

1. **What is the project budget?**
 - a. Park City Municipal is committed to funding this project. However, it is difficult for PCMC to estimate the total value for the work outlined in the RFP. For these reasons, we have asked proposers to include estimated project costs and hourly rates in proposals.
2. **Do you currently work with any marketing agency partners and/or have an agency of record?**
 - a. Park City Transit does not currently work with marketing agency partners, nor do we have an agency of record.
3. **Out of all the goals outlined in the RFP, what do you see as the single most important in your next fiscal year?**
 - a. In FY2023, Park City Transit's highest priority is providing a better customer experience for our riders through the development of brand enhancements, service information materials, and website improvements.
4. **What is do you believe is the biggest barrier facing your riders and the current transit system?**
 - a. We view the learning curves associated with the recent launch of High Valley Transit system as a negative impact to the rider experience in Park City. For example, across two transit systems (or three if you count PC-SLC commuter service operated by the Utah Transit Authority), there are multiple ways to plan trips, find service information, and contact customer service. More specifically, trip planning across as many as three different apps poses a difficulty for riders.
5. **Is there another transit system in another city that in your opinion has done an exceptional job marketing post-pandemic?**
 - a. While we don't feel there is only one example we can point to, we have linked some excellent marketing, outreach, and PR campaigns below.
 - b. LA Metro
 - i. Metro has pushed a wide variety of outreach, public relations, and marketing campaigns post-pandemic. We invite you to learn more about these efforts on [their blog](#).
 - c. Utah Transit Authority
 - i. [Service alerts campaign](#)
 - d. SFMTA
 - i. [Muni Moves You](#)
 - e. MBTA
 - i. [User Guides](#)
6. **Do you have an existing library of photos and videos beyond your request for new assets?**
 - a. We have a photo library mostly containing photos from 2017, which does not feature our electric bus fleet. Additionally, these assets feature outdated fleet graphics.
7. **Who is your current rider? Who are you most trying to reach with your marketing efforts?**
 - a. To get a snapshot of our existing riders, we encourage you to read through our [2019 On-Board Survey](#).
 - i. In addition to our existing riders, we are aiming to boost ridership among:
 1. Commuters, employees, and visitors from the Salt Lake Valley
 2. Visitors from other cities, states, and/or countries.
8. **What is the current public perception of your transit system?**
 - a. Public perception of Park City Transit remains favorable. However, since the launch of High Valley Transit in 2021, there has been confusion over the differences between High Valley Transit and Park City Transit. Namely, there seems to be confusion over which specific routes and services each agency is responsible for, in addition to the service boundaries and organizational structure of each respective agency.

9. **How do ridership rates play into your ultimate KPIs or funding?**
 - a. We track cost per rider to ensure we are running efficiently. Ridership numbers are reported to the National Transit Database (NTD) and are part of many variables that help the Federal Transit Association (FTA) determine funding awards.
10. **Do you work closely with Vail resorts, and what are their public transportation priorities? How will that play into your marketing needs?**
 - a. We invite you to browse through our [Ride On platform](#) to learn more about how we have partnered with local stakeholders on marketing, TDM, and public transportation efforts.
11. **We see in Census data that 24.5% of Park City residents speak a language other than English. Will this project include the need for Spanish or other language translations? How else are you reaching this target audience?**
 - a. We currently contract with a translation agency to provide major service information in Spanish as well as English.
 - b. Spanish-language outreach has been an area of focus for Park City Transit, as a large portion of our riders primarily speak Spanish. Additionally, many Spanish-speaking riders are seasonal employees, which has made in-person outreach to these riders difficult. This is an area of opportunity for proposers to outline new or improved ways to reach this audience.
12. **Have you partnered with any broader city or state carbon-neutral initiatives (especially in light of your growing electric fleet)?**
 - a. We invite you to visit Park City Municipal's [sustainability page](#) to learn more about the City's climate initiatives.
13. **Would media planning and execution be a part of this contract?**
 - a. Yes, we are expecting that media planning and execution may be necessary for markets outside the Park City region.
14. **What kind of detail are you expecting to see in the "approach to the project" section of the proposal?**
 - a. This section of RFP has been left intentionally general to provide proposers with the maximum flexibility in detailing their project approach.
15. **The expected timeline is 2023. Does the fleet rebranded artwork need to be completed by summer 2023 or does the entire and/or partial fleet need to be on the streets, wrapped or painted by summer of 2023?**
 - a. The beginning of summer 2023 is the artwork deadline, but we anticipate at least a partial rollout of updated fleet graphics by the end of the summer.
16. **Does the vehicle wrapping process need to be factored into the overall timeline to meet a summer 2023 deadline?**
 - a. Typically, summer events such as the Fourth of July and the Kimball Arts Festival (first weekend in August) require additional vehicles for added service, so the vehicle wrapping process needs to account for these major events to ensure vehicle availability.
17. **What is the size of the current fleet? How many vehicle models are in the fleet comprised of electric buses, diesel buses, diesel and electric cutaway buses, passenger vans and support vehicles?**
 - a. 45 fixed-route buses
 - i. 20 electric buses (13 existing and 7 expected in 2023)
 - ii. 25 Diesel buses
 - b. 7 Paratransit vehicles (not electric)
 - i. Funding available to purchase one electric passenger van

- c. 8 support vehicles
- 18. The development of interactive maps and timetables is typically completed by a 3rd party technology vendor and not a marketing agency. Will a proposal be accepted if this scope is not provided by the marketing agency?**
- a. If the proposer can provide website and app development services or identify third parties who will complete these tasks, proposals will still be accepted if they do not necessarily include interactive maps or timetables in the scope of work.