**PART 2 – SCOPE OF WORK**

**STATE ROAD & TOLLWAY AUTHORITY MARKETING AND COMMUNICATIONS RFP**

**General Description:**

The State Road & Tollway Authority (SRTA), and the selected PR Agency of Record (PRAR) will provide ongoing strategic and creative support related to branding and graphic design, campaigns and strategic counsel. Program support mayinclude, but is not limited to, Peach Pass (and all associated sub-programs), the Georgia Express Lanes, the Customer Service Back Office and other programs, services and products associated with the Peach Pass brand. The goals of these programs and associated support from the PRAR include driving awareness, generating participation and/or encouraging behaviour change through compelling content and design, national and statewide partnerships, media outreach, social media strategy and more. Strategic counsel support may include, but is not limited to communications and marketing plan development input, crisis and issue management counsel, communications training, media messaging and monitoring.

PRAR will provide SRTA with individual Scopes of Work (SOW) for each project SRTA requests. If a SRTA project is Out of Scope or at risk of going over the budget specified and agreed upon by both parties within the SOW, PRAR will notify SRTA and will provide an amended SOW with the additional costs included or seek ways to get it back within the approved budget request.

The PRAR will provide a dedicated resource that can be on-site when required (no more than 1 day per week on average). The dedicated resource will be available to meet tight deadlines and quick turnarounds for this project with the below response time levels to ensure set expectations.

- Priority Level 1: With a response time of 2 to 4 hours

- Priority Level 2: With a response time of 4 to 8 hours

- Priority Level 3: With a response time of 1-2 Business days

**Work Orders:**

**Branding Support:**

* Update/maintain master brand guidelines
* Develop supporting brand standards for program/project level needs
* Counsel/support for internal and any third-party/contractor designers
* As needed, develop and/or refine additional logos and/or collateral for program/project-level to align with master brand and brand style guide
* Provide rollout and implementation support for branding elements across communications channels, both internal and external
* Provide image/photography support, as needed
* Provide strategic support and develop content for SRTA owned channels upon request, i.e. SRTA Annual Report, Employee Newsletter, *Toll Talk* and social channels
* Development of FY2025 SRTA Annual Report
  + Present 2-3 design concepts for client review
  + Develop and gain approval on content outline
  + Develop workback timeline and provide project management
  + Work in partnership with SRTA communications to secure all content and coalesce reporting information for inclusion
  + Provide writing and editing support to create compelling storyline and cohesion
  + Design/layout in accordance with SRTA brand guidelines
  + Secure/and or create photography and graphics
  + 2025 Annual Report and accompanying tri-fold – graphic file for internal printing

**Campaign Support:**

* Continued development and implementation of Peach Pass program, including partner engagement, content creation and program execution
  + On-going development of new seasonal designs for Peach Pass social media, including imagery and taglines
  + Collaboration with Peach Pass partnerships on co-branded social media campaigns, as well as support/promotion of the continued roll-out of new CSS 3.0 Customer Service Back Office and any further areas SRTA and Peach Pass may continue to expand their products, services, and initiatives
  + Development of new content and graphics for use across communications platforms and the SRTA and Peach Pass website
  + Collaborate with SRTA team to explore new partnership opportunities with Georgia organizations and in-person events to promote campaign
* Support evolution of Peach Pass sub-programs such as Peach Pass Plus, Interoperability Partnerships, etc.
  + Continue development of branded customer loyalty and amenities programs under Peach Pass brand and supporting materials as needed
  + Conduct review of existing Peach Pass branding and content to create full brand refresh roll-out strategy and timeline
  + Present refreshed logo and brand look and feel options to Communications and Mobility Operations Teams
  + Upon approval of refreshed branding, create full library of logo versions (color/orange & white), imagery, icons and branded templates
  + Support refreshed brand look and feel with complete Brand Style Guidelines document
  + Create full Messaging Platform document to accompany refreshed branding
  + Based on Mobility Operations needs, draft collateral content and format into refreshed designed look and feel
  + Assist Office of External Affairs Team with refreshed branding roll-out via owned SRTA channels
* Develop content and creative elements for campaigns, as needed, which may include imagery, social, digital, marketing/paid, creative partnerships, and multimedia
* Support execution of campaigns across channels, as needed
* Staff all calls and meetings with appropriate staff members as related to campaigns
* Provide strategic support for SRTA’s media relations efforts, as needed, including proactive media outreach around timely news/events
* Counsel on industry best practices and channel strategies; and work collaboratively with SRTA on ideation and continuous improvement, as needed
* Creative content and copywriting, as needed

**Executive Level Communications Support:**

* Development of PowerPoint Presentations including graphics, charts, data research and review
* Development of speeches, talking points, general copy and content including data research and review
* Monthly Executive Directors Board Reports
* Media interview preparation to include providing statements and quotes for media inquiries and press releases

**Strategic Counsel Support:**

* On-call crisis communications\* and media/communications strategy
* Bi-weekly account status calls. PRAR will provide agendas prior to calls and meeting minutes with action items outlined following all calls
* Meetings and calls for counsel, as needed
* General account management items, including budget management, client communication, account planning, etc.
* Presentation and media training, as needed
* SRTA team support services, as needed

\* project-specific crises/issues may require development of additional Work Order, depending on scope

**Deliverables:**

* Scopes of Work developed and provided for each project with amended scopes of work provided, as needed
* Creative files as developed/approved
* Template files as developed/approved
* Updated brand standard components, as completed
* Design concepts, content outlines and project delivery timelines for all PRAR supported projects
* Marketing communications calendars/plans for various programs
* Client-approved creative elements
* Annual Report layout and graphic redesign, as needed
* SRTA owned channel content: Toll Talk, website, social, etc.
* Quarterly reporting and measurement against campaigns
* Status reports and program updates as part of on-going bi-weekly PRAR x SRTA Status Calls to layout and recap current priorities/updates
* Monthly reporting delivery with budget tracking
* Crisis and issues management counsel deliverables

**Schedule:**

To begin on July 1, 2024 and run through June 31, 2025, as budget allows.