

Proposed Scope of Work for Valleyrides – Fiscal Year 2025/2026

Following a successful fiscal year 2024/2025, during which Valleyrides significantly expanded its online presence and brand recognition, this document outlines the proposed scope of work for the upcoming fiscal year 2025/2026. Having achieved our previous goals in program brand development and expanding public knowledge, Valleyrides.com and its programs – CarPerks, VanPerks, and Senior Scrip – we are poised to expand the Valleyrides program further.

This scope of work is designed to build upon past successes and strategically advance Valleyrides' position within Fresno County.

I. High-Level Goals for FY 2025/2026

The primary objectives for the 2025/2026 fiscal year are:

1. **Expand Brand Awareness:** Solidify and broaden the understanding of the Valleyrides brand, ensuring it remains a prominent and trusted name in transportation alternatives across Fresno County.
2. **Transform Valleyrides into the Go-To Transportation Resource:** Further develop the Valleyrides program as the comprehensive, primary resource for all transportation needs in Fresno County. This includes promoting and integrating options such as walking, cycling and public transit, and building on the established awareness of programs like CarPerks, VanPerks, and Senior Scrip.

II. Proposed Scope of Work for Fiscal Year 2025/2026

To achieve these goals, we propose the following comprehensive scope of work, broken down into key service areas:

A. Campaign Development: A central focus for the fiscal year will be the conception, development, and execution of innovative and impactful campaigns designed to effectively promote Valleyrides and its diverse suite of transportation solutions. Key activities include:

- **Creative Conceptualization:** Develop innovative and engaging themes and ideas for campaigns
- **Campaign Planning:** Strategize all phases of campaign execution, including timelines, messaging, and channel selection
- **Branding/Campaign Identity:** Develop a campaign identity that aligns with the Valleyrides brand and effectively conveys the campaign's messaging
- **Campaign Deliverables:** Produce all necessary creative assets, such as digital ads, videos, and social media graphics
- **Advertising Strategy and Implementation:** Produce and execute advertising strategies (details outlined in section C)
- **Promotional Materials:** Create and distribute support materials, including brochures, flyers, and digital toolkits, as needed

The following are examples of potential campaigns and contests to illustrate further the types of initiatives that could be undertaken to meet the program's goals and engage the community. These concepts are intended as a starting point for discussion and further development:

- **Campaign Concepts for Consideration:**

- **Summer Rewards Rush – Season Two (Bigger and Better)**

- *Potential Enhancements to Explore:*

- "Eco-Explorer" tiered reward system for logging sustainable trips
- Enhanced grand prize draw and "Green Streak" bonuses for consistent participation
- "Community Commute Clash" team challenge for workplaces or neighborhoods
- "Partner Perks Passport" with an expanded network of local businesses offering rewards
- Themed "Boost Your Points" weeks focusing on different sustainable modes
- "Share Your Rush" social media integration for user-generated content and bonus prizes
- "Level Up Your Impact" real-time dashboard showcasing collective achievements (e.g., CO2 saved)

- **Senior Scrip Program Initiatives (Examples):**

- *Contest Idea:* "Senior Scrip Stories" – A storytelling contest encouraging users to share how the program impacts their lives, generating authentic testimonials
- *Campaign Idea:* "Scrip Smart Seniors: Your Key to Fresno" – An educational campaign emphasizing the practical benefits, ease of use, safety, and reliability of the Senior Scrip program

- **Bicycling Promotion Initiatives (Examples):**

- *Campaign Idea:* "Fresno Pedal Forward" – A comprehensive campaign promoting cycling, highlighting infrastructure, commuter tips, and local cyclist stories
- *Contest Idea:* "Cycle Fresno Challenge" or "Fresno Bike Month Bingo" – Engaging challenges to encourage residents to cycle more and log miles
- *Campaign Idea:* "Two Wheels, Fresher Air: Ride for a Greener Fresno" – An environmentally focused campaign highlighting cycling's benefits
- *Contest Idea:* "My Fresno Ride" Photo & Video Contest – A contest for cyclists to share their favorite Fresno cycling experiences

B. Website Updates (Minimal): To ensure Valleyrides.com remains a current, accessible, and effective online information hub for Fresno County residents, targeted updates will be implemented as needed. These include:

- **SEO Optimization:** As-needed implementation of search engine optimization strategies
- **Content Updates:** Refreshing website content to reflect current programs and information
- **Accessibility Improvements:** Ensuring the website remains accessible to all users

C. Digital and Social Media Advertising: A comprehensive, data-driven digital and social media advertising strategy will be developed to increase reach across Fresno County, engage targeted demographics, and drive measurable program participation. Components include:

- **Google/YouTube Campaigns:** Utilizing Google Ads (search, display) and YouTube advertising
- **Social Media Advertising:** Targeted campaigns on Facebook, Instagram, and LinkedIn
- **Display Advertising:** Visually compelling ads on relevant local and regional websites/apps
- **Email Marketing:** Development and execution of email campaigns and promotions
- **Streaming Service Advertising:** Exploration and utilization of advertising on streaming audio/video platforms
- **Advertising Management:** Comprehensive oversight of digital ad campaigns (setup, monitoring, optimization, reporting)

D. Stakeholder Outreach: Building and maintaining strong, collaborative relationships with key community stakeholders throughout Fresno County is essential for maximizing program awareness, encouraging widespread participation, and securing ongoing support for Valleyrides initiatives. This includes:

- **Strategic Planning & Coordination:** Planning outreach activities and coordinating with employers, community organizations, senior facilities, hospitals, and municipalities
- **Materials Development:** Creating presentations, informational packets, and promotional items for stakeholder engagement

E. Social Media Account Management: A consistent social media presence across relevant platforms is vital for ongoing community dialogue, brand reinforcement, and directly promoting Valleyrides' programs. Key responsibilities are:

- **Content Creation & Scheduling:** Developing regular, high-quality, engaging content
- **Community Engagement:** Actively monitoring channels and responding to users
- **Analytics & Reporting:** Tracking key performance metrics and optimizing strategies

Various ongoing themed content series will be developed to bring the social media strategy to life and ensure consistent, valuable engagement. The following examples showcase potential directions for these series across different program focuses:

- **Ongoing Social Media Content Series (Examples):**
 - *For Senior Scrip Program:*
 - "Scrip Success Saturdays": Sharing user stories and tips
 - "Senior Scrip MythBusters": Addressing frequently asked questions
 - *For Bicycling Promotion:*
 - "Fresno #BikeLife Features": Showcasing local cyclists
 - "Two-Wheel Tuesdays Tip Day": Sharing safety and maintenance tips
 - "Explore Fresno by Bike" Series: Highlighting bike-friendly routes
 - *For General Valleyrides Engagement:*
 - "Multi-Modal Mondays": Showcasing combined commute options
 - "Ask Valleyrides": Live Q&A sessions

F. General Advertising: While primary efforts focus on digital outreach, this component provides important flexibility to capitalize on other high-value advertising or promotional opportunities as they arise. This includes:

- Funding for radio, print, and outdoor advertising will be sourced from a general fund as new opportunities arise. Each opportunity will be assessed individually and approved based on a detailed plan that includes the following elements: the opportunity itself, target audience, messaging, budget, and expected outcomes.

G. Admin/Monthly Account Management: Effective, clear, and proactive account management is essential for all successful marketing and outreach activities. It ensures smooth project execution, financial responsibility, and consistent client communication.

- **Account Management & Coordination:** Ongoing project management and client communication
- **Performance Reporting & Analysis:** Tracking campaign performance and providing data-driven insights
- **Budget Management:** Managing and tracking budgets and invoices
- **Vendor Coordination:** Liaising with and managing third-party vendors
- **Strategic Plan Updates:** Regularly reviewing and updating marketing plans based on performance and market changes

H. Program Expansion and General Marketing: This component facilitates strategic exploration of new marketing avenues to ensure Valleyrides remains an adaptive and forward-thinking leader in Fresno County's transportation landscape. It allows for thoughtful consideration of program enhancements that respond to community needs. This includes:

- **Future Program Development:** Providing flexibility to explore enhancements to existing programs or consider new initiatives that align with Valleyrides' mission, as opportunities arise and receive approval
- **General Marketing Initiatives:** Allocating resources on a case-by-case basis for emerging marketing opportunities or to support broader program objectives, with each initiative requiring a detailed plan and approval