk management at a minimum. All proposed planning documentation must be provided to SACOG and Sacramento Regional Transit sufficiently in advance of proposed events to allow for review and approval. Planning documentation must be adequately detailed so that SACOG and Sacramento Regional Transit can fully comprehend and review the proposed events and activities (this could include, for instance, a sample or description of the intended musical performances).

2. **Budgeting:**

Contractor will provide event coordination services and the full management for a minimum of 15 station activation events over the course of six months within a \$100,000 budget. The budget must adhere to Federal Congestion Mitigation Air Quality (CMAQ) purchasing guidelines (e.g. cannot bill for food expenses) and should be divided amongst event coordination costs and hard costs (tents, music, activities, giveaways, additional staff, etc). A detailed budget will be created in consultation with SACOG staff, and subject to Sacramento Regional Transit review and SACOG legal review and approval.

DELIVERABLE: Develop budget with total costs and detailed individual event breakdowns/itemized costs associated with each event. The budget shall include staff time, physical infrastructure, vendors, activities, and any other related costs broken into detail.

3. **Scheduling:**

Contractor will be responsible for scheduling all logistical and communication details for events including but not limited to: date of event, chosen light rail station, staff, tents, music, activities, etc. The contractor must provide a schedule for informational and planning meetings with SACOG and Sacramento Regional Transit staff. A detailed schedule will be created in collaboration with SACOG staff.

DELIVERABLE: Include detailed timeline in planning document, updated as needed, including event dates, locations, monthly meetings (or conference/video conference calls) with SACOG and Sacramento Regional Transit staff.

4. **Staffing:**

Contractor will be responsible for hiring and training of staff to manage on-site events as well as collaborating with Sacramento Regional Transit staff to become knowledgeable in transit schedules, fare payment options and general customer service standards to assist riders as needed.

DELIVERABLE: Contractor will hire additional staff as needed for each event. Contractor will schedule at least one training session with Sacramento Regional Transit staff to become familiarized with pertinent transit information (fare costs, routes, timetables, etc) to provide customer service to event attendees. Goals for the training shall be approved by Sacramento Regional Transit and SACOG staff. A train-the-trainer approach can be used for additional staff hired for on-site events.

SAFETY TRAINING. CONTRACTOR's employees, agents, volunteers, or any other individuals performing work under this Agreement must attend Sacramento Regional Transit's "On Track Safety" course prior to commencing any work within Sacramento Regional Transit's premises.

5. **Marketing Materials/Branding:**

The contractor will initiate, coordinate, and/or participate in all efforts to publicize event(s). Contractor will also collaborate with SACOG, Sacramento Regional Transit, and other stakeholders to create key messaging leading up to and during the opening of the Golden 1 Center. Messaging will encourage the use of light rail and bus instead of driving alone and promote the benefits of using transit. The contractor will also coordinate and leverage new or existing marketing and branding materials from Sacramento Regional Transit and other partners.

DELIVERABLE: Style guide developed in consultation with SACOG and Sacramento Regional Transit to create key messaging, marketing themes, timing, and materials, and branded giveaways for station activation events

6. **Correspondence:**

The contractor will manage correspondence leading up to and during events(s) with all parties involved event who may include:

- Vendors
- Hired event staff
- Sacramento RT on-site event staff

The contractor will also maintain regular correspondence with SACOG, Sacramento RT, and other stakeholders.

DELIVERABLE: Meet with SACOG and Sacramento RT staff regularly, share draft meeting outcomes and agendas provided at least 48 hours in advance..

7. **Logistics:**

The contractor will be responsible for all logistics leading up to, during, and following station activation events. This includes but is not limited to:

- Maintain inventory of promotional items, set-up displays, marketing materials and other-related items
- Develop and oversee on-site layout and display
- Coordinate with all vendors, on-site staff, and other related parties leading up to, during, and after events
- Secure any needed municipal permits, safety/health inspections, additional restrooms, and/or recycling and/or garbage collection
- Be responsible for all physical infrastructure pertaining to events
- Schedule speakers, vendors, participants
- Provide for event breakdown

DELIVERABLE: Included detailed logistical planning in outline for each station activation event with confirmed vendors, physical infrastructure, staff, and activities from set up to clean up.