February 17, 2015

To: ACHD Commission
   Bruce Wong, Director

From: Maureen H. Gresham
   Commuteride Manager

Subject: ACHD Commuteride Marketing

Agenda Date: February 25, 2015

**Facts and Findings:**

On June 23, 2014 ACHD formally opened bids for the 2015 ACHD Commuteride Marketing. Six firms obtained the Contract Documents from ACHD Contract Administration Office. One firm submitted a bid which is shown in the table below.

<table>
<thead>
<tr>
<th>Consultant</th>
<th>Total Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>Drake Cooper</td>
<td>$149,995.00</td>
</tr>
</tbody>
</table>

The proposal was reviewed by Contract Administration Office and found in compliance with Idaho law and ACHD Policy. A 5 member review team that included personnel from ACHD Commuteride, ACHD Communications Office, ACHD Traffic Operations, COMPASS, and Valley Regional Transit (VRT), evaluated the proposal in accordance with the evaluation criteria, as outlined in the Contract Documents and found it to meet all criteria.

**Proposed Services:**

Drake Cooper will provide the following services:

a. Develop the overall look + feel for each target audience/service/tool of the Commuteride marketing plan to guide us through the development of all marketing materials including potential updates to May in Motion materials.

b. Write new messaging copy and develop new design elements that can be used throughout marketing materials. The brand messaging should feel fresh, yet familiar.

c. Create a refined brand identity (including the official name) for a “Commuter Club”.

d. Produce, as needed, new selling materials and information packets that are specifically tailored to the needs of employers and our identified target audience segments within their organizations.

e. Produce collateral materials, including electronic media, specifically designed to highlight the “gains” that can be used at on site meetings and/or at partner agency events/meetings.

f. Provide collateral materials to be used in support of the annual May in Motion campaign.

g. Create bumper/tech stickers, wearables and marketing items that will be distributed to current Commuteride customers.

h. Build an ongoing ad campaign that is always turned on to capture potential customers whenever they inquire about alternative commuting options. Consider sites for those already in the Treasure Valley and those looking to relocate locally or from out of state.

i. Create innovative, neighborhood-appropriate outreach materials, such as guerrilla marketing, neighborhood fliers and direct mail.

j. Assist with the re-design of Commuteride.com.
k. Create marketing materials that describe the “Commuter Club” and begin talking to local businesses to gauge interest.

l. Advise on the use of strategies and tools.

**Fiscal Impacts:**
The bid came in slightly lower than anticipated. Commuteride budgeted $150,000 funds in FY2015.

**Staff Recommendation:**
Staff recommends the ACHD Commission approve and the President execute the Purchase Agreement with Drake Cooper in the amount of $149,995.00.

cc: Paul Daigle, Chief of Staff