



# Selkirks-Pend Oreille Transit Authority

Public Notice of Special Board Meeting Agenda

11:00 am, Thursday, June 24, 2021, SPOT Office

31656 Hwy 200, Suite 102. Ponderay, ID

Zoom Meeting ID: 874 6555 4062

Passcode: 227585

1. Call to Order and Roll Call
2. Public comment period for items not on the Agenda (including questions from the press)
3. Action and Discussion Items:
  - a. Action Item: Accept proposals for marketing services, social media services and website services
  - b. Action Item: Evaluate hazard pay and wage scale for drivers
  - c. Executive Session – Idaho code 74-206, subsection 1(b)- To consider the evaluation, dismissal or disciplining of, or to hear complaints or charges brought against, a public officer, employee, staff member or individual agent, or public school student.
  - d. Action Item: Consider Administrative wages
4. Comments from the Chair and Board Members
5. Adjournment

Note: Public information on agenda items is available from the SPOT office at 31656 Highway 200 Suite 102, Ponderay, ID or call (208) 263-3774. Any person needing special accommodations at the above noticed meeting should contact SPOT three days prior to the meeting at (208) 263-3774.

## SPOT Agenda Item Summaries

Meeting Date: June 24, 2021

Agenda Item: 3A

From: David Sims

Topic: Accept proposals for marketing services, social media services and website services

Background: We sent out requests for proposals to five local marketing companies for marketing services (update the SPOT printed schedule and design promotional posters), social media services, and website services. We received proposals from one company, Keokee Media and Marketing.

We are recommending that we accept Keokee's proposals, including:

- Option 2 for the social media services (6 posts per week)
- Option 1 for the website services (maintain existing site)
- Options 1 & 2 for the marketing services (update SPOT printed schedule and design promotional posters)

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Meeting Date: June 24, 2021

Agenda Item: 3B

From: David Sims

Topic: Evaluate hazard pay and wage scale for drivers

Background: With the increase in local wages and shortage of CDL drivers, I am requesting that the board evaluate our wage scale and hazard pay. I will have recommendations for adjustments to our wage scale at the meeting.

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Meeting Date: June 24, 2021

Agenda Item: 7C

From: Clif Warren

Topic: Executive Session – Idaho code 74-206, subsection 1(b)- To consider the evaluation, dismissal or disciplining of, or to hear complaints or charges brought against, a public officer, employee, staff member or individual agent, or public school student.

Background: Clif has requested an executive session.

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Meeting Date: June 24, 2021

Agenda Item: 3D

From: Clif Warren

Topic: Action Item: Consider Administrative wages

Background: Clif has requested that we consider administrative wages.

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# Project Proposals





Keokee | media + marketing  
405 Church Street  
Sandpoint, ID 83864  
208.263.3573  
[www.keokee.com](http://www.keokee.com) • [inbox@keokee.com](mailto:inbox@keokee.com)

June 16, 2021

## Proposal | Social Media Services + Options

### Selkirk-Pend Oreille Transit

We propose a three-month social media / digital marketing campaign to commence in June and continue through September 2021, with an evaluation of the campaign effectiveness and the prospect to continue it on for the year. Our pricing here is based on our hourly rate of \$100 minus a 10% discount for retained services. Note, in addition to the two options specified in your RFP, we provide a couple additional options here for digital marketing we think are worth exploring for SPOT.

Keokee's objective is to create a stronger social presence that supports the following varied business objectives:

- Prime objective is to increase ridership on the SPOT bus
- Expand awareness of SPOT bus among potential riders, community members and current/potential stakeholders
- Develop messaging specific to three distinct target markets of potential riders as identified in the SHIFT marketing plan: Youth / Seniors /
- Additionally develop messaging in support of each of the Blue and Green routes as well as the Boundary County service.
- Increase overall social media reach of SPOT on Facebook, Twitter and Instagram
- Improve/Increase website traffic to <spotbus.org>
- Drive engagement from website, social media and email
- Maximize impact from the marketing spend

### **Option 1 - Facebook & Twitter @ 4 posts per week:**

**Facebook & Twitter:** Minimally 4 posts per week

- 3 or more organic Facebook posts with original content we create, and/or shared applicable posts from Facebook pages among other segments of the community. We'll create a content calendar that we will develop with SPOT personnel. We will set up organic posts to auto-post at scheduled times, and will share content of these posts via Twitter. 90 minutes per week.
- 1 post per week that will be created specifically for boosting to different audiences we will define by geography and demographics, to reach the different market segments described above. 30 minutes per week

**Fee per week: \$200.00 minus 10% discount = \$180.00**  
**Boosting posts: \$15 per week**

## **Option 2 - Facebook & Twitter plus Instagram @ 6 posts per week:**

Under this expanded option, we'll perform the posting to Facebook and Twitter per Option 1 with the addition of Instagram. Because successful use of Instagram requires ongoing access to good quality photo assets and is typically more time intensive, we don't propose it for the reduced Option 1.

**Instagram:** Minimally 2 posts per week

- 1 post with original content from content calendar, utilizing photography provided from Keokee stock or donated/free sources, 45 minutes.
- 1-2 posts that are sharing from other Instagram feeds, 15 minutes.

**Fee per week including Option 1: \$300.00 minus 10% discount = \$270.00**

**Boosting posts: \$15 per week**

## **Option – Email Marketing via Newsletter:**

If of interest, we'll begin building a mailing list accrued through social posts, contests and promotions in 2021. We'll design, write and edit and execute newsletter mailings on an initial quarterly schedule. Our goal is to (a) engage riders, stakeholders and others; (b) relate timely information of interest to those most-engaged groups; (c) drive traffic to the website, for general information; (b) directly to members and partners, if relevant; and (c) a landing page, if relevant, to support specific content in the newsletter and increase engagement. We'll create and execute two mailings, in June and September. **Fee per newsletter:**

**\$300.00 minus 10% discount = \$270.00.**

## **Option – Digital Ad Campaigns:**

An alternative to boosted posts, that can often yield better results, is to use digital ad platforms on Facebook, Instagram and Google Ads. A specific ad campaign is not included here, but we'll optimize the Facebook Business Manager and Google Ads accounts to support digital campaigns that may be initiated on short notice, as marketing objectives are defined and additional budgets may allow.

## **Campaign Schedule and Reporting:**

We'll provide monthly reporting with major metrics for campaign performance. This is a three-month campaign to begin June 21, 2021 and end September 30, 2021. We anticipate June 21-30 will be devoted to developing the campaign strategies, content calendars and assets. We'll provide campaign reports at end of each subsequent month: July, August and September.

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Please see our attached company prospectus for the requested information on our company profile and qualifications.

This concludes our proposal for Social Media Services. We're happy to answer questions or provide any additional options or fashion our services as needed. Thank you!



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June 16, 2021

## **Proposal | Website Services**

### **Selkirk-Pend Oreille Transit**

We propose to fulfill all the requirements in your RFP for Website Services as follows. All work will be performed by Keokee staff, which includes one website developer and three designers.

#### **Option 1 – Maintenance of Existing Site:**

- 1. Board Meeting, Service Alerts, Information pages:** SPOT staff, no charge.
- 2. Maintain domain registration and web hosting for <spotbus.org>:**
  - There will be a one-time fee to migrate website to our server of \$300.
  - Annual cost to maintain domain registration and provide Wordpress and security updates monthly as released @ \$35 per month = \$420.00 plus any fees paid to domain registrar.
  - Optional “basic” hosting, does not Wordpress and security updates which would be billed hourly when executed @ basic service of \$15/month = \$180.00 annually. Registration fees charged at time plus fees paid to domain registrar.
- 3. Add new page to site for Boundary County services:**
  - Content will be provided by SPOT. Create new page in current site, add and style content, testing and QA: 6 hours @ \$100 = \$600.00.
- 4. Costs for changes to the existing website:**
  - Changes made on a will-call basis would be at open hourly rate of \$100 per hour
  - Alternatively, for 4 more hours per month on retainer, we discount 10% = \$90 per hour

#### **Option 2 – New Website:**

- 1. Maintain domain registration and web hosting for <spotbus.org>:**
  - Annual cost to maintain domain registration and provide Wordpress and security updates monthly as released @ \$35 per month = \$420.00 plus any fees paid to domain registrar.
  - Optional “basic” hosting, does not Wordpress and security updates which would be billed hourly when executed @ basic service of \$15/month = \$180.00 annually. Registration fees charged at time plus fees paid to domain registrar.

## **2. Migrate the existing site to user-friendly Wordpress template:**

- Current website, though built in Wordpress, contains many customizations that increase its complexity for content management. This proposal would be to rebuild the website utilizing a template that is more user friendly for content management, while maintaining the general (though not exact, as limited by the template we employ) look of the current website. This new website would meet all the specifications A-G in your RFP.
- Lump-sum cost for a complete website rebuild: 100 hours @ \$100, discount 10% = \$9,000.00.

## **3. Costs for changes to the new website:**

- Changes made on a will-call basis would be at open hourly rate of \$100 per hour
- Alternatively, for 4 more hours per month on retainer, we discount 10% = \$90 per hour

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Please see our attached company prospectus for the requested information on our company profile and qualifications.

This concludes our proposal for Website Services. We're happy to answer questions or provide any additional options or fashion our services as needed. Thank you!



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June 16, 2021

## Proposal | Marketing Services

### Selkirk-Pend Oreille Transit

Your RFP for Marketing Services does not specify certain information we need to provide estimates, so we as follows. All work will be performed by Keokee staff, which includes three designers and an editor and writer. Note that our costs given here incorporate assumptions that we need to verify, and are subject to changes if the assumptions for these specifications are not correct.

#### **1. Update SPOT printed schedule:**

**a. Provide print-ready PDF for printing:** Our estimate here assumes we will utilize the current base map and will be provided the working files for the map and the document. Retain current size, make changes to bus routes or stops on the map constituting up to 20% of the map, change the schedules; proofing with two rounds of changes; provide print-ready PDF optimized for printing. 12 hours @ \$100 = \$1200.00

**b. Provide PDFs of larger size versions for mounting on bus shelters:** Our estimate here assumes base map artwork is rendered in vector format and does not have to be redrawn. 6 hours @ \$100 = \$600.00

**c. Design rack-card sized version of schedule and map:** Note that the map with its detailed routes and street names will not reduce to smaller rack card size with good legibility, and we envision creating a simplified map not necessarily to scale or with details included on full-size map. 16 hours @ \$100 = \$1600.00

**d. Design rack-card sized version for Schweitzer service:** As per (c) map may require simplification for use in rack card. 16 hours @ \$100 = \$1600.0

#### **2. Promotional posters for SPOT:**

**a. Provide 2 versions of posters for Blue and Green routes:** Our estimate assumes we'll have access to base map artwork in vector format. 4 hours @ \$100 = \$400.

**b. Provide 1 version for Festival at Sandpoint, 1 version for Schweitzer service:** Our estimate assumes we'll have access to base map artwork in vector format. 4 hours @ \$100 = \$400

**c. Provide 1 version for Boundary County service:** Our estimate assumes we'll have access to base map artwork in vector format. 2 hours @ \$100 = \$200

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Please see our attached company prospectus for the requested information on our company profile and qualifications.

This concludes our proposal for Marketing Services. We're happy to answer questions or provide any additional options or fashion our services as needed. Thank you!