



Request for Quote (RFQ)
Short Term Marketing Campaign

Sequence of Events	Date
Request for Quote Issued	February 20, 2025
Deadline for Questions	February 27, 2025
Submission Due	March 5, 2025
Award of RFQ (if Awarded)	March 10, 2025

QUOTES MUST BE RECEIVED BY THE DUE DATE – LATE ENTRIES WILL NOT BE CONSIDERED.

Procurement Coordinator:

Kait Riegling

k.riegling@catchamax.org

BACKGROUND INFORMATION:

The Macatawa Area Express (MAX) is a small urban transit system that has operated fixed bus routes and demand response service since 2000. Currently, MAX serves the communities of the City of Holland, City of Zeeland, Holland Charter Township, Zeeland Charter Township and Park Township with fixed route and/or demand response service. MAX currently employs 75 staff members.

In fiscal year 2024 the Macatawa Area Express (MAX) worked with Transpo Group to conduct a route study that included route and service changes in Ottawa and Allegan County with the goal to improve efficiency to both MAX and riders while meeting more needs from local stakeholders. This project is currently in the second phase of the route study- implementation of the adopted plan. MAX will implement the newly adopted fixed route system that will include restructured routes from the current 8 looping routes that return to the depot every hour to 6 north-south and east-west routes with multiple transfer points throughout the community, increased bus frequencies to every 30 minutes, micro-transit zones, and restructured paratransit services.

PROJECT DESCRIPTION:

The Macatawa Area Express Transportation Authority (MAX) is seeking quotes with a marketing agency to develop and execute a short-term marketing campaign.

SCOPE OF WORK:

The Macatawa Area Express Transportation Authority (MAX) is seeking a comprehensive marketing campaign for up to a 6-month period. This campaign aims to increase public awareness, drive engagement, educate passengers, and meet organizational goals regarding the launch of MAX's new fixed route system.

Primary tasks and deliverables shall include, but are not limited to:

- Develop a comprehensive marketing strategy and execute plan
- Create campaign branding, messaging, and visuals
- Campaign materials (print, digital, video, etc.)
- Execute the campaign across approved channels.
- Ensure materials comply with accessibility standards, such as ADA requirements
- Track and report campaign metrics, providing monthly performance updates
- Coordinate with MAX staff and stakeholders to ensure alignment with organizational goals
- Attend periodic review meetings to provide updates and gather feedback

Tasks & Deliverables

- Creation of Marketing schedule/timeline
- Creation of a themed/branded messaging to inform the public of upcoming route changes that will begin before, during and after launch (April/May start to Oct/Nov end time frame)
- Assist in production of educational materials/messaging.
- Assist in marketing materials including but not limited to posters, flyers, bus billboards, social media assets, messaging and information for site education, email blasts and EZ-text updates.
- Creation of an educational motion graphic video on how to use the new route system
- Should budget allow, implementation of Google Ads and creation of the materials needed for that

If additional or different deliverables/tasks will be performed in the quoted service, vendor must define what MAX would receive through the contract.

REQUEST FOR QUOTE REQUIREMENTS:

1. Quotes must be emailed to k.riegling@catchamax.org by 5:00 PM ET on March 5, 2025.
2. No facsimile or physical quotes will be considered.
3. Submitted quote shall be valid for at least sixty (60) days.

INFORMATION CONTRACTOR MUST PROVIDE IN THEIR QUOTE:

1. Description of the work to be performed
2. Outline of proposed approach, including personnel, timeline, and milestones
3. Total project cost and itemization budget.