

**TRANSPORTATION AUTHORITY OF CALHOUN COUNTY**  
**REQUEST FOR PROPOSALS: RFP #02-2025**  
**MARKETING AND COMMUNICATIONS SERVICES**

***RFP Deadline: March 5, 2025, at 5:00 PM.***

**OVERVIEW**

The Transportation Authority of Calhoun County was established in 2023 by the Calhoun County Board of Commissioners under Public Transportation Authority Act 196 of 1986. Voters in the Cities of Albion, Battle Creek, Marshall, and Springfield approved a ballot proposal on November 5, 2024, to levy a millage to provide public transportation services to and between the four cities.

The Transportation Authority of Calhoun County Board now seeks the services of a firm and/or individual engaged in Marketing and Communications. The initial term of contract will be until September 30, 2025. Extensions may be approved by the Board.

The Marketing and Communications (M&C) vendor will report to the Board and advise M&C strategies while working closely with the Executive Director and other staff. Staff will be hired in the next several months. Proposals require the individual/firm who is contracted as Marketing and Communication support to be a vendor, in good standing, with the State of Michigan.

(a) M&C shall act as content creator, manager, and designer of print, published, electronic, and interactive materials for the Authority and shall be responsible to the Board and Executive Director. They shall advise the Executive Director concerning content and messaging affecting the administration of the Authority.

(b) The vendor shall provide the Authority with earned and purchased media, web design\management, published materials, a concrete executable strategic approach to M&C outreach, its methods, intended outcomes, and data to support.

**PROPOSAL REQUIREMENTS**

The proposal response must include the following sections:

Section 1 - The firm's or individual's history and experience

Section 2 – Evidence of past performance that best matches the requirement of this proposal

Section 3 - Summary of experience and knowledge of the required responsibilities

Section 4 - Provide a fee schedule, including hourly fees for performing specific duties

## **Section 1 - History and Experience Requirements**

If the proposal is from a firm, describe the firm, including the size, office location(s), experience in municipal and Transportation Authority Marketing and Communications, and a list of other municipal and Authority clients.

If the proposal is from an individual, please describe your experience in municipal and Transportation Authority Marketing and Communications, and a list of other municipal and Authority clients.

## **Section 2 - Individual Resume, Biography and Availability Requirements**

Include a resume and cover letter from the individual or main firm representative seeking the Marketing and Communications contract. Address a cover letter to the Transportation Authority of Calhoun County Board and include a biography and availability.

## **Section 3 - Required Responsibilities Requirements**

The Transportation Authority of Calhoun County will require significant strategic, community engaged updates and operational brand development. The proposing individuals/firms should include information, samples, and references of similar scopes of work, including brand and web management, community outreach, and full-service marketing campaigns.

The contracted vendor's work will include a full suite of services not limited to: **brand management** (including visioning, identity, messaging, and community outreach), **strategic planning, creative development, research and analysis** (including surveying and focus groups), **advertising, public relations, graphic design, direct mailing, print media and digital media** (including web development and management).

Proposing individuals/firms should include a timeline for immediate deployment of resources and how quickly upon award the work could begin.

## **Section 4 - Fees Requirements**

Provide a fee schedule for additional support or operational staff, and an hourly rate for performing the duties of the Marketing and Communications team. Fees and Rates are negotiable with the successful applicant(s).

## **PROPOSAL SUBMITTAL**

***Proposals will be accepted until 5:00 PM EST on March 5, 2025.***

Proposals can be submitted electronically as a PDF to Authority Board Vice-Chairperson Tom Tarkiewicz by emailing [TomTarkiewicz@gmail.com](mailto:TomTarkiewicz@gmail.com) or mailing three (3) copies of the proposal to Tom Tarkiewicz 506 Forest Court Marshall, MI 49068. The Board will review proposals and additional requirements and may request an in-person interview.

Questions may be addressed to Board Vice-Chairperson Tom Tarkiewicz by emailing [TomTarkiewicz@gmail.com](mailto:TomTarkiewicz@gmail.com) or calling 269-967-4949.

The Transportation Authority of Calhoun County is an equal opportunity employer to all employees and applicants for employment and prohibits discrimination and harassment of any type without regard to race, color, religion, sex (including pregnancy), sexual orientation, national origin, age, disability, genetic information, marital status, height or weight, or any other characteristic protected by federal, state or local laws. We provide reasonable accommodation for qualified individuals with a disability if requested.