

STATE OF TEXAS §
 §
COUNTY OF FORT BEND §

WORK AUTHORIZATION NO. 2
AGREEMENT FOR MARKETING SERVICES FOR FBC PUBLIC TRANSPORTATION
WITH VESTA REA & ASSOCIATES, L.L.C.
RFP 18-097

THIS WORK AUTHORIZATION is made pursuant to the terms and conditions of Section 6. of the Agreement for Marketing Services for FBC Public Transportation (hereinafter “Agreement”) signed on April 9th, 2019, and entered into by and between Fort Bend County, (hereinafter “County”), a body corporate and politic under the laws of the State of Texas, and Vesta Rea & Associates, L.L.C. (hereinafter “Contractor”), a company authorized to conduct business in the State of Texas

PART I. Scope of Work. The Contractor will perform professional services as defined in the attached Exhibit A “Scope of Work”, Exhibit B “Cost Estimate”, and Exhibit C “Project Timeline”.

PART II. Maximum Compensation. The maximum amount payable under this Work Authorization is one hundred twenty thousand five hundred dollars and no/100 (**\$120,500.00**). This amount is based upon fees set forth in Exhibit B, "Cost Estimate".

PART III. Payment. Payment to the Contractor for the services established under this Work Authorization shall be made in accordance with Section 3 of the Agreement.

PART IV. Dates of Performance. This Work Authorization shall become effective on the date of final acceptance of the parties hereto and shall terminate on March 1, 2022, unless extended by an Amendment to this Work Authorization as provided in the Agreement.

PART V. Waivers. This Work Authorization does not waive the parties' responsibilities and obligations provided under the Agreement.

IN WITNESS WHEREOF, this Work Authorization is executed in duplicate counterparts and hereby accepted and acknowledged below.

{Execution Page Follows}
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FORT BEND COUNTY

KP George, County Judge

Date

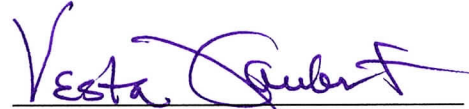
ATTEST:

Laura Richard, County Clerk

Reviewed by:

Perri D'Armond
FBC Public Transit Director

VESTA REA & ASSOCIATES, L.L.C.



Authorized Agent- Signature

VESTA GAUBERT

Authorized Agent- Printed Name

PRESIDENT

Title

MARCH 3, 2021

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

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EXHIBIT A

Scope of Work

Work Authorization 2
Scope of Work for Marketing Services
Budget: \$120,500

Task 1: FBT Brand Launch

Cost: \$17,500

Vesta Rea & Associates shall implement a public relations effort focused on spreading awareness and “launching” the new FBT image among Commuter and Demand Response riders, including core riders, occasional riders and the general public/non-riders.

Cost includes, but is not limited to:

- 1.1 Development of contact database in collaboration with FBCPT that will include local political and community leaders, local transit reporters, local community reporters, and riders (if contact information is available).
- 1.2 Development and production of media packets that will be distributed to specified individuals from contact database
- 1.3 Write, format and distribute press releases using various media outlets
- 1.4 Development and buying of Digital Media advertising
- 1.5 Creation of brief social media calendar that focuses on highlighting “new look, same FBT” theme
- 1.6 Plan press releases and media blasts that generate publicity, word of mouth and grows the overall social media presence of FBT

Task 2: Marketing Campaign Implementation

Cost: \$71,000

Vesta Rea & Associates shall implement strategies developed for the marketing campaign that promotes awareness of public transportation among Commuter riders, including core riders, occasional riders and the general public/non-riders, and aims to increase ridership.

Cost includes, but is not limited to:

- 2.1 Development of a social media calendar
- 2.2 Writing and editing of social media content
- 2.3 Development of advertising messaging
- 2.4 Maintenance of contact database developed for marketing/outreach efforts
- 2.5 Purchasing and launch of media spots among strategic outlets
- 2.6 Development of any marketing collateral specifically related to promoting the commuter and demand response services in relation to the marketing strategies
- 2.7 Implementation of any events in relation to marketing strategies and/or FBT participation in relevant events
- 2.8 Development and implementation of promotions, media kits, corporate information packets and other associated items for internal and external FBT use
- 2.9 Development of photography, graphic designs and/or stock art/print options for the use in collateral material, website, social media and print

- 2.10 Development of benchmarking for social media and digital tools to aid in metric measurements to gauge impact/success of marketing plan strategies and tactics

Deliverable: Implementation of the approved marketing strategies from Work Authorization #1, Task 3: Marketing Plan Strategy Development.

Cost: \$3,000 Marketing Plan Deliverable

Vesta Rea & Associates shall develop and implement a plan that incorporates a wide range of marketing strategies to effectively promote the awareness, actual use of public transportation services to key audiences including but not limited to core riders, occasional riders, and the general public/non-riders. This work was performed in WA #1.

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 bounded 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

Cost: \$2,000 per sub-marketing strategy

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.

Cost includes, but is not limited to:

- 3.1 Develop specific project-based sub-marketing strategy for new Commuter Services to Downtown Houston.
- 3.2 Develop specific project-based sub-marketing strategy for any new routes or services requested by FBCPT.

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: Promotional and Marketing Item Development

Not to Exceed: \$30,000

Vesta Rea & Associates shall develop promotional and marketing collateral, as required, that is consistent with the new direction of the FBT brand.

- 4.1 Develop high-quality, cost-effective production options for trade, print, marketing material and related items.
- 4.2 Develop photography, videography, and stock art/music/print options for use in collateral material, website and print.
- 4.3 Develop and print schedules, maps, tickets, displays, promotional materials, or other activities.
- 4.4 Design graphics and materials associated with the marketing plan and strategies, including but not limited to existing and future expansion of transportation services.

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

EXHIBIT B

Cost Estimate

WORK AUTHORIZATION #2 BUDGET							
	Hourly Rate	Administrative Fee	Task 1 Brand Launch \$17,500	Task 2 Marketing Campaign \$71,000	Task 3 Sub-Marketing Strategy \$2,000	Task 4 Promo/Marketing Item Development \$30,000	Total Cost \$117,500
Personnel							
Principal Marketing Coordinator	\$ 150.00			20			\$ 3,000.00
Deputy Marketing Manager	\$ 95.00			81			\$ 7,695.00
Senior Graphic Designer	\$ 85.00		19.00	85			\$ 8,840.00
Outreach Manager	\$ 60.00		6.20	16			\$ 1,332.00
New Media Manager	\$ 55.00		30.00	86			\$ 6,380.00
Operations Manager	\$ 50.00			20			\$ 1,000.00
Senior Media Manager (BDL)	\$ 75.00		16.00	5			\$ 1,575.00
Deputy Media Manager (BDL)	\$ 60.00		41.75	14			\$ 3,345.00
						Sub-Total	\$ 33,167.00
Negotiated Item							
Advertising/Media Buying			\$ 5,000.00	\$ 40,000.00			\$ 45,000.00
						Sub-Total	\$ 45,000.00
Fixed Cost							
Marketing Plan Deliverable				\$ 3,000.00			\$ 3,000.00
Downtown Houston Sub-Marketing Strategy					\$ 2,000.00		\$ 2,000.00
						Sub-Total	\$ 5,000.00
Collateral							
Folder and container production and pens		\$ 567.39	\$ 3,782.61				\$ 4,350.00
							\$ -
						Sub-Total	\$ 4,350.00

WORK AUTHORIZATION #2 BUDGET							
	Hourly Rate	Administrative Fee	Task 1 Brand Launch \$17,500	Task 2 Marketing Campaign \$71,000	Task 3 Sub-Marketing Strategy \$2,000	Task 4 Promo/Marketing Item Development \$30,000	Total Cost \$117,500
Other							
Printing		\$ 89.09	\$ 93.91	\$ 500.00			\$ 683.00
Postage		\$ 52.17	\$ 347.83				\$ 400.00
Email Marketing Software			\$ 100.00	\$ 1,000.00			\$ 1,100.00
Social Media Management Software				\$ 400.00			\$ 400.00
Misc. Promotional and Marketing Item Development						\$ 30,000.00	\$ 30,000.00
Travel/Mileage (Billed Per the County Travel Policy)			\$ 200.00	\$ 200.00			\$ 400.00
						Sub-Total	\$ 32,983.00
TOTAL BUDGET							\$ 120,500.00

- NOTES:
- At the time of WA#2 budget development, the comprehensive Marketing Plan has not been completed and approved. Due to unknown collateral, all marketing work was factored into the hourly rates. VRA did estimate funds for printing. Regardless of collateral produced or work performed, Task 2 will remain within its stated budget of \$80,000, with FBCPT representatives approving all collateral creation/spending before work is performed.
 - The advertising/media buying cost for Task 1 & 2 represents a quote prior to negotiations. VRA's subconsultant, Boone DeLeon, will be responsible for media negotiations. However, VRA nor Boone DeLeon can guarantee the quoted price will be reduced after negotiations. The cost of the advertising/media buy would be at the negotiated cost.
 - The \$30K fee associated for Task 4 includes administrative cost which is not listed. Since there is no way of knowing how much that would be at this time, we are noting it here.

EXHIBIT C

Project Timeline

From Notice to Proceed (NTP)

Task	Month 1	Month 2	Month 3	Month 4	Month 5	Month 6	Month 7	Month 8	Month 9	Month 10	Month 11	Month 12
Task 1: Brand Launch												
Week 1: Kickoff Meeting												
Collateral Development												
Launch Period												
Task 2: Marketing Campaign Implementation												
Development Period for collateral, messaging, etc. FBT review for items developed included in this timeframe.												
Advertising Phase I***												
Advertising Phase II***												
Implementation of strategies begin												
Task 3: Sub-Marketing Strategy Development for Downtown Service												
Client Review Period* (1 wk)												
VRA Edit Period** (3-5 days)												
Final Sub-Marketing Strategy Plan												
Task 4: Promotional and Marketing Item Development												

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.

*** The advertising phases will be heavily influenced by the NTP receipt date. The goal of the advertising is to avoid summer and holiday months, so the above blocked out timeframes are estimates and may change.