

Date: January 8, 1998

SUBJECT: STANLEY PARK SHUTTLE BUS MARKETING CONTRACT

RECOMMENDATION:

That the Board award a contract for the marketing of the new Stanley Park Shuttle Bus service to the Barr & Wilcox Group for a cost of \$60,000 to be funded from the corporate sponsorship account.

BOARD POLICY

The Board awards all contracts over \$50,000.

BACKGROUND

At its Committee Meeting of July 17th, 1997 the Board received a report from the Public Affairs Manager which described research and various ideas and methodology concerning a proposed marketing plan for the new Stanley Park Shuttle, a key component in the overall Stanley Park Transportation Plan. Two marketing companies had been approached at that time to consider what the staff felt were key ways in urging the public to use the new service and to estimate what a successful campaign could cost.

After discussion the Board directed staff to create terms of reference (see appendix A) for the Stanley Park Shuttle Bus and to go out for proposals based on a fixed two-tiered cost of \$60,000 and \$90,000.

In early November the Terms of Reference were sent to ten marketing firms in the Lower Mainland and as a result five of these submitted proposals on the due date of November 28th, 1997. Following a review of the received proposals by both Planning and Public Affairs staff, three marketing firms were short listed for interviews by a special three member committee. The interview committee was unanimous in its selection of the marketing team from **Barr & Wilcox** who not only had sterling credentials but the most creative and environmentally sensitive ideas.

The interview committee in consultation with the Planning Division and Barr & Wilcox decided that the Terms of Reference as described could be met for the \$60,000 level of funding.

JUSTIFICATION

Of the marketing firms short listed Barr & Wilcox demonstrated the ideals, principles and experience thought necessary by the interviewing committee to

work as a team with Park Board staff to carry out a successful marketing plan for the introduction of the new Stanley Park Shuttle Bus service.

Prepared by:
Public Affairs Division
Board of Parks and Recreation
City of Vancouver
TC/bcs

Terms of Reference

Shuttle Bus Marketing

Stanley Park

Background

The Vancouver Board of Parks and Recreation will launch a free, frequent Shuttle Bus Service within Stanley Park as part of its new Transportation Plan in 1998. The service is scheduled to start May 19th, 1998 and go through September 13th 1998. The service will have about 10 stops at the most popular features in 1000 acre Stanley Park. It is crucial to the future of such a service that it receives a high profile at all levels of the media. Strong ridership statistics should be the outcome of the Shuttle Bus and its marketing plan.

Objectives

The objective of the Shuttle Bus operation is to **reduce traffic into and around Stanley Park** by providing a free shuttle bus service within the Park. The objective of this contract will be for the successful team to develop and implement a marketing plan that will promote and publicize **the free Stanley Park Shuttle Bus Service** throughout the lower mainland and to all tourism outlets. Visitors to the Park will be encouraged to either travel there by bus or to park their car in central parking lots and take advantage of the free shuttle service.

Scope of Work

This will include the development of complete marketing and advertising plan including the execution of special events, media interviews and news conferences, paid and free advertising campaigns and contests, both in advance and during this new program's first season. The team will also be responsible for :

- reporting to the Park Board Manager of Public Affairs.
- consulting with Stanley Park stakeholders with respect to marketing themes and ideas
- graphics and advertising development and implementation including maps, brochures, TV, etc.

- special event development, coordination and implementation.
- tracking success of campaign
- review existing brochures and other tourism print media re: Stanley Park, for suggestions of referencing the new shuttle service
- payment of all sub-contracts and trades
- all other related duties falling under the marketing of the Shuttle Bus

Remuneration

The proposal should not exceed **\$90,000** and include a detailed work program, staff to be assigned, previous experience and a budget for fees and disbursements. The Park Board also wishes to consider a lesser cost program of **\$60,000, all costs included**, so please clearly indicate what reductions to the higher budget would be recommended in that scenario. The work is expected to begin in early January and go through the majority of the summer of 1998.

Proposals should be submitted no later than November 28th, 1997 to the attention of Terri Clark, 2099 Beach Avenue, Vancouver, V6M 1P2 at 257-8438.
