



February 18, 2020

To: Members of the Board of Directors

From: Jennifer L. Bergener, Managing Director

Subject: Approval to Release Request for Proposals for Pacific Surfliner Digital Marketing Services

Overview

The Los Angeles – San Diego – San Luis Obispo Rail Corridor Agency is responsible for marketing the Pacific Surfliner in order to enhance public awareness of the service and increase ridership and revenue. Consultant services are needed to provide professional marketing services for the Pacific Surfliner, including social media management, content strategy and development, and strategic and technical consultation as needed. Staff has developed a request for proposals to initiate a competitive procurement process to retain consultant(s) to provide digital marketing services and is seeking Board of Directors approval to release the request for proposals.

Recommendations

- A. Approve the proposed evaluation criteria and weightings for Request for Proposals 0-2025 to provide digital marketing services for the Los Angeles – San Diego – San Luis Obispo Rail Corridor Agency.
- B. Approve the release of Request for Proposals 0-2025 for digital marketing services for the Los Angeles – San Diego – San Luis Obispo Rail Corridor Agency for a one-year initial term with two, one-year option terms.

Discussion

The Los Angeles – San Diego – San Luis Obispo (LOSSAN) Rail Corridor Agency (Agency) is responsible for marketing the Pacific Surfliner service in order to enhance public awareness of the service. The official Pacific Surfliner social media channels (which include Facebook, Twitter, Instagram, YouTube, and a blog) have become an increasingly important asset to the marketing program through educating the public about the service, inspiring trips, and driving traffic to PacificSurfliner.com.

In late 2018, the LOSSAN Agency initiated a competitive procurement process for consultant support to assist staff in social media marketing of the Pacific Surfliner service. On November 2, 2018, an informal, \$50,000 contract was awarded for a one-year term. The contract helped to grow and enhance the Pacific Surfliner social media program, allowing digital platforms to further support marketing program goals and position the Pacific Surfliner as a preferred transportation option. It was determined that the marketing program would benefit from a larger engagement with a more robust scope of work (SOW) that will continue to build on the success of these digital platforms and expand growth opportunities. Therefore, the LOSSAN Agency is seeking Board of Directors' (Board) approval for new digital marketing support that includes an updated SOW.

Digital marketing services SOW includes the following:

- Managing the official Pacific Surfliner social media accounts.
- Developing content, such as blog articles, social posts, photography, and videos.
- Interacting with individuals who post about the Pacific Surfliner online.
- Strategically planning out social media campaigns to drive website traffic to PacificSurfliner.com.
- Planning, producing, placing, and optimizing paid media.
- Engaging with influencers (individuals on social media with large followings) to increase exposure of the Pacific Surfliner.
- Building reports to inform on the performance of the program and identify opportunities for growth.

Procurement Approach

The LOSSAN Agency's Board of Directors (Board)-approved procurement policies and procedures require that the Board approve all requests for proposals (RFP) over \$100,000, as well as approve the evaluation criteria and weightings. LOSSAN Agency staff is submitting for Board approval the draft RFP and evaluation criteria and weights, which will be used to evaluate the proposals received in response to the RFP.

The proposed evaluation criteria and weightings are as follows:

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|-------------------------------------|------------|
| • Qualifications of the Firm | 25 percent |
| • Staffing and Project Organization | 25 percent |
| • Work Plan | 30 percent |
| • Cost and Price | 20 percent |

Several factors were considered in developing these weightings. Work plan is weighted at 30 percent to emphasize the importance of the firm demonstrating

its ability to provide solutions specific to the LOSSAN Agency's marketing needs and opportunities. Qualifications of the firm is weighted at 25 percent because due to the breadth and depth of the requested services, the successful firm must have a proven track record for meeting similar requirements in previous projects. Staffing and project organization is also weighted at 25 percent as the firm's proposed project team must demonstrate familiarity with required marketing specializations in terms of knowledge, skills, and experience. Cost and price are weighted at 20 percent to ensure the LOSSAN Agency receives the best value for the services provided.

The contract resulting from this procurement will have a one-year initial term with two, one-year option terms. The total cost for the initial term is anticipated to be approximately \$200,000.

This RFP will be released upon Board approval of these recommendations.

Fiscal Impact

Marketing services were included in the LOSSAN Agency's Fiscal Year (FY) 2019-20 and 2020-21 annual business plan and Board-adopted budget. The LOSSAN Agency requested and received \$2 million in state-provided marketing funds for FY 2019-20. This amount is consistent with the three prior FY marketing budgets approved by the California State Transportation Agency.

Summary

Board approval is requested to release RFP 0-2025 for digital marketing services and the approval of the proposed evaluation criteria and weights.

Attachment

- A. Draft Request for Proposals (RFP) 0-2025, Pacific Surfliner Digital Marketing Services

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