

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

FORT BEND COUNTY

VESTA REA & ASSOCIATES, L.L.C.

KP George, County Judge

Vesta Gaubert
Authorized Agent- Signature

Date

Vesta Gaubert
Authorized Agent- Printed Name

ATTEST:

President
Title

Laura Richard, County Clerk

November 1, 2022
Date

Reviewed by:

Perri D'Armond
Perri D'Armond
FBC Public Transit Director

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

Exhibit A: Scope of Work
Exhibit B: Cost Estimate
Exhibit C: Project Timeline

EXHIBIT A

Scope of Work

Work Authorization 3

Scope of Work for Marketing Services

October 1, 2022 – December 31, 2023

Total Cost: \$143,051.40

Task 1: Agency Coordination

Not to Exceed: \$8,293.80

Coordination and communication between Vesta Rea & Associates and Fort Bend Transit (FBT) for the duration of Work Authorization 3. This task item shall include:

- 1.1 Four (4) in-person quarterly Project Check-In meetings whereby Vesta Rea & Associates will meet with FBT personnel at FBT's location, 3737 Bamore Road, Rosenberg, TX.
- 1.2 Communication between Vesta Rea & Associates and FBT specifically related to Work Authorization 3 tasks.

Deliverable: Not applicable.

Task 2: Demand Response Market Research and Analysis

Cost: \$17,983.00

Vesta Rea & Associates shall conduct the following market research with a specific focus on the Demand Response Service and provide written reports documenting the results and recommendations including, but not limited to, the following:

- 2.1 Strategic analysis of demographics, business trends, and Strengths, Weaknesses, Opportunities, and Threats (SWOT) as the foundation for the marketing plan, and outreach and advertising strategies.
- 2.2 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 available, such as Demand Response reservation data, previous market research, short-term and long-term plans for the service, and other Public Transportation related documents.
- 2.3 Research revenue-generating advertising program options
- 2.4 Develop and implement a ridership survey and community-wide survey with a focus on the Demand Response service. Surveys to be a hybrid approach, utilizing both in-person intercept and digital modes.
- 2.5 Based on research used to identify community-centric organizations within Fort Bend County that are relevant to the Demand Response service, the contractor will contact these organizations to explain and request assistance in distributing the digital community-wide survey. Contractor will also request in-person opportunities with select organizations for hardcopy surveys to be distributed.
- 2.6 Provide website usage and social media growth report to be used in analysis and incorporation of the marketing plan.

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

Task 3: Demand Response Marketing Plan and Strategy Development

Cost: \$12,000

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

- 3.1 Assess available media (trade, print, out-of-home, television, radio, internet, social media, etc.) and create a recommended first-year media schedule based on cost, allocation and fit.
- 3.2 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 FBT records.

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

Task 4: Annual FBT Marketing Campaign

Not to Exceed: \$82,774.60

Vesta Rea & Associates shall implement marketing and outreach efforts in-line with approved marketing plans for Commuter and Demand Response Services, as well as future services, to effectively promote the awareness and use of public transportation services to key audiences including, but not limited to, core riders, occasional riders, and the general public/non-riders. Efforts will be implemented by VRA as activated by FBT.

- 4.1 Continued marketing efforts for Commuter Services, implementing marketing activities based on the approved 2021-22 Commuter Services marketing plan, as activated by FBT.
- 4.2 Continued Commuter Services advertising across audience-specific outlets, as approved by FBT and based on submitted and approved media schedules.
- 4.3 Communication and coordination with advertising subconsultant, Boone DeLeon Communications, to review media metrics and make suggested adjustments as needed.
- 4.4 Development and production of new Demand Response advertisement.
- 4.5 Implementation of Demand Response advertisements across audience-specific outlets.
- 4.6 Implementation of marketing efforts based on approved Demand Response marketing plan. Activities to be implemented as activated by FBT.
- 4.7 Development and implementation of additional marketing and outreach efforts for all Fort Bend County public transit services, existing and future, including but not limited to: in-person events, digital outreach efforts, graphic design services for events and outreach, event research, etc.

Deliverable: Based on activated effort.

Task 5: FBT Downtown Houston Service Sub-Marketing Strategy

Cost: \$2,000

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 use of public transportation services to key audiences including, but not limited to, core riders, occasional riders, and the general public/non-riders.

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

Deliverable: A written report detailing the marketing strategy and tactics to implement to promote the awareness and use of the new Downtown Houston route. One (1) electronic copy to be provided for FBT records.

Task 6: General Marketing and Advertising Item Development

Not to Exceed: \$20,000

Vesta Rea & Associates shall develop, design, and/or produce marketing and advertising collateral, as required by FBT.

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

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

EXHIBIT B

Cost Estimate

WORK AUTHORIZATION #3 BUDGET

	Hourly Rate	Administrative Fee	Task 1 Agency Coordination	Task 2 Demand Response Market Research & Analysis	Task 3 Demand Response Marketing Plan and Strategy Development	Task 4 Annual FBT Marketing Campaign & Analysis	Task 5 FBT Downtown Houston Service Sub-Marketing Strategy	Task 6 General Marketing & Advertising Item Development	Total Cost
Personnel									
Principal Marketing Coordinator	\$ 150.00		6.00	5		5			\$ 2,400.00
Deputy Marketing Manager	\$ 95.00		75.00	12		82			\$ 16,055.00
Senior Graphic Designer	\$ 85.00					49			\$ 4,165.00
Outreach Manager	\$ 60.00			15		52			\$ 4,020.00
New Media Manager	\$ 55.00					8			\$ 440.00
Operations Manager	\$ 50.00								\$ -
Senior Media Manager (BDL)	\$ 75.00					19			\$ 1,425.00
Deputy Media Manager (BDL)	\$ 60.00					51.41			\$ 3,084.60
								Sub-Total	\$ 31,589.60
Negotiated Item(s)									
Advertising/Media Buying						\$ 61,000.00			\$ 61,000.00
								Sub-Total	\$ 61,000.00
Fixed Costs									
Demand Response Market Research and Analysis				\$ 15,000.00					\$ 15,000.00
Demand Response Marketing Plan and Strategy Development					\$ 12,000.00				\$ 12,000.00
Downtown Houston Sub-Marketing Strategy							\$ 2,000.00		\$ 2,000.00
								Sub-Total	\$ 29,000.00
Other									
Printing									\$ -
Postage									\$ -
Email Marketing Software						\$ 1,000.00			\$ 1,000.00
Misc. Marketing & Advertising Item Development								\$ 20,000.00	\$ 20,000.00
Travel/Mileage (Billed Per the County Travel Policy)			\$ 268.80	\$ 193.00					\$ 461.80
								Sub-Total	\$ 21,461.80
								TOTAL BUDGET	\$ 143,051.40

NOTES:

1. The advertising/media buying cost for Task 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 price quoted here will not be exceeded.
2. The \$20,000 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.
3. Based on information provided by Fort Bend Transit, collateral production is no longer allowed under this marketing services contract. Therefore, the category "Collateral" has been removed. Collateral production be requested of VRA, the sum will come from Task 4 as a misc. marketing item. Since this type of item is based on FBT's discretion, VRA has no way of knowing what will be requested in the upcoming year.

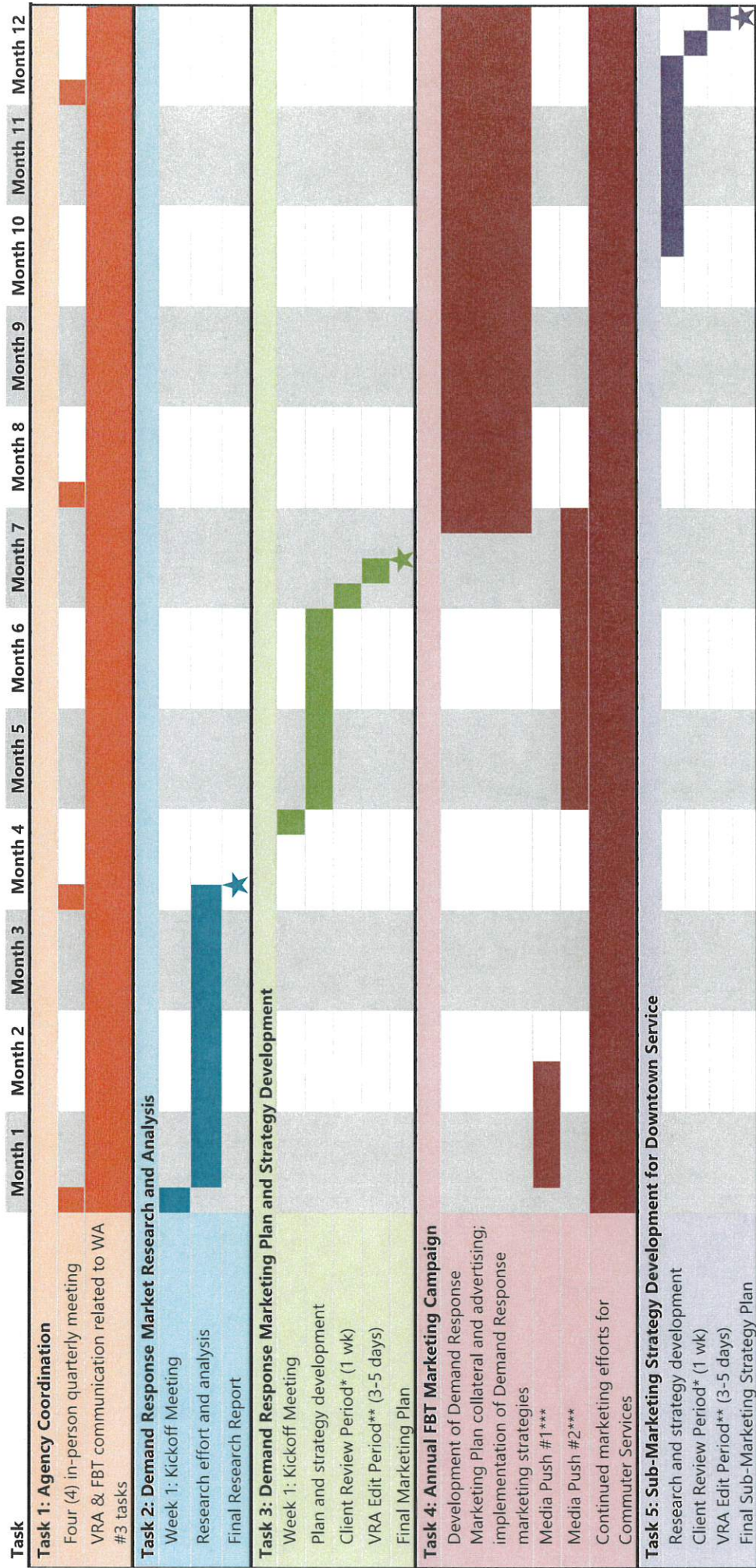
EXHIBIT C

Project Timeline



Estimated Project Timeline for Fort Bend County Public Transportation – Marketing Services Work Authorization #3

From Notice to Proceed (NTP)





Estimated Project Timeline for Fort Bend County Public Transportation – Marketing Services Work Authorization #3

Task 6: General Marketing and Advertising 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 media push 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.