



Capitol Corridor Advertising Support – Fiscal Year 2024-2025 Request for Proposal

ABOUT THE CAPITOL CORRIDOR/CCJPA

BOARD OF DIRECTORS

PLACER COUNTY
TRANSPORTATION PLANNING
AGENCY
Jim Holmes
Bruce Houdesheldt, Vice Chair
Alice Dowdin Calvillo (alt.)

Capitol Corridor is an intercity rail service connecting the most economically vibrant urban centers in the Northern California megaregion – from the Sacramento capital to the tech hub of Silicon Valley, and includes San Francisco, Oakland, and Berkeley. With a Cafe Car and free wi-fi on board, Capitol Corridor trains provide a convenient, reliable, and comfortable alternative to the congested I-80, I-680, and I-880 freeways for both work and leisure travelers. The extensive network of bus connections further extends Capitol Corridor’s reach to destinations like Reno, Lake Tahoe, Santa Cruz, and Monterey. Capitol Corridor operates fast, reliable and affordable intercity rail service to 17 stations in 8 Northern California counties: Placer, Sacramento, Yolo, Solano, Contra Costa, Alameda, San Francisco, and Santa Clara, a 170-mile rail corridor.

SACRAMENTO REGIONAL TRANSIT
DISTRICT
Bret Daniels
Caity Maple
Rick Jennings, II (alt.)
Patrick Kennedy (alt.)

The six local transit agencies in the eight-county service area provide the administration and management of Capitol Corridor through the Capitol Corridor Joint Powers Authority (CCJPA). The San Francisco Bay Area Rapid Transit District (BART) is the CCJPA’s administrative managing agency and provides day-to-day management support to the CCJPA. You can find more information at <http://www.capitolcorridor.org>

SAN FRANCISCO BAY AREA RAPID
TRANSIT DISTRICT
Debra Allen
Bevan Dufty
Janice Li
Robert Raburn, Chair
Rebecca Saltzman

SCOPE OF WORK

SANTA CLARA VALLEY
TRANSPORTATION
AUTHORITY
Sudhanshu Jain
Omar Torres

CCJPA is seeking a creative/advertising firm to develop and apply fresh creative concepts to promote Capitol Corridor’s brand, developing a versatile new suite of design elements that will be incorporated across all advertising, digital, and print channels. This contract will run for the period of July 1, 2024, through June 30, 2025.

SOLANO TRANSPORTATION
AUTHORITY
Steve Bird
Alma Hernandez
Robert McConnell (alt.)

The selected firm will revitalize messaging and creative elements, analyze market trends, and develop strategy for existing promotional offers, present media plans, procure media, incorporate CCJPA’s marketing assets into the overall mix, and perform administrative tasks typically associated with advertising services. CCJPA requires that the firm have at least 5 years of experience with contracts valued at \$100,000 or more, preferably in the travel, leisure destination, public sector and/or transportation industries.

YOLO COUNTY TRANSPORTATION
DISTRICT
Josh Chapman
Lucas Frerichs
Tom Stallard (alt.)

The primary functions CCJPA is looking for the firm to perform are:

EXECUTIVE OFFICERS

Robert Powers
Executive Director

Robert Padgette
Managing Director

- 1. Creative Asset Development:** Develop new creative strategy and direction for CCJPA’s advertising and promotional needs. Develop and produce new creative concepts, graphics, print and digital designs, video, and copy points for use in advertising campaigns, CCJPA’s digital channels, and other promotional needs.
- 2. Development of Advertising & Promotions Plan:** Develop, implement, and manage an advertising plan based on the Capitol Corridor brand and ridership objectives for CCJPA’s Fiscal Year 2024-25.
- 3. Media Purchasing/Management:** Selected agency will develop a media plan with ongoing support for successful execution of the advertising and promotional plan.
- 4. Social Media Creative:** Support the CCJPA’s social media by adhering to the overall social strategy, developing/securing content and creative assets, and ensure content is being effectively pushed out to CCJPA followers.

CAPITOL CORRIDOR JOINT POWERS AUTHORITY

2150 WEBSTER STREET
3RD FLOOR
OAKLAND, CA 94612
(V) 510.464.6995
(F) 510.464.6901
www.capitolcorridor.org

CREATIVE ASSET DEVELOPMENT (30%)

The CCJPA is seeking a new creative suite that will support promotional offers targeted at leisure/commuter and off-peak markets, including destinations. Selected firm will develop new creative look/feel for ads that



will mesh with the current brand personality. Firm will update artwork, templates, copy and taglines for the planned campaigns. A sample list of creative needs follows:

- a. Evolve Capitol Corridor brand, new taglines and copy for various advertising campaigns
- b. Measure success and increase Capitol Corridor's aided and unaided brand awareness throughout Northern California
- c. Photography, videography, graphics to support advertising and promotional efforts
- d. Create and produce new radio scripts/spots as may be needed (:15, :30, :60)
- e. Design web banner, online advertisement and email design templates
- f. Digital and print templates for ads, social posts, rack cards and flyer templates for promotions
- g. Onboard signage/poster design, production, and templates
- h. Create design of train exterior wrap and at-station signage
- i. Development of brand related graphics for merchandise and promotional giveaways as well as partnership marketing initiatives
- j. Create video spot for use in TV and/or online spots (:15, :30)
- k. Utilize and edit (as needed) potential UGC (user-generated content) for campaign or other promotional projects
- l. Provide creative development and production of all materials associated with campaigns within a predetermined timeframe
- m. Procurement of talent and management of talent rights as required

Ownership of Creative Content: CCJPA will retain ownership rights and native files to all creative content developed for these campaigns in perpetuity.

DEVELOPMENT OF ADVERTISING & PROMOTIONS PLAN (15%)

The CCJPA would like a media/advertising plan developed that provides consistent, targeted advertising to CCJPA's intended audience. The media plan may include a mix of television, radio, print, out-of-home, online paid search, social media, non-traditional media, and other digital advertising. Primary tasks include:

- a. Advise the CCJPA in overall marketing analysis, strategy development and positioning of the Capitol Corridor intercity rail passenger service.
- b. Plan, develop, create, produce and implement quarterly advertising programs designed to increase awareness, ridership and revenue of Capitol Corridor rail service.
- c. Promotional Direction: Develop promotions and/or promotional partnerships with companies that share similar markets/sales objectives; create or review discount offers to promote product trial. Support existing annual promotions and events with updated creative and media recommendations.
- d. Develop and coordinate promotions in conjunction with media buys. Plan and execute joint advertising, promotional, and trade-based campaigns with outside agencies
- e. Consider grassroots marketing initiatives to reach key market segments, including students, families, and seniors.

MEDIA PURCHASING/MANAGEMENT (20%)

Selected agency will develop a media plan to support the advertising and promotional plan.

- a. Media purchasing and management of advertising contracts to support the advertising and promotional plan.
- b. Check and verify insertions, banner ads, broadcasts or other means used, to such degree as is usually performed by agencies, including providing tear-sheets, logs, or other proof that ads have run. Audit invoices for space, time, material preparation and charges.
- c. Provide account services management and coordination sufficient to support the advertising services outlined.
- d. Analyze media options and prepare a media plan for advertising campaign components
- e. Order advertising space, time or other means to be used for publication of CCJPA's advertisements, at all times endeavoring to secure the most efficient and advantageous rates available. CCJPA is seeking recommendations that will maximize visibility for its product/promotions.

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SOCIAL MEDIA (25%)

CCJPA would like consultant to support the agency’s social media by adhering to the overall social strategy, developing/securing content and creative assets, and ensure content is being effectively pushed out to CCJPA followers.

- a. Work with CCJPA marketing team to refine content strategy that focuses on capturing brand essence, voice and tone. Ensure all content needs are being met and captured on monthly basis in order to maximize engagement, reach, brand awareness and increase ridership.
- b. Develop engaging content for Capitol Corridor to increase brand awareness, gain followers, and increase engagement.

BUDGET & ADMINISTRATIVE (10%)

Budget for these services is estimated at not more than **\$750,000** for all creative work, production, net media purchase and commission on net and firm fees. All travel costs, shipping/mail, telephone/fax charges and firm administrative costs must be included in the proposed budget. Agency will submit status reports to measure tasks accomplished each calendar month of the contract. Creative charges will be estimated in advance and billed for each product. Final budget will be determined at the time of contract signing.

Any additional services requested by CCJPA that do not fall under this scope of work shall be compensated outside of this contract on a project basis as estimated by firm and as approved by CCJPA.

PROPOSALS

Proposals should consist of no more than 7-10 pages and include the following:

- Overview of firm, including brief description of each team member and experience.
- Samples of relevant creative work for previous/current clients (may include brief client case studies with creative).
- Past clients and projects related to travel and/or transportation, or transferable experience. Brief client case studies should include cost breakdown.
- General media recommendations and/or description of firm’s media development strategy and how it will be used to develop/illustrate the advertising plan and creative assets.
- Estimated cost breakdown of budget including firm fees.
- References
- Firm based in California, and particularly Northern California market, strongly preferred.

JUDGING CRITERIA

Account Team (Breadth of team, relevant experience, accessibility)	20%
Budget The maximum funding available for this campaign is \$750,000 and proposals should not exceed that amount.	25%
Experience with multi-channel advertising campaigns (creative, print, radio, promotion, digital, social media, etc.)	30%

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Experience in the travel or transportation industries, or transferable experience preferred	20%
References	5%

SUBMISSION

Proposals (e-mail is preferred) must be received by **May 9, 2024 at 3pm PT** to:

Ravi Sreekakula, Marketing
ravis@capitolcorridor.org
Capitol Corridor Joint Powers Authority
2150 Webster St, 3rd Fl
Oakland CA 94612

<http://www.capitolcorridor.org>

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