

(Published in the Journal Record **May 24, 2024** and **June 3, 2024**)

NOTICE TO PROPOSERS
FOR REQUEST FOR PROPOSALS

NOTICE IS HEREBY GIVEN, that the Regional Transportation Authority of Central Oklahoma (RTA) requires Branding and Marketing Services.

Project Title: **RTA 24-001, Branding and Marketing Services**

Scope of Work:

The RTA is seeking qualified professional firms to provide Branding and Marketing Services to assist staff with the services identified below. The final scope of work will be determined by the RTA with the selected Branding and Marketing firm.

- Review recent quantitative and qualitative research to determine existing attitudes and perceptions of the RTA and perform additional quantitative and qualitative research as may be required.
- Identify opportunities and challenges to enhance the RTA's image.
- Provide guidance on how a new brand should align with existing brands performed by other entities.
- Develop a "brand positioning statement" that provides a clear understanding of what the RTA stands for and perform test marketing of the proposed brand message to ensure it is well received, endorsed, supported, and adopted by key public and private stakeholders.
- Develop a brand concept, to include message, tagline and logo that are adaptable for use in business, residential and visitor attraction and retention.
- Develop style guide that outlines correct brand usage, to include print and publication specifications and graphic standards as well as trademark search and registration.
- Develop a recommended marketing strategy that identifies short – and longer-term strategies and tactics for maximizing the brand's value to the RTA.
- Provide recommendations for priority allocation of limited funds, by target audience and by delivery method.

A Pre-Proposal Conference will be held virtually on **June 10, 2024** at 12:30 p.m. This meeting will be available virtually by calling +1 (405) 534-4946, Phone Conference ID: 229 274 033 145#. All callers on the conference call will be muted but may submit questions in writing until 5:00 p.m. on June 10, 2024 to info@rtaok.org. Attendance is encouraged, but not a requirement for the RFP submittal.

The RFP and additional information is available for review at www.rtaok.org. The RTA shall receive proposals electronically at info@rtaok.org until **5:00:00 p.m. C.S.T., on June 26, 2024**. Any submission received after the deadline, on the above-mentioned date, will be rejected and returned. There will be no exceptions to this policy.

A copy of the RTA's Procurement Procedures Manual, adopted by the RTA's Board of Directors on October 16, 2019, may be viewed at www.rtaok.org. Proposals shall be made in accordance with the RFP proposal packet, the Oklahoma Open Records Act and FTA requirements and regulations.

FILED IN THE OFFICE
OF THE CITY CLERK
ON 5-22-24 gm