

Kansas City Streetcar Authority Marketing & Graphic Design Services Request for Qualifications

Fall 2022

Updated October 12, 2022

The Kansas City Streetcar Authority (KCSA) is looking for firms or individuals (Proposers) interested in providing marketing campaign and graphic design support services for the KC Streetcar.

To be considered for this project, please submit the following information to **Donna Mandelbaum, re: dmandelbaum@kcstreetcar.org** by **5:00 p.m. CST on November 9, 2022**. Proposals received after the deadline may not be considered. Questions can be directed to dmandelbaum@kcstreetcar.org or 816.627.2526.

All applicants must meet the following requirements:

- Must have experience with brand development, rebranding, and brand deployment activities, with preference given to brand development experience specific to local government and transportation services.
- Must have experience developing and implementing strategic marketing plans.
- Must have experience in graphic design (Adobe products preferred) both large format and social media assets and preparing brand content for print.
- Must have experience in social media campaign development.
- Preferable to have experience in transit or transportation marketing, and familiarity with existing KC Streetcar System.
- Must have experience in being creative with the budget and the status of a 501c3 organization.
- Must have experience in project management.

Proposers are responsible for making a careful examination of the scope of this project and to comply with all terms and requirements. Failure to address any of the requirements could subject the Proposer's proposal to rejection.

Purpose and Scope:

Purpose: As the KC Streetcar system expands to nearly triple the size and include two new extensions in 2025 (Main Street Extension and Riverfront Extension), significant work must be done ahead of time to extend the streetcar brand and related communications elements to ready the system for connecting new transit stops, neighborhoods, and a range of additional regional destinations. This RFQ seeks qualified firms to support the related scope of work as outlined below.

Task 1: Brand and Signage Audit. The contractor will perform a review of existing brand and signage assets as outlined below:

- Audit of current brand awareness and brand usage
- Audit of streetcar stop signage and materials
- Audit of interior and exterior streetcar vehicle signage and materials
- Audit of digital assets

Task 2: Brand Extension Strategy. Upon completion of the aforementioned audits, the contractor will develop a Brand Extension Strategy, with guidance from KCSA, outlining recommendations that build off the audit findings, and listing specific strategies and actions necessary to prepare for system opening. Strategies, actions, and identified product deliverables will relate to, at a minimum, the following categories:

- Overall Brand Extension (extension of core brand elements to reflect extensions, including graphics, icons, route maps, and related collateral)
- On-Vehicle Streetcar Signage
- Wayside/Street-Side Signage and Wayfinding
- Digital Presence (website, social media, etc.)
- Print Collateral

Task 3: Implementation. Task 3 will include the design and development of agreed upon, high-priority, action items. The intent with Task 3 is to bring selected items and elements to print-ready, production-ready, state. Printing and production costs will be handled on a case-by-case outside of the base scope and need not be included.

Task 4: Additional Activities. In addition to the base scope of services (Tasks 1, 2, and 3), qualified Proposers should be prepared to support completion of additional activities and tasks as may be required to fully implement the brand extension strategy. These activities are expected to be scalable and likely supplemental to base scope of services. Selected Proposer should be prepared and qualified to perform some, or all, of the following services:

- Development of digital + print assets
- Graphic design services
- Brand extension + graphic refresh
- New Streetcar Maintenance Facility and Midtown Streetcar Annex signage development
- Various KC Streetcar campaign assets (to be determined)

Please include:

- **Basic company information** – length of time in business, company philosophy, typical clients, etc. The more we know about the company, the better we'll be able to match up our needs as an organization to available services.
- **General services** provided which will benefit the KCSA during this process.
- Company's **proposed process and scope of work.**
- **Proposed schedule** broken down from start to finish.
- **Basic budget /contract terms/payment schedule** if available, costs to be incurred for entire process (even the most minuscule).

- **Three professional references and related work samples** that the company/individual has managed and implemented. Samples should include creative work, as well as any examples that might be similar in scope to this request (i.e. non-profit, local government, transit or economic development). Please specify your specific role in respect to each example.

PROPOSALS ARE DUE by 5:00 p.m. CST on November 9, 2022

Key Dates

RFQ is released	October 5, 2022
Proposals due to KCSA	November 9, 2022, by 5:00 p.m.
Interviews	End of November 2022 (if scheduled)
Final selection determined	January 2023
Work Begins	Early Spring 2023

Evaluation Factors & Considerations for Award

The factors and considerations used to evaluate proposing sponsors include the following:

- The vendor’s stability, experience, and record of past performance in delivering such services
- Project Understanding and Proposed Approach
- Quality of Execution of Prior Services
- Overall cost of the vendor’s proposal
- **WBE/MBE/DBE designation**
- Timeframe for completing the project

Selection Process

Selection of proposals will be at the sole judgment of the KCSA. KCSA will consider all parts of the proposal collectively but place an emphasis on evaluation factors and considerations outlined in the previous section.

The selection process may include an interview session. KCSA will select the respondent that best satisfies the requirements in the RFQ and the expectations of KCSA and at the best value to KCSA. Selection may not be the proposal with the lowest cost. Respondents may not contest for any reason the selection of the KCSA.

Selection does not guarantee a contract. After selection, the contractor and KCSA will discuss and agree on final scope of work and final contract amount and terms of the contract. If the contractor and KCSA fail to reach an agreement, KCSA is free to select from remaining available respondents, cancel the RFQ, or issue an additional Request for Qualifications.