

Washington Park Transportation Management Association

RFP: #015

November 6, 2014

ADDENDUM

CLARIFICATIONS AND QUESTIONS

Thank you for registering for the Washington Park Transportation Management Association (WPTMA) RFP #15 Creative Services: Integrated Branding Strategy and Implementation. This addendum addresses all of the questions and clarifications by potential proposers either by phone or in person at the pre-submittal meeting held on Wednesday, November 5, 2014. It is organized into the following sections:

- RFP clarifications
- Background and existing WPTMA organization information and capabilities
- Stakeholder involvement
- Branding
- Website
- Marketing Plans (five year and one year)
- Optional tasks

RFP clarifications

- Proposals are due on **Friday, November 15 at 5:00 pm.**
- All deliverables are due no later than **Tuesday, June 30, 2015.**
- The WPTMA sent the RFP to approximately 40 firms—the vast majority in the Portland Metro region.

Background and existing WPTMA organization information and capabilities

- **One of the primary goals of the WPTMA is to increase the number of people visiting the park while decreasing the demand for parking and improving the customer experience.**
- Said another way, the primary job of the WPTMA is to manage parking and transportation in Washington Park and secondarily to increase the number of visitors to venues.
- The WPTMA is a new organization and needs a creative and dynamic proposer to provide guidance on creating tools and strategies to best communicate with visitors (local, regional, national, and international) and employees of venues. While a lot of people have been thinking about the needs of the organization, everything needs to be created from the ground up. The successful proposer will play a key role in shaping these tools and strategies.
- It is important to the WPTMA to communicate the value and benefits of the pay-to-park system, which is on target to raise approximately \$2.1 million per year. This funding pays for increased park ranger presence (three full-time rangers), increased maintenance, a section of a newly paved road, free parkwide shuttle (seasonal), safety improvements, an updated Washington Park Master Plan, the WPTMA, and much more.
- Current WPTMA communication and marketing efforts include:
 - The current website, www.washingtonparkpdx.org, is not managed at a high level and current traffic is low. There is a comment form (several layers down) and the WPTMA gets about three comments per month (PPR lists their phone number on pay-to-park machines and the new pay-by-phone system vendor (scheduled to go live in Feb/Mar 2015) will provide customer service).

- WPTMA ran a free bus in Summer 2014. It was a TriMet bus, that had special wrapping to identify it as a park only shuttle. Ridership was up 70% from the year before (when riders had to pay the regular TriMet fare. The shuttle will continue to run seasonally during the high Summer season).
- WPTMA will have customer service reps at a kiosk at the TriMet plaza (where the Max elevators are located between the Oregon Zoo and the World Forestry Center). In Summer 2014, the WPTMA created (in-house) a map of the park with very basic park venue information and handed out 10,000 copies over the course of 17,000 conversations.
- WPTMA also does annual surveys to determine where visitors live (by zip code). August data is completed, but not analyzed yet.
- There are 950 parking spaces in the south end of the park and an additional 500 off-site in overflow parking lots. To illustrate the traffic management challenge, the Zoo had a free day in October 2014 and 14,500 people came. During large events, some people are turned away because of lack of parking. The WPTMA is dedicated to working with the venues driving this traffic (pun intended) to make sure that visitors can easily and safely arrive and depart to and from Washington Park.
- No point-of-sale is currently anticipated for customer service representatives as kiosks.
- While there is no current plan to shift the demographics of who visits the park, the WPTMA Board and venue staff are concerned about equity and how to serve lower income people that may find the cost of entrance to venues or parking prohibitive.
- Cellphone reception is generally strong throughout the park, though weak in some pockets. That is not the responsibility of the WPTMA at this time.

Stakeholder involvement

- The WPTMA executive director will manage all aspects of the contract and will be the direct contact for the proposer, and will make the final decisions about project direction. That said, stakeholder buy-in is extremely important and the WPTMA executive director is unlikely to proceed with a controversial decision without the buy-in from stakeholders. Those stakeholders are the WPTMA Board, the PLOC (Parking Lot Operations Committee comprised of operational staff that deal with transportation and parking issues at the venues), and the communications subcommittee.
- The WPTMA Board is composed of the directors of the park venues, the Director of Portland Parks and Recreation (PPR), one representative each from the Sylvan-Highlands and Arlington Heights Neighborhood Associations, and two at-large members. Board members meet once per month and the proposers will be expected to present general concepts of work done to date and receive feedback for big decisions.
- The communications subcommittee is made up of marketing staff from each of the venues, PPR, and TriMet This committee will work directly with the executive director and the proposers to debate project options and provide feedback. Most of these people work directly on venue communications and marketing, and it is important to integrate efforts of all organizations to the greatest extent practical. This group will meet approximately once every three weeks during this project.

Branding

- Branding is important to help differentiate the different players and their roles in Washington Park. PPR owns most of the property, and manage the pay-to-park system (installing pay-to-park machines, conducting most maintenance, providing safety (through Park Rangers), collecting parking money and distributing it to the WPTMA, and much more. Cale is the manufacturer of

the pay-to-park machines. The WPTMA manages the permit system (volunteers) and traffic management (major event parking, off-site parking lot and shuttle, the free shuttle within the park, customer service during peak times).

- The WPTMA is interested in changing the name to something more accessible. The recent change of the Lloyd District TMA name to Go Lloyd is a good example. All of the organizations materials and staff should be easily identifiable as a part of the WPTMA organization.
- Overview of what is meant by branded content management:
- The TMA is looking for a website that is built off a system that meets the unique needs of the TMA and that can easily be built upon. We do not have staff that will be specifically dedicated to website management and therefore the upkeep of this system must be simple and straightforward. Staff should be able to add webpages as need (for example for events like Zoo Lights) and have those pages easily fit in with the rest of the branding of the site.

Website

- The goals of the website is the same for the organization. In that vein, it is important to provide **pre-trip information**, how to get to Washington Park (by transit, bike, walking, and car) and where to go (including parking) once you get there. Thus, it is important to have a highly functioning, mobile-compatible website.
- The WPTMA wants to integrate TriMet's Trip Planner and **NOT** create a new way to plan a trip by transit to Washington Park. Also need to link to the new pay-by-phone system (currently in negotiations with Passport) which is set to go live in Feb/Mar 2015. Proposers are not expected to create a new app for pay-by-phone.
- There are a variety of efforts and technology that the WPTMA would like to link to the website to increase its functionality. For example, the WPTMA is installing vehicle counters in all of the parking lots, and if possible, would like to link this information to the website so that people can get real time data about whether or not lots are full (and where to go if they are). We would also like to be able to provide real time arrival and wait times for the free shuttle (when running). The proposers should also be creative thinking about what other types of information would be valuable to visitors (such as weather, highlighting special events, etc.). Most of these efforts are all in the beginning stages of planning (thus there are still a lot of unknowns) and proposer input will be key to maximize functionality.
- A simple, easy-to-update website is key. The WPTMA is a small organization (eventually three full-time staff). It is important to find easy ways to automate information (weather, parking lot status, shuttle location and wait times, etc.) and update calendars remotely (create a secure way that the venues can update).
- Currently, the WPTMA does not sell anything directly, though we want the capability to do it at some point in the future. This could be selling parking permits, hats, t-shirts, or other items. Proposer insight on ecommerce will be important for determining whether to choose a third-party vendor, or handle it directly.
- The proposals should be for a main website in English, and all (or a portion) of the website in Spanish. Proposers should describe their approach to determining other languages for the website.
- There is no pre-determined platform for the website. Proposers should describe their approach and why they choose one platform over another.
- WPTMA does not have photographs or graphics to use on the website, though the venues do have photos and are often willing to share these resources with the WPTMA.

- The WPTMA email is currently hosted by the World Forestry Center. We would like email to migrate from the current system to the new system. It should be accessible on mobile devices as well computers.
- The WPTMA currently has a need to distribute information for a small group of people (Board members, the PLOC, and the communications subcommittee. While they have been getting by by attaching documents in emails, it would be nice to have an intranet or other location to post documents for this group to use. This is a “nice-to-have” not a necessary.
- The WPTMA is currently not planning on providing outside advertising on its website and would need to have a discussion with the venues regarding advertising venue events or information on the website (besides the calendar).
- The WPTMA is most interested in a simple, visually appealing, and easy to navigate website with good pre-trip information.
- While the proposers will provide the architecture for the website, WPTMA staff will likely write most of the content text (with involvement from the venues).

Marketing Plans (five year and one year)

- The WPTMA is looking for guidance on how to effectively use the tools that are created through this project. In addition, we are looking for guidance on action items, timing, and budget. The WPTMA has a limited budget for implementation, but will apply for additional grant funding.
- Given the small size of the WPTMA staff, we are looking to develop a relationship with a firm to help on marketing and communications in the future on a project basis. For example, if they decide to buy radio or newspaper ads, then the winning proposer may be asked to help create the ad and with the ad scheduling and buy. However, small activities (creating banners, writing newsletters, etc.) may be done entirely by WPTMA staff.
- Evaluation and refinement of marketing and communication tools and strategies is important to all stakeholders to ensure that the WPTMA is successful at achieving its goals.
- Audience for the marketing plan is the public (both local and out-of-town visitors) as well as venue employees. Annual surveys will help to better understand who these people are, where they come from, mode of transportation to Washington Park, and what languages they speak.
- The WPTMA is looking to the proposers to make recommendations for partnerships with other organizations to leverage efforts. For example, last summer WPTMA partnered with Travel Portland on staffing the customer service representatives at the TriMet kiosk.
- The goals for both the one year and five year marketing plans will be the same.

Optional tasks

- The branding, website, and outreach plan are critical items for the WPTMA to have no later than Tuesday, June 30 (some should be much sooner). That said, the WPTMA is looking to develop a long-term relationship with a firm that can provide project-based marketing and communications support as well as website support. In addition, the WPTMA will develop (either through this RFP or independently) a brochure (standard size, easy to distribute) with key information (map, venue info, parking and transportation information) that customer service representatives can hand out.