

MOTION:

SECOND:

**RE: AUTHORIZE THE EXECUTIVE DIRECTOR TO AWARD A TASK ORDER CONTRACT TO
SIDDALL COMMUNICATIONS, LLC FOR VANPOOL ALLIANCE PROGRAM MARKETING
SERVICES**

ACTION:

WHEREAS, the OmniRide Transportation Demand Management (TDM) programs and Vanpool Alliance Program would benefit from a concentrated, long-term marketing and promotional effort; and

WHEREAS, the Vanpool Alliance Program is able to provide funding through its program earnings; and

WHEREAS, funding for such efforts are included in the Potomac and Rappahannock Transportation Commission's FY21 budget; and

WHEREAS, management has identified one of the Virginia Department of Rail and Public Transportation's on-call consultants, Siddall Communications, LLC, as being qualified to perform the necessary tasks; and

WHEREAS, management has received both a proposed Scope of Work and a cost quote from the consultant; and

WHEREAS, management considers both Scope of Work and cost quote acceptable.

NOW, THEREFORE, BE IT RESOLVED that the Potomac and Rappahannock Transportation Commission does hereby authorize the Executive Director to enter into a task order contract with Siddall Communications, LLC for marketing services for Vanpool Alliance and the OmniRide Transportation Demand Management programs.

Votes:

Ayes:

Nays:

Abstentions:

Absent from Vote:


Alternate(s) Present Not Voting:


Absent from Meeting:



August 27, 2020

TO: Chair Franklin and PRTC Commissioners

FROM: Joe Stainsby 
Chief Development Officer

THROUGH: Robert A. Schneider, PhD 
Executive Director

SUBJECT: Authorize the Executive Director to Award a Task Order Contract to Siddall Communications, LLC for Vanpool Alliance Program Marketing Services

Recommendation:

Authorize the Executive Director to award a task order contract to Siddall Communications, LLC for Vanpool Alliance Program marketing services.

Background:

As management devised work plans for the Vanpool Alliance program for fiscal year 2021, we relied on the recommendations within the Strategic Plan. Based on those recommendations to expand efforts to promote and register vanpools, increase ease of access to commuter information, and invest in additional resources to responsible and safe vanpooling, management defined a number of focused goals and determined that consultant assistance would be beneficial. Management also determined a concentrated, long-term marketing and promotional effort would benefit both the OmniRide Transportation Demand Management (TDM) programs and the Vanpool Alliance Program.

Management has identified one of the Virginia Department of Rail and Public Transportation's on-call consultants, Siddall Communications, LLC, as being qualified to perform the necessary tasks.

Goals for the promotional efforts are:

- Increase awareness and understanding of the Vanpool Alliance Program
- Recruit riders to existing vanpools and promote the creation of new vanpools
- Promote vanpool safety best practices including COVID-19 specific measures
- Facilitate easier monthly reporting for program participants

To achieve these goals Siddall Communications, LLC has proposed the following tasks:

- Update the Vanpool Alliance program website
- Paid advertising for all programs including on-line banner ads
- Testimonial videos showing the benefits of vanpooling and the Vanpool Alliance program
- Video ads for on-line promotion
- Video user guide to allow easier monthly reporting for end users
- Updating and creating new collateral materials for all programs (e.g., brochures, etc.)

Design, development, and implementation of the promotional efforts will take place over fiscal year 2021. Some material, such as the video ads, reporting tutorials, and testimonials are expected

Fiscal Impact:

The total cost of the effort is estimated at \$200,000. Funding for the promotional efforts will be provide through the Vanpool Alliance program earnings and is included in the FY2021 budget.

Federal:	\$0	
State:	\$0	
Local:	\$0	
Vanpool Alliance:	\$200,000	
	Fredericksburg:	\$0
	Manassas:	\$0
	Manassas Park:	\$0
	Prince William:	\$0
	Spotsylvania:	\$0
	Stafford:	\$0
Total:	\$200,000	

Vanpool Alliance FY21 Proposal

July 2020-June 2021

\$200,000 total budget

Scope of Work and Costs

Task 1 – Paid Advertising

- 6 months of online advertising: Facebook, Google search, banner ads, YouTube

Agency Fee		Rate	Hours	Total
Media Planner/Buyer	Amy Dunkley	\$84.73	10	\$847.30
Controller	Bettina Roda	\$142.56	4	\$570.24
Project Manager	Amy Dunkley	\$86.40	4	\$345.60
Agency Fee Total:				\$1,763.14

Paid Media: \$58,108

Grand Total Task 1: \$59,871.14

Task 2 – Update advertising creative

- Revise creative using same concepts but with new copy adjusted for the current COVID-19 climate
 - Facebook, search and banner ads
 - One shorter video (new voiceover, but no changes to existing animation or sound design)

Agency Fee		Rate	Hours	Total
Account Supervisor	John Siddall	\$149.53	6	\$897.18
Art Director	Shari Hindman	\$199.39	60	\$11,963.40
Production Director	Roberta McDonnell	\$150.93	30	\$4,527.90
Controller	Bettina Roda	\$142.56	4	\$570.24
Writer	Steve Covert	\$162.00	35	\$5,670.00
Project Manager	Amy Dunkley	\$86.40	40	\$3,456.00
Traffic Director	Mary Ando	\$86.40	10	\$864.00
Research and Strategic Planning	Emily Sengenberger	\$162.00	8	\$1,296.00
Agency Fee Total:				\$29,244.72

Out of Pocket production costs: \$10,000

Grand Total Task 2: \$39,244.72

Task 3 – Video Production

- Concept and produce two videos
 - Tutorial video for when reporting changes, approx. 5-6 minutes long
 - Testimonial video with program participants – client to recommend people to feature, approx. 2 minutes long

<u>Agency Fee</u>		Rate	Hours	Total
Account Supervisor	John Siddall	\$149.53	4	\$598.12
Creative Director/Art Director	Shari Hindman	\$199.39	160	\$31,902.40
Production Director	Roberta McDonnell	\$150.93	50	\$7,546.50
Controller	Bettina Roda	\$142.56	2	\$285.12
Writer	Maryann Neary-Gill	\$162.00	70	\$11,340.00
Project Manager	Amy Dunkley	\$86.40	35	\$3,024.00
Traffic Director	Mary Ando	\$86.40	10	\$864.00
Research and Strategic Planner	Andrew Aquino	\$162.00	2	\$324.00

Agency Fee Total: \$55,884.14

Out of Pocket Production - two videos: \$45,000.00

GRAND TOTAL TASK 3: \$100,884.14

GRAND TOTAL FY21: \$200,000