

Community Strategic Communications Plan

Request for Proposal # BATA-2-2023

Questions and Answers Submitted to Date

Q: Please confirm how this proposal should be submitted. On page 5 it said to submit via email but on page 7 it discusses submitting one original signed copy and two copies of our response, which would indicate submission by mail. Page 7 also indicates that the question deadline is Friday, January 5 at 5 p.m. instead of Wednesday, December 13 at 5 p.m. so please confirm which date is the official question deadline.

Both electronic or print submission is fine. Sorry for the confusion with the dates. Question deadline was this week (Dec. 13). Final submissions are due January 5, 2024.

Q: Based on the scope of work, are we to assume the initial contract term is for one year with options to renew?

Correct

Q: Does BATA have a budget established for this contract? Even a ballpark estimate would be appreciated.

There is no specific budget identified for this project. We're looking for recommendations. Traditionally BATA has spent about \$10-\$20,000 on media buys (TV, digital, etc.) and another \$20-\$30,000 in marketing and communications support annually.

Q: Does emailing the proposal to BATA mean to email solely to Eric Lingaur or must it be emailed to other addresses?

Please send completed proposals to lingaure@bata.net.

Updated: 12.15.23

Q: Has BATA conducted qualitative consumer research in its geo area to identify a lack of BATA knowledge / information among constituents in order to determine specific goals for educating constituents?

Not specifically. BATA's and its Board have gathered a variety of community feedback relating to people not being familiar with BATA and its service. BATA plans on conducting a community value study in 2024 separate of this activity. BATA has conducted the following studies and surveys over the past 2 years that has also supported the need for more education and awareness:

Transit Master Plan: [Transit Master Plan : BATA](#)

Customer Satisfaction Survey (available upon request)

Q: Were BATA research questions included in the Grand Traverse County Facilities Master Plan Public Survey?

Not that we're aware of, but transit questions were included in Traverse City's recent mobility master planning process.

Q: What are your education / information goals?

The main goal is to have more people familiar with and using BATA's service. Key indicators will be an increase in ridership which BATA tracks monthly.

Q: Have you designated specific goals for attracting potential riders (i.e. increase riders by X%, Add X connection sites for potential riders, etc.)? If so, what are they?

Yes – BATA's 2024 average fixed route ridership rides per revenue hour goal is 5.7. Currently BATA is averaging around 5 rides per revenue hour.

Q: If BATA wishes to “attract” customers using and deploying traditional and non-traditional communication and outreach tools and mediums, has BATA already allocated an overall budget to execute the strategic proposal? If so, what is the budget? Are portions of the budget already allocated toward specific outreach media? If so, for what media? For what terms is the budget allocated?

There is no specific budget identified for this project. We're looking for recommendations. Traditionally BATA has spent about \$10-\$20,000 on media buys (TV, digital, etc.) and another \$20-\$30,000 in marketing and communications support annually.

Q: Is BATA working now with an outside third party or has it worked with one in the past to assist with strategic community planning? When and with whom? Were you satisfied with the results or what made you feel results were lacking?

BATA has worked with Green Light Marketing, Revolution Design and Printing, Flight Path Creative and PB&J on various marketing and communications activities. BATA has been satisfied with the results from each agency, but BATA's Board of Directors has asked BATA management to put out an RFP specific to strategic communications planning and building community value for a fresh approach.

Q: Recent news articles suggest there is conflict over the make-up of the BATA board. Do you anticipate this affecting your goals?

No – the majority of BATA's Board is dedicated to increase the awareness and community value of the organization.

Q: What type of data on BATA riders such as demographics and psychographics currently exist? Will we have access to that information to help us create a strategic plan?

BATA has ridership data on the number and type of riders that use its services. We also have geo-location data as well. Yes – detailed access to this information will be available.

Q: What contact information does BATA have on their current ridership and how is it being collected?

BATA has more than 500 subscribers to their service alert system via text or e-mail. BATA's Link service has more than 4,000 subscribers that have opted in for receiving communication via BATA's mobile app or other means.

Q: When is the updated mission statement projected to be finalized and released?

It should be officially adopted in January 2024. The new mission statement currently reads: Improving lives by linking people and communities

Updated: 12.15.23

Q: How is the possible in-person presentation scheduled?

Top selected proposals will be invited to present in person or virtually in early January 2024.