



Thomas Jefferson Planning District Commission
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REQUEST FOR PROPOSAL:

Media Content for RideShare/TDM Program
of the Thomas Jefferson Planning District Commission

PURPOSE OF WORK:

The Thomas Jefferson Planning District Commission (TJPDC) seeks the services of an experienced media production company to provide creative and production services in building media content, including still images and video for the RideShare/TDM program. The media production company will guide the TJPDC staff, and key stakeholders in developing creative and engaging media content that complements the vision, mission, values, and future direction of the RideShare program. In a year with limited messaging due to the pandemic, RideShare would like to use available marketing funds to build robust marketing and media content for the overall benefit of the program. Moving images, including videos, are the most impactful content for program education and illumination. By building up a content library we are setting the RideShare program up for great success in post-pandemic times.

PROCESS AND DEADLINES:

Submission:

- Proposal submissions should be sent via email to: Sara Pennington at spennington@tjpdc.org
- Phone: (434) 295-6165
- *Note:* The TJPDC reserves the right to reject any or all proposals wherever it is in the best interest of the Planning District Commission. The TJPDC is an Equal Opportunity Employer. Minority and Women-owned businesses are encouraged to submit a proposal.
- Proposals will be received until:
 - Closing Time: 4:00 pm
 - Closing Date: May 17, 2021
 - Late Proposals: Proposals received after the stated closing time and date will not be considered.

Decision:

- Proposals will be reviewed within 7 days of the closing date and notification of decision will be made by May 24, 2021.

Proposals must Include the following:

- Summary of proposal of work
- 2 examples of past work
- Cost Estimate

Include if available:

- State Corporation Commission ID number
- D&B Basic Report
- Letter(s) of reference

Period of Performance:

- The time period for the work described in the scope is approximately 2-3 months from issuance of Notice to Proceed.

BACKGROUND:

The Thomas Jefferson Planning District Commission is a regional governmental body that assists our local member governments, partners, and stakeholders with a variety of technical and program services. Member governments include the Counties of Albemarle, Fluvanna, Greene, Louisa, Nelson and the City of Charlottesville. The TJPDC serves the local governments by providing regional vision, collaborative leadership, and professional service to develop effective solutions in the areas of planning, transportation, environment, housing, and legislative services.

RideShare is a program of the Thomas Jefferson Planning District Commission in cooperation with the Central Shenandoah Planning District Commission, working to reduce traffic congestion and increase mobility throughout Central Virginia and the Central Shenandoah Valley. RideShare was created in 1980 at Jaunt and later became a TJPDC program. In 2009, the program expanded to include the Central Shenandoah Planning District Commission, as many commuters are traveling between the two regions. Our program covers anyone who lives or works in the following areas: cities of Buena Vista, Charlottesville, Harrisonburg, Lexington, Staunton and Waynesboro; and the counties of Albemarle, Augusta, Bath, Fluvanna, Greene, Highland, Louisa, Nelson, Rockbridge and Rockingham. Our database consists of hundreds of registered commuters with new commuters registering every day.

The RideShare/TDM program offers free carpool matching, vanpool coordination, and operate a Guaranteed Ride Home program to provide free rides home in an emergency. Additionally, we promote alternative modes of transportation including transit, biking, walking and telework. Our carpool matching and vanpool coordination is through our online platform AgileMile, that also includes a mobile app. The platform can also coordinate trip planning in other alternative modes and has a trip logging feature that can be used for redeeming rewards or entering giveaways. RideShare also works with employers to develop and implement traffic reduction programs, and we market the region's Park and Ride lots. Funding for the program is comprised of state funds from the Department of Rail and Public Transportation and the localities of the TJPDC.

SCOPE OF WORK:

The successful consultant will be expected to perform the following duties and tasks, meet required milestones, and deliver completed reports and plans during the project term.

1. Kick-off and Creative Planning meeting – The consultant will meet with the TDM staff to discuss the parties' roles and responsibilities in the creative process as well as seek feedback and direction on the development of the media content and appropriate messaging.
 - a. Identify target audience
 - b. Identify goals of marketing materials, to include print and digital

- c. Identify marketing mediums (images, videos, etc.)
 - d. Set timeline and locations for shooting images/videos
- 2. Create content through videos/animations/still imagery that can be shared both online through websites and social media, as well as with traditional media partners (radio, newspaper, etc.). Below are ideas for messaging/content we would like to start with build the foundation of the content for the RideShare program.
 - a. Park and Ride lots feature- This would show panning footage of up to 3 regional lots, and still images of the others. We would highlight how to find the information regarding the lots and how to properly use them with voice over and animation.
 - b. Climate benefits associated with non-Single Occupancy Vehicle (SOV) travel- With both the City of Charlottesville and Albemarle County creating and implementing climate action plans for emissions reduction, we would highlight how non-SOV travel can assist in reaching those goals
 - c. RideShare program introduction/overview- Meet RideShare and the team to help you navigate the region's transportation
 - d. Tutorial/explanation of AgileMile App – This would detail the rewards program, and how to fully participate
 - e. Open to other ideas that fall within the scope of the RideShare/TDM program
- 3. Deliver final products, which become property of the TJPDC