



ADVERTISING & MARKETING COMMUNICATIONS SERVICES

PROJECT BRIEF

Background / Context

The Greater Toronto Hamilton Area (GTHA) is home to over 5.5 million people, covers an area of over 8,100 square kilometres and is the 4th largest region in North America. The GTA is serviced by nine public transit services that carry more than 526 million transit riders a year: Brampton Transit, Burlington Transit, Durham Region Transit, GO Transit, Hamilton Street Railway (HSR), MiWay, Oakville Transit, Toronto Transit Commission (limited), and York Region Transit. (Ottawa's OC Transpo currently in limited launch).

The PRESTO System Fare Card will make transit more convenient and well connected, so people can leave their cars at home. This arrangement will use a fare card to implement a common transit fare collection system across the region.

PRESTO electronic fare (e-fare) system is a proven success in the Greater Toronto and Hamilton Area (GTHA) and Ottawa (full service launch Spring 2013). It is operational on ten transit systems, with more than 280,000 cardholders.

PRESTO Value Proposition

Brings the Greater Toronto and Hamilton Area (GTHA) into line with current practice for fare collection in other jurisdictions, many of whom have had fare cards in place for years.

Examples of world cities/areas with smartcard-based systems include London's Oyster card, Hong Kong's Octopus card, and the Netherlands' OV-Chipkaart.

This e-fare system enables customers to use one method of fare payment, eliminating the need for change, tickets or tokens.

Customers have immediate access to the benefits of a smart card system, including the lowest possible fare and the application of co-fares and loyalty rewards.

Improves customer convenience, including payment choice, with potential benefits in ridership.

Able to move across transit systems easily. For example, a customer is able to move through two or more transit systems:

A customer is now able to board a bus on local transit in Hamilton, transfer easily to GO Transit (rail or bus) and then transfer easily onto the TTC.

A regional integrated e-fare card is a critical priority component of The Big Move, Metrolinx's 25-year transportation strategy.

PRESTO will have a transformational impact on the Greater Toronto and Hamilton Area's (GTHA) regional transportation system:

Seamless inter-regional travel with one convenient card for the first time ever in Ontario.

Provides foundation for fare integration across the region.

PRESTO enhances and leverages the benefits of all provincial transit investments in the region.

To support the GTHA's growth, government priorities have included investing in communities through major transit infrastructure projects.

PRESTO seamlessly integrates e-fare collection across multiple communities.

PRESTO allows smaller municipal systems to afford an advanced fare system.

PRESTO is a shared provincial system subsidized by the Ontario government.

PRESTO provides an opportunity for commercialization, up to and including monetization of the entire asset and recovery of investment cost.

PRESTO Future State

Greater Toronto and Hamilton Area and the City of Ottawa all share an e-fare integrated PRESTO system with multiple payment options (i.e. PRESTO card, credit and debit cards, mobile devices).

OC Transpo (Ottawa) PRESTO has been fully implemented.

TTC (Toronto) PRESTO has been fully implemented.

There are 2.5 million plus PRESTO accounts (2016).

PRESTO is a valuable asset, ready to be leveraged to its potential for new services, capabilities and commercial opportunities.

The PRESTO System Fare Card will:

Eliminate the need to line up to purchase and/or use tokens, tickets or passes from various transit agencies. (Each municipal transit agency will continue to set individual fares.)

Make it easier and faster for customers to transfer between and within various transit services.

Allow customer to replace lost or stolen cards and transfer the remaining value, unlike tickets, tokens, passes or cash.

Include security features to help prevent and detect fraud.

Open the potential for future use of the card for additional services such as parking.

Provide invaluable ridership and trip data to the transit agencies for future service planning.

What is the Problem or Opportunity?

A strategic, creative advertising agency partner is required to develop and execute brand building/tactical marketing and advertising campaigns to support the ongoing requirements of PRESTO.

Primary objectives will be to:

Develop campaigns that increase PRESTO card uptake in the GTHA and Ottawa.

Coordinate strategic campaigns that can be utilized across Service Partner regions in the GTHA and Ottawa.

Increase awareness of the PRESTO card across the GTHA and Ottawa.

Promote PRESTO as the superior way to pay your fare and convert new riders to the PRESTO experience.

Develop campaigns that introduce new PRESTO technology as we continue to develop new technology (open payment, commercialization etc.)

Generate awareness of PRESTO and their vital role in the continued successful growth, prosperity and sustainability of the GTHA.

Foster a positive image and build support for PRESTO, throughout the GTHA and Ottawa to facilitate good community/stakeholder relations.

What specifically does the agency need to do?

May include but not limited to:

Strategic planning and direction, and development of advertising plans.

Develop and implement integrated brand building, awareness and tactical advertising campaigns or one-off executions in conjunction with all or some of PRESTO's service provider stakeholders.

Design and produce creative materials, including broadcast, print and other media as required, and coordinate related logistics in conjunction with PRESTO's internal marketing department.

Media planning and research, and liaison with the Ontario government media buying agency of record (Zenith Optimedia).

Evaluate advertising and/or promotional opportunities for benefit and fit to PRESTO and recommend appropriate action.

Manage competitive processes for production of all media, photography, promotional items etc., and ensure compliance with Metrolinx's procurement guidelines.

Develop budgets and provide a monthly budget control report.

Provide work schedules and ensure tasks are completed in a timely and diligent manner.

Provide daily key contact account person as well as senior agency Account Director

Agency will invoice PRESTO for fees on a monthly basis and will include detailed activity reports and appropriate back-up for invoices.

Conduct related presentations or participate in meetings as required.

Director of Business Development and Client Service will be the primary point of contact for this assignment

What agency characteristics or talents will be needed for this engagement?**Should include but not limited to:**

Demonstrated experience in the development and execution of successful strategic brand-building and tactical campaigns (English and French) utilizing an integrated mix of communications channels (newspaper and other print, radio, outdoor, digital and social media).

Expertise in the planning and delivery of measurable multi-media awareness campaigns (English and French) that are capable of driving intended changes in consumer behaviour/audience response; and/or evolving public and stakeholder attitudes and building support.

Experience in the development and delivery of awareness-building advertising campaigns that are capable of changing consumer attitudes and behaviour.

Experience in evaluating, negotiating and implementing partnered advertising and/or promotional initiatives.

Demonstrated ability to be proactive in sourcing and presenting new or unique marketing opportunities that are beneficial and appropriate to the client.

Ability and openness to work with third parties as required.

Timeframe: What is the length of the engagement? What are the key milestones?

Contract is for one year with an option to renew based on budget and performance.

Are there any Multi-Cultural and / or Aboriginal requirements on this project?

None.

Budget: What do you think agency fees will be? If unknown, what is the total budget you are working with?

TBD.

Contractor Security Screening: The selected agency and its recommended project team (including any subcontractors) may be subject to contractor security screening before this assignment may be awarded and the Letter of Agreement signed.

☐ The Supplier will not be working with pre-publication or sensitive information. [INDICATE]

EVALUATION CRITERIA

Candidate agencies will be evaluated based on the following criteria:

- 35% Demonstrates understanding and insight into the assignment.
Agency shares their observations/impressions on this challenge without making any recommendations.
- 35% Demonstrates relevant experience.
*Agency shows how they have handled similar problem/challenge(s).
Some form of result or outcome should be referenced.*
- 20% Staffing: talent and experience of the team for this engagement.
*Agency outlines staffing plan and discusses qualifications of key members.
Team Lead required in presentation.*
- 10% Cost proposal.

IMPORTANT NOTES

- Agencies will have 30 minutes to present, followed by Q&A, if required.
- Agency should provide Fee Proposal as a leave behind (blended hourly rate only).
- NO speculative material of any kind is allowed (i.e., recommendations).
- All media will be billed to the client at net by the contracted Ontario government media planning and buying agency of record.
- All production and third-party deliverables are subject to the required competitive bid processes.
- Any allowable travel and accommodation expenses will be paid based on current published government rates and must be submitted separately.
- All other terms and conditions of the Master Agreement with the ARB will apply to this assignment.
- The Letter of Agreement must be completed within 10 business days, or the assignment may be declared null and void by the ARB.
- The selected agency and recommended project team (including any subcontractors) may be subject to contractor security screening (refer to Article 9 – Security Clearance Checks in the ARB Master Agreement) before the Letter of Agreement may be finalized.
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