

FORT BEND COUNTY

KP George, County Judge

Date

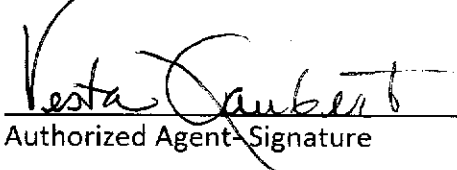
ATTEST:

Laura Richard, County Clerk

Reviewed by:

Perri D'Armond
FBC Public Transit Director

VESTA REA & ASSOCIATES, L.L.C.



Authorized Agent- Signature

Vesta Rea-Gaubert

Authorized Agent- Printed Name

President

Title

05/21/2019

Date

AUDITOR'S CERTIFICATE

I hereby certify that funds are available in the amount of \$ _____ to
accomplish and pay the obligation of Fort Bend County under this contract.

Robert Ed Sturdivant, County Auditor

hna i:\agreements\2019 agreements\public transportation\rfp 18-097_ marketing services_vesta rea\wa no. 1
(05.21.19).docx

WORK AUTHORIZATION
EXHIBIT A
Contractor's Scope of Work

Exhibit A

Scope of Work for Marketing Services

Fort Bend County's (FBC) Public Transportation Department requires assistance with marketing Services for public transportation services offered.

Task 1: Market Research & Analysis

Vesta Rea & Associates shall conduct the following market research and provide written reports documenting the results and recommendations including but not limited to the following:

- 1.1* Strategic analysis of demographics, business trends, and Strengths, Weaknesses, Opportunities, and Threats (SWOT) as the foundation for the marketing plan and corresponding areas.
- 1.2* Analysis of consumer, media and market research including but not limited to demographics of residents, corporations, retailers/restaurants, visitors, employees, and developers. Additionally, the contractor will incorporate pertinent information and review existing research provided in the Long Range Plan and other Public Transportation related documents.
- 1.3* Research revenue-generating advertising program options, including but not limited to the quality control of imagery and installation.
- 1.4* Create and conduct intercept survey.
- 1.5* Provide website usage and social media growth report to be used in analysis and incorporation of the marketing plan.
- 1.6* Conduct new project market research, as needed.

Deliverable

A written report detailing the results of market research and analysis of the intercept survey, market research findings, and a summary of preliminary strategies for FBCPT review. One (1) electronic copy to be provided for FBCPT records.

Task 2: Marketing Plan & Strategy Development

Vesta Rea & Associates shall develop and implement a plan that incorporates a wide range of marketing strategies to effectively promote the awareness, and actual use of public transportation services to key audiences including but not limited to core riders, occasional riders, and the general public/non-riders.

- 2.1* Assess available media (trade, print, out-of-home, television, radio, internet, social media, etc.) and create a recommended media schedule based on cost, allocation and fit.
- 2.2* Provide metrics to demonstrate the impact/success of the marketing plan and establish a timeline of how often those metrics should be analyzed and assessed.

Deliverable

A draft written report detailing the recommended marketing plan and strategies based on market research and analysis. One (1) electronic draft report to be provided for FBCPT records.

Upon approval of the draft report by FBCPT, one (1) printed and bound report and one (1) electronic copy of the Marketing Plan and Strategy Development should be provided for FBCPT records.

Task 3: Sub-Marketing Strategy Development

Vesta Rea & Associates shall develop and implement a sub-marketing strategy that incorporates a wide range of marketing strategies to effectively promote the awareness, and actual use of public transportation services to key audiences including but not limited to core riders, occasional riders, and the general public/non-riders.

3.1 Develop specific project based sub-marketing strategy for new Commuter Services to Downtown Houston.

Deliverable

A written report detailing the results of market research and analysis, market research findings, and a summary of preliminary strategies for FBCPT review. One (1) electronic copy to be provided for FBCPT records.

Task 4: Brand Audit

Vesta Rea & Associates shall provide an assessment of market branding and positioning based on overall research.

4.1 Review FBCPT's logo and mission statement, and offer recommendations for refining or updating FBCPT's brand.

4.2 Offer recommendations for tagline(s), color palettes, style guides, and signature fonts.

4.3 Develop an application strategy and guide for logo usages such as incorporating FBCPT's brand into facilities, vehicles, and equipment, bus shelters, and wayfinding signage.

Deliverable

A written action plan in reference to how FBCPT compares/completes in the market, including the baseline for the website and social media analytic metrics and outcome of the review of brand assets. One (1) electronic copy to be provided for FBCPT records.

Task 5: Brand Asset Revisions and New Design Options

Vesta Rea & Associates shall provide logo options based on the outcome of Brand Audit with up to two (2) rounds of edits.

Deliverable

Three (3) logo samples. One (1) electronic copy to be provided for FBCPT records.

Final logo to be provided in multiple formats for use by FBCPT.

A written Branding Guideline report detailing the brand standards or style guide for the department's history, vision, values, etc. One (1) electronic copy to be provided for FBCPT records.

Task 6: Promotional and Advertising Item Development

Vesta Rea & Associates shall develop promotional and advertising collateral consistent with the strategies outlined in the Marketing Plan.

6.1 Develop, edit, and print various marketing materials as approved in the Marketing Plan & Strategy Development report.

6.2 Develop high quality, cost-efficient production options for trade, print, marketing material, and related items.

6.3 Develop photography, videography, and stock art/music/print options for use in collateral material, website and print.

6.4 Develop and print schedules, maps, displays, promotional materials, or other activities.

6.5 Design graphics and materials associated with the marketing plan and strategies including but not limited to existing and future expansion of transportation services.

6.6 Develop and design graphics and materials associated with new Commuter Services to Downtown Houston sub-strategy plan.

Deliverable

Promotional and advertising items in a finalized and/or "print-ready" state.

WORK AUTHORIZATION
EXHIBIT B
Cost Estimate

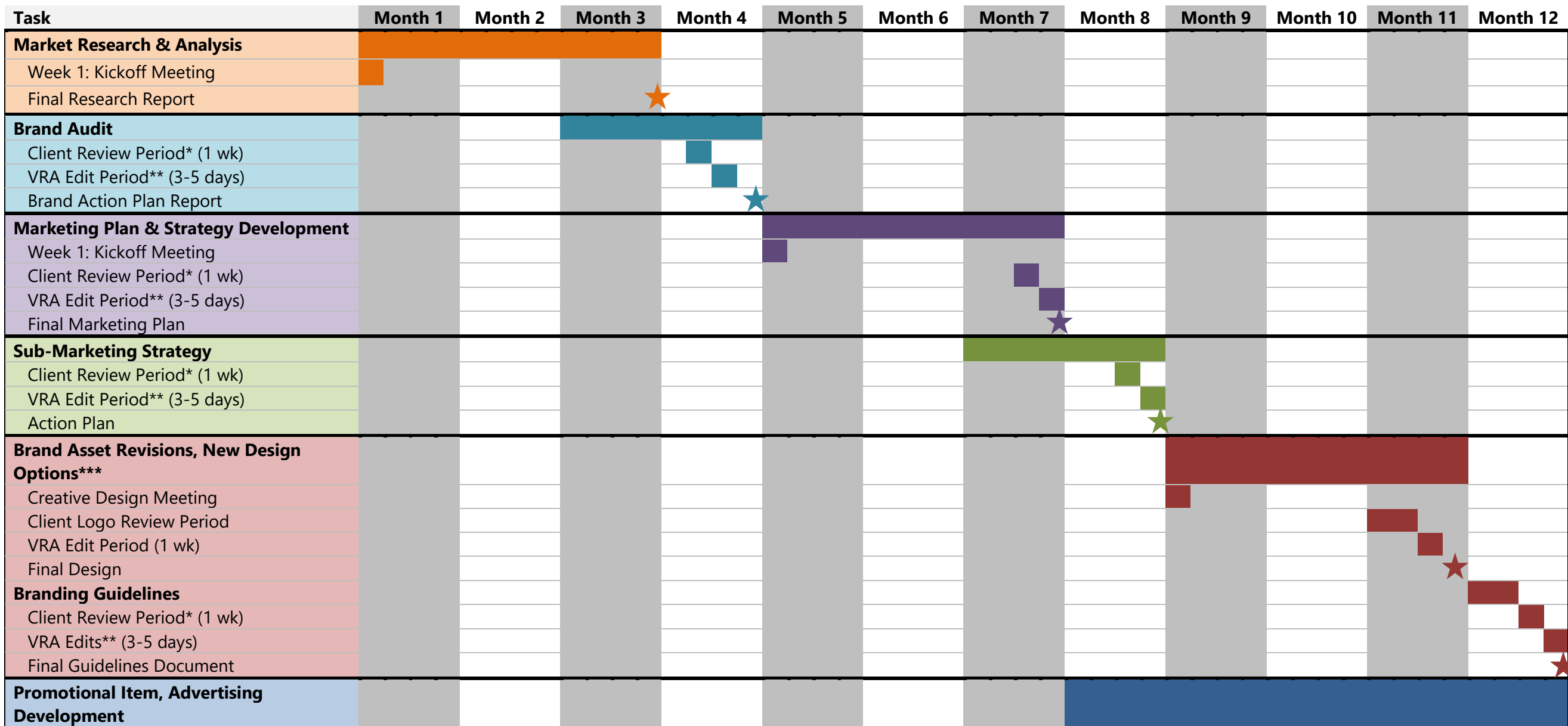
Exhibit B

**Marketing Services
Cost Estimate**

		Personnel Hours					Fixed Cost	Total Cost
		Social Media Content	Senior Graphic Designer	Deputy Marketing Manager	Principal Marketing Manager	Contracts / Operations Manager		
Task 1	Market Research & Analysis						\$ 15,000.00	\$ 15,000.00
	SWOT Analysis							\$ -
	Analysis of Consumer, Media and Market Research							\$ -
	Research Revenue Generating Advertising							\$ -
	Create and Conduct, at a minimum, 1,100 Transit Surveys							\$ -
	Media Web Usage and Social Media Growth Report							\$ -
Task 2	Marketing Plan & Strategy Development						\$ 12,000.00	\$ 12,000.00
	Assess available media and recommend media schedule							\$ -
Task 3	Sub-Marketing Strategy Development						\$ 2,000.00	\$ 2,000.00
Task 4	Brand Audit						\$ 6,000.00	\$ 6,000.00
Task 5	Brand Asset Revisions and New Design Options						\$ 13,000.00	\$ 13,000.00
	Branding Guideline Report						\$ 1,500.00	\$ 1,500.00
Task 6	Promotional and Advertising Item Development	5	220	125	54	31		\$ 40,500.00
	Develop marketing materials such as photos, videos, and collaterals materials							
	Develop promotional items, media kits, information packets							
	Develop graphics and promotional materials to support new Commuter Services to Downtown Houston							

Hours Sub-Total		5.0000	220.0000	125.0000	54.0000	31.0000	--	435				
Hourly Rate	\$	55.00	\$	85.00	\$	95.00	\$	150.00	\$	50.00	--	--
Total Labor Costs	\$	275.00	\$	18,700.00	\$	11,875.00	\$	8,100.00	\$	1,550.00	--	\$ 40,500.00
Total Fixed Cost		--	--	--		--	\$	49,500.00	\$	49,500.00		
Total Work Authorization											\$	90,000.00

WORK AUTHORIZATION
EXHIBIT C
Project Timeline



Please review notes on following page.

TO NOTE:

★ The stars placed in the timeline indicate when a final, physical deliverable is due to Fort Bend County Public Transportation.

* VRA has estimated a one (1) week (five [5] business days) review period for Fort Bend County Public Transportation to review the draft deliverable and make any necessary / preferred changes.

** Depending on the severity of requested changes, VRA's editing period could last from 3-5 business days. VRA has assumed a five (5) business day period for this timeline.

*** Once the brand audit has been completed: If a rebranding is suggested, and should Fort Bend County Public Transportation agree to move forward with that task, the timeline is unpredictable. The three (3) months shown above references VRA's timeframe for creating three (3) logo designs, allowing for a two (2) week client review period, and a one (1) week edit for the final logo. However, due to the number of approvals a public agency would need to finalize a new brand, this task could extend out to last upwards to six (6) months.