

# **Open Transit Software Foundation**

## **Request for Proposals**

**for a Public Relations Consultant to Create Materials  
to Promote OneBusAway and OTSF**

# Overview

Open Transit Software Foundation (OTSF) is soliciting a vendor to create written materials and to help plan and execute its overall public relations strategy. The vendor hereafter will be referred to as the “Public Relations Consultant”, or “PRC”.

The scope of this RFP includes digital components and copywriting, and will last for at most one year, with deliverables to be provided throughout the year. OTSF has allocated \$5000 for the work. Vendors are invited to submit a short statement of their qualifications and a description of the work they would perform under the contract, along with a timeline. The successful vendor will have a solid understanding of how transit agencies operate and how to market to them. Our primary intended audience is decision-makers at the agencies, and secondarily, technical staff.

This RFP lists a set of items that we envision could be included in the proposal. In their responses, vendors should describe what they would do (which will likely include a number of of these items, but is not limited to them). The initial contract will be for a fixed price of \$5000. If the results are promising, follow-on contracts are definitely possible.

Please submit proposals by email to [info@opentransitsoftwarefoundation.org](mailto:info@opentransitsoftwarefoundation.org) by December 12, 2021. Questions regarding this RFP may be sent to that same email address.

Here are examples of the deliverables that we are looking for under this contract:

1. A one-page flyer to send to prospective agencies, make available at conferences, etc.
2. Gather testimonials and case studies from agencies for use in the flyer, the OneBusAway website, webinars, and so forth
3. Updated text for the OTSF and OneBusAway websites
4. Updated PowerPoint presentation that provides an overview of OTSF
5. Write press release to transit organizations and/or newsletters
6. Assist in organizing a webinar on OTSF and its projects
7. Recommend ways the website contents might be usefully reorganized
8. Write new entries for the blog

We consider the flyer (1), testimonials (2), and recommendations for website updates (3) to be our highest-priority items, followed by the PowerPoint presentation (4). However, we welcome recommendations from the PRC as to what would be most useful.

## 1 Scope of Work

Here is more information on the services listed above. A successful proposal should describe which tasks the PRC will undertake for the project. For tasks listed here, this can simply involve pointing to the relevant subsection of this RFP. Please expand if necessary, and also describe any other tasks not listed here.

## **1.1 Digital Components**

### **1.1.1 OTSF's Website**

Update the text and graphics on OTSF's website. The two sections to focus on are "for agencies" and "for developers". The "for agencies" section will be geared towards marketing OTSF to prospective transit agencies. The "for developers" section will aim to reach out to the transit technology community to provide background on OTSF's mission as well as provide guidance in working with our software. We don't envision that the PRC would update the technical details of deploying OneBusAway in a new region, but the work under this RFP would include writing introductory material for this section as appropriate.

Ideally, the PRC will have previous experience in working with the WordPress platform and be able to update the website directly. However, this is not a hard requirement; if necessary it would also be possible to provide the content in separate files, and leave it to OTSF members to do the actual WordPress updates.

The content of the text will be discussed in Section 1.2.3.

### **1.1.2 Webinar**

Assist in organizing a webinar that will provide interested parties an opportunity to learn about OTSF and OTSF's projects. This webinar would be used to discuss all business relating to the project, such as any ongoing work, scheduled work, past work, and roadmaps.

The webinar would use a platform provided by OTSF.

## **1.2 Copywriting**

This section elaborates on the types of copywriting services that the PRC would perform.

### **1.2.1 One-page flyer**

Write a one-page flyer that can be sent to prospective agencies, made available at conferences, etc. The primary audience for this would be decision-makers, and the flyer should present the value OTSF and its systems can bring to those agencies. The flyer should also present OTSF and OneBusAway in a way that would be appealing to technical staff, although we imagine that they would be directed toward an appropriate part of the OneBusAway website for details, rather than trying to include much of this on the flyer.

### **1.2.2 Testimonials and Case Studies**

Gather and help write up testimonials and case studies from regions that are currently operating an OBA instance. Some of the testimonials and case studies would be used in materials produced under this contract, and others saved for subsequent use.

### **1.2.3 Website Text**

Text on the website is needed to highlight OTSF's work and the value it can bring to both transit agencies and developers. These highlights include, but are not limited to:

- Existing and on-going work.
- The benefits of using open-source software.
- The OneBusAway software, including the server and back end systems, the smart phone apps, and the rider-facing webapp.

### **1.2.4 Overview PowerPoint**

Create a PowerPoint that will provide an overview of OTSF, its projects, and roadmap for future work.

### **1.2.5 Press release to transit organizations and newsletters**

Write copy to send out to transit organizations and newsletters in the transit industry. This includes, but are not limited to:

- Mass Transit Magazine
- American Public Transportation Association
- Transit Talent
- GovTech

The copy would present OTSF's mission and the value its software can bring to transit agencies.

### **1.2.6 Blog posts**

Potentially, write posts on the website blog to highlight news coming from the OTSF. (This item is probably lower priority than the others, though.)