



Marketing Services for GO Santa Cruz County

RFP 2611 Pre-Proposal Meeting

Amanda Marino, Transportation Planner

Sierra Topp, Transportation Planning Tech

Wednesday April 8, 2026 at 2:00pm PDT

Background



The Santa Cruz County Regional Transportation Commission (RTC) serves as Santa Cruz County's regional transportation planning agency (RTPA), and is a state designated agency responsible for planning and financial programming of transportation projects.

Cruz 511

- Free traveler information service
- Includes but not limited to: Traffic conditions, trip planning, bike maps, accessible travel, and hazard reporting

GO Santa Cruz County

- Voluntary commute trip reduction program
- Commuters earn rewards for choosing sustainable transportation options
- Program also shares relevant resources and events from partner agencies and organizations

Marketing Platforms

- Websites
- Newsletter with Constant Contact
- Socials (Instagram, Facebook, X)

Contract Goals

- Develop and implement a multi-faceted transportation demand management (TDM) marketing campaign
- Increase awareness, generate interest in the expanded TDM program, and drive participation on the GO Santa Cruz County platform.
- Provide outreach support for GO Santa Cruz County



Scope of Work Tasks



Strategy,
Messaging, and
Branding

Outreach
Materials

Social Media and
Email Marketing

Community and
Media Relations

Strategic council

Digital Marketing

Equitable Outreach & Engagement Toolkit

Guiding Principles for Public Participation:

Welcome
everyone

Value people's
voices

Give many
chances to share

Be fair and
respectful

Work together

Include
underserved
communities

Invite
participation at
every step

Share clear and
timely
information

Using the
Toolkit

Intended to serve as a roadmap for:

Promoting equity

Increasing
participation

Improving project
outcomes

Building trust and
collaboration

Procurement Schedule



Dates and Deadlines	Task
Wed. March 25, 2026	RFP available
Wed. April 8, 2026 2:00 PM	Pre-proposal meeting via Zoom
Fri. April 10, 2026 12:00 PM	Requests for Clarification or Questions Due
Mon. April 20, 2026 12:00 PM	Proposals Due
Mon. April 27 – Fri. May 1, 2026	(Optional) In-person Interview Short Listed Consultants
Thurs. June 11, 2026	Commission Awards Contract
Wed. July 1, 2026	Notice to Proceed

Work under this contract is expected to begin on July 1, 2026, and to end by no later than June 30, 2027.

Thank you!

Questions?

- Additional questions may be submitted to Amanda Marino at amarino@sccrtc.org
- Include in the subject line "RFP2611"
- Questions will be posted to our website along with the slides and recording
- Questions submitted *after* **Friday April 10, 2026, 12:00pm PDT** will not be considered

