



## Capitol Corridor Social Media Strategy/Management and Online Advertising Campaign Request for Proposal

### **ABOUT THE CAPITOL CORRIDOR/CCJPA**

The Capitol Corridor is an intercity passenger train system that provides a convenient alternative to traveling along the congested I-80, I-680 and I-880 freeways by operating fast, reliable and affordable intercity rail service to 16 stations in 8 Northern California counties: Placer, Sacramento, Yolo, Solano, Contra Costa, Alameda, San Francisco, and Santa Clara, a 170-mile rail corridor. Capitol Corridor's annual ridership is 1.7 million.

The Capitol Corridor Joint Powers Authority (CCJPA) is a partnership among the six local transit agencies in the eight-county service area that shares the administration and management of the Capitol Corridor. The San Francisco Bay Area Rapid Transit District (BART) provides day-to-day management support to the CCJPA.

**CAPITOL CORRIDOR  
JOINT POWERS AUTHORITY**  
300 LAKESIDE DRIVE  
14<sup>TH</sup> FLOOR EAST  
OAKLAND, CA 94612  
(V) 510.464.6995  
(F) 510.464.6901  
www.capitolcorridor.org

### **SCOPE OF WORK**

CCJPA is searching for a vendor to develop a social media strategy, monitor social media activity and execute online advertising campaigns to increase brand awareness of the Capitol Corridor name, increase ridership and increase revenue. This contract will run for the period of October 1, 2012 through June 30, 2013, with the option to renew for one year. The selected vendor will evaluate new and emerging/existing social media channels and provide recommendations for activity and campaigns. The scope of this contract is broken up into two primary functions:

#### **1) SERVICES**

- Development and execution of a social media strategy
- Implementation of a monitoring platform
- Development and implementation of monthly contests
- Monthly management of campaigns, page content and development, brand monitoring, employee training, reporting and other recommendations based on latest trends and news.

#### **2) PAID ADVERTISING**

- Development of an online advertising plan
- Placement of ads on social media channels, including, but not limited to Facebook.
- Implementation of online paid search
- Online advertising will run from October–November 2012, and January–June 2013
- Vendor will handle payment for all ads, which will be billed through this contract

### **BUDGET**

The maximum budget for this contract must not exceed \$50,000. CCJPA proposes that approximately 30% be allocated toward services, and 70% be allocated toward the paid advertising portion. These cost ratios are flexible and can shift based on vendor's recommendations. If vendor proposes different cost ratios, please include a short explanation to justify the decision. The total budget amount is not flexible and may not exceed \$50,000.



## **PROPOSALS**

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Proposals should consist of an overview of the agency, representatives and include the items below. The proposal should be no longer than five pages and must not exceed \$50,000.

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- Proposed social media and online advertising plans
- Cost breakdown (as outlined in the scope) of associated tasks and fees
- Description of team and experience
- Past clients and projects
- References

Proposals (email preferred) must be submitted by  
5pm (PST) on Wednesday, September 5, 2012 to:

Priscilla Kalugdan  
[priscillak@capitolcorridor.org](mailto:priscillak@capitolcorridor.org)  
300 Lakeside Drive 14<sup>th</sup> Floor  
Oakland, CA 94612  
510.464.6992