

Northwest Indiana Regional Bus
Authority

Communications, Marketing and
Express Bus Marketing Manage-
ment

Request for Proposals

The NWI Regional Bus Authority is requesting proposals for Communication and Marketing Services. The Scope includes advising the staff, RBA Committees, and the RBA Board on various communication and marketing activities, developing marketing programs and proposals, and management of the RBA website. An Additional contemplated service includes the Management of an Express Bus Marketing plan and program once the service contract is executed.

Scope of Services

<u>Scope of Services</u>	<u>Est. Monthly Hours</u>
- Monthly Newsletter Development	3-5 hrs.
- Monthly (Times) Newspaper Article	4-6 hrs.
- Advertising Development	0-2 hrs.
- Marketing Planning	0-2 hrs.
- Website Management and editing	3-4 hrs.
- Public Relations	0-3 hrs.
- Management of Express Bus Marketing Plan & Promotion	2-10 hrs.**

** Dependent upon when Express Bus Project starts and more hours are needed at beginning of the project to market the new service. This is management of a separate marketing contract with another company.

Total estimated hours ranges from 10 to 22 hours monthly excluding the Management of the Express Bus Marketing Plan and program.

Brief Service Descriptions:

Monthly Newsletter:

Development of news articles, design & layout of newsletter,

newsletter assembly, newsletter distribution through email, supplemental distribution through normal US Mail as needed with bulk mailing or via RBA postage meter.

Monthly Newspaper (Times) Article:

Conducting interviews to create the monthly “Times” column. Including, writing, editing, interviewee approval, RBA review, and submittal to the “NWI Times”.

Advertising Development:

Planning, pricing, design and production of advertising projects and programs. Entails working with staff and the various Committees of the RBA.

Marketing Planning:

Advising Committees, staff, and Board on marketing plans and possible programs.

Website Management (www.rba-nwi.org):

Ongoing website content management, additions and editing, design and production primarily consisting of adding minutes for board and Committee meetings, adding monthly newsletter, adding various plans and information to the sight as needed.

Public Relations:

Advising and the creation of press releases and the development of news stories.

Express Bus Marketing Management:

Management and Oversight of Plan, creation of marketing tools, management of Express Bus Website/portal, see detail in attached Express Bus Marketing Plan.

Compensation:

The RBA is looking for a response that breaks the cost of providing the various scope items into hourly fees. Reimbursement to the provider pursuant to invoice submittal and review of services rendered.

<u>Scope Items</u>	<u>Hourly Fee</u>
<u>Monthly Newsletter:</u>	_____
<u>Monthly Newspaper (Times) Article:</u>	_____
<u>Advertising Development:</u>	_____
<u>Marketing Planning:</u>	_____
<u>Website Management (www.rba-nwi.org):</u>	_____
<u>Public Relations:</u>	_____
<u>Express Bus Marketing Management:</u>	_____

Duration:

September 30th, 2009 thru December 31, 2009. Extensions beyond the end of 2009 are possible.

Due Date:

Responses to this RFP are due no later than 4:30 PM Friday, September 18th, 2009.

Draft Express Bus Marketing Plan

Target Markets

- Lake County: Lowell, Cedar Lake, Dyer, Schererville, Merrillville, Munster and Crown Point.
- Lake County: Major media (publication, cable TV , radio and internet)
- Lake County: The public, public representatives,
- Chicago: Educational organizations and local business

Target Audience:

- Local Chambers of Commerce and business community
- Local /Regional Public and Business Press
- Local /Regional Businesses/organizations
- Local and Regional Politicians
- Chicago Educational Organizations
- Chicago Human Rights Groups

Marketing Objectives

- Development of a consistent brand/identification.
- Development of Communication activities.
- Build Awareness of EXPRESS BUS Regional Bus Authority (RBA).
- Development of strong consistent messaging to represent all future service areas.

Strategies

- Leverage Regional Communication Opportunities with THE TIMES (lake county) and POST TRIBUNE.
- Leverage our relationships with the cities/towns covered by the Express Bus route.
- Business solutions approach (focus communications to promote car/van pooling)
- Leverage our knowledge by educating commuters of the benefit of the Express Bus to Chicago.

Communications

Campaigns

The “Express Bus” Campaign

Start Date: Fall, 2009, Announcement of the building of an Express Bus Service servicing Lake County Indiana into the Chicago Loop. Focusing on Lowell, Cedar Lake, Dyer, Schererville, Merrillville, Munster and Crown Point.

Message: Economical - Comfort - Convenient

Time Frame: December 2009 thru July 2010

Components: The Times - Lake County

Editorial content

Advertising: print and web

Post-Tribune - Lake County

Editorial content

Advertising: print and web

Cable TV and Radio

Production of (2) - 30 second spots produced for Television

Production of (2) - 30 second spots produced for Radio

Air Time: (4) times per week

School Promotion (college commuters) - Chicago

Website links

Flyers/brochures - with maps/fares

Commuter Vehicle Window Stuffers

Flyer/brochures - with maps/fares

Production of (2) - 30 second spots produced for Radio

Air Time: (4) times per week

Vehicle Wraps - branding

(4) buses with vehicle wrap