

Request for Proposals (RFP)
Strategic Communications Services
Issued by: Marquette County Transit Authority
RFP Number: 1
Issue Date: 06/25/2025
Proposal Due Date: 07/09/2025 3:00 PM

I. Introduction

Marquette County Transit Authority is soliciting proposals from qualified strategic communications firms to provide professional services in support of our agency's communications, public relations, branding, and community engagement efforts. The goal is to enhance public awareness, ridership, and trust in Marquette County Transit and its services.

II. Background

Marquette County Transit Authority is the public transportation provider for Marquette County, Michigan. We operate 8 fixed-routes, door to door service, and serve approximately 240,000 riders annually. As we continue to provide services and improve infrastructure, effective communication with riders, and the public is critical to our success.

III. Scope of Services

The selected firm will work in partnership with Marquette County Transit's leadership and staff to provide services that may include, but are not limited to:

- Development and execution of a strategic communications plan
 - Public relations and media engagement
 - Crisis communication planning and support
 - Community outreach and stakeholder engagement strategies
 - Branding and messaging alignment
 - Marketing campaigns to increase ridership
 - Social media and digital communications support
 - Production of creative content (print, digital, video)
 - Performance metrics and reporting for communications activities
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IV. Qualifications

Firms should demonstrate:

- Proven experience working with public transit or public sector agencies
 - Expertise in strategic communication planning and execution
 - Strong knowledge of community engagement best practices
 - Ability to respond rapidly during crisis situations
 - A creative and innovative approach to public messaging
 - Familiarity with federal and state communication requirements (as applicable)
 - Have a local office or presence
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V. Proposal Requirements

Interested firms must submit a proposal that includes the following:

1. **Cover Letter**
 - Introduction of firm and key contact information
 2. **Company Overview**
 - History, structure, and areas of expertise
 - Relevant certifications or licenses
 3. **Experience and Qualifications**
 - Summary of relevant projects
 - Case studies or examples (especially transit-related, if applicable)
 4. **Staffing Plan**
 - Key personnel and their qualifications
 - Roles and responsibilities
 5. **Approach and Methodology**
 - Proposed strategy for meeting the scope of services
 - Tools and methods for outreach, media, and measurement
 6. **Timeline**
 - Project start date and proposed milestones
 7. **Fee Proposal**
 - Breakdown of costs by task or deliverable
 - Hourly rates for key personnel
 8. **References**
 - At least three references from similar clients
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VI. Evaluation Criteria

Proposals will be evaluated based on the following:

- Understanding of project objectives
- Experience and qualifications
- Proposed approach and creativity
- Cost effectiveness
- References and past performance

Marquette County Transit Authority reserves the right to reject any or all proposals and to negotiate with the selected firm to finalize the scope and cost.

VII. Submission Instructions

All proposals must be submitted electronically to:

Bill Geller

Executive Director

bgeller@marq-tran.com

Subject Line: **Strategic Communications RFP Submission – [Your Firm Name]**

Deadline: Proposals must be received by 07/09/2025

Late proposals will not be considered.

VIII. Questions and Clarifications

All questions regarding this RFP must be submitted in writing by 07/07/2025 to bgeller@marq-tran.com. Responses will be shared with all interested parties via email or posted publicly (if applicable).

IX. Timeline

Event	Date
RFP Issued	06/25/2025
Deadline for Questions	07/07/2025
Proposal Submission Deadline	07/09/2025
Anticipated Contract Start	08/01/2025

X. Additional Information

- This RFP does not commit Marquette County Transit Authority to award a contract or to pay any costs incurred in the preparation of a proposal.
- All submitted materials become the property of Marquette County Transit Authority