

REQUEST FOR PROPOSAL (RFP)
GWTA-5303-24

**Marketing & Public Relations Services for
Goldsboro-Wayne Transportation Authority**

RFP Circulation Date: May 10, 2024
Proposal Submission Deadline: June 3, 2024 3:00pm EST

Goldsboro-Wayne Transportation Authority, known locally as GWTA, is a growing, vibrant, technologically advanced public transit system seeking proposals from qualified marketing/public relations firms to manage and expand the public outreach and marketing strategy for the GWTA public transportation system. Experience in traditional and non-traditional media advertising, word of mouth advertising, social media, research, & public relations are all helpful. We are seeking an ongoing campaign that incorporates a wide range of marketing strategies that will effectively promote, increase awareness and ridership, and implement branding of GWTA services to key audiences including but not limited to:

- Existing core riders
- Existing occasional riders
- General public
- Potential employees

This contract shall begin July 1st, 2024 and end June 30th, 2027 and will contain an option to extend for up to two (2) one-year periods. The selected firm may be requested to develop, maintain and/or create the following items:

- Develop and Provide public outreach and educational materials and promotional items (in English, Spanish and other as needed), media kits, information packages, advertising media (printed, electronic, animated and other approaches) and other associated items for use internally and externally to include both regular service and also special events
- Develop Customer Service Surveys (Urban and Rural) and implement annual processes for implementation of the process as well as a report and infographic of the responses
- Conduct Annual Ridership Counts and assessment of current transit amenities. Provide a report demonstrating a snapshot of the findings
- Update GWTA website to reflect more current designs and uses for similar service
- Develop & Maintain all graphics for signage, bus shelters, equipment, bus stop signs, etc.
- Attend GWTA Board of Directors Meeting at least once/year to present plans & proposals
- Develop and implement advertising and marketing strategies to grow GWTA ridership including increased public awareness of the accessibility of services for elderly and disabled
- Annually develop and update GWTA System and Route Maps as well as comprehensive schedules and brochures to better inform the public about the GWTA services
- Design and develop Multi-Ride Passes and programs for use by eligible riders
- Produce graphics and materials associated with the marketing program and strategies
- Develop and implement high quality and economical production options

Requested Information and Proposal Format

Please submit three (3) hard copies and one (1) electronic copy of the proposal **by 3:00 pm on June 3, 2024**. Respondents are encouraged to contact the GWTA Director, Don C. Willis, with any questions or concerns. Final proposal submission is to be received *no later than 3:00 pm EST on June 3, 2024*. Be mindful of timeliness when submitting at the following address:

Attn: Don C. Willis, Director, Goldsboro-Wayne Transportation Authority
PO Box 227
103 N. Carolina St.
Goldsboro, NC 27533
Email: don.willis@waynegov.com
Phone: 919-736-1374