

## **Proposed Scope of Work for Valleyrides – Fiscal Year 2026/2027**

**TO:** Jake Martinez

**FROM:** Cody Dixon

**DATE:** May 19, 2026

**RE:** Proposed Scope of Work for Valleyrides – Fiscal Year 2026/2027

Following a successful fiscal year 2025/2026, in which Valleyrides significantly expanded its online presence and brand recognition, this document outlines the proposed scope of work for fiscal year 2026/2027. Having achieved our previous goals in program brand development and in expanding public awareness of Valleyrides.com and its programs – CarPerks, VanPerks, and Senior Scrip – we are poised to further expand the Valleyrides program. This scope of work is designed to build upon past successes and strategically advance Valleyrides' position within Fresno County.

### **I. High-Level Goals for Fiscal Year 2026/2027**

- **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.
- **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 2026/2027**

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, impactful campaigns to promote Valleyrides and its diverse suite of transportation solutions effectively. This work will include direct, program-specific marketing for CarPerks, VanPerks, and Senior Scrip so that outreach not only drives audiences to Valleyrides.com but also clearly highlights the purpose, benefits, eligibility, and participation opportunities associated with each program. 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, social media graphics, and program-specific messaging materials that promote CarPerks, VanPerks, and Senior Scrip as distinct Valleyrides offerings

- **Advertising Strategy and Implementation:** Produce and execute advertising strategies that include dedicated promotion of CarPerks, VanPerks, and Senior Scrip, with tailored audience targeting, messaging, and placements designed to increase awareness and participation in each program (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 that further illustrate 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 (CarPerks/VanPerks)**
    - *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. In addition to promoting Valleyrides as a transportation resource, advertising efforts will include specific callouts and campaign messaging for CarPerks, VanPerks, and Senior Scrip, with content tailored to the audiences most likely to benefit from each program.

Components include:

- **Google/YouTube Campaigns:** Utilizing Google Ads (search, display) and YouTube advertising
- **Social Media Advertising:** Targeted campaigns on Facebook, Instagram, and LinkedIn that include direct promotion of CarPerks, VanPerks, and Senior Scrip, supported by audience-specific creative and clear program benefit messaging
- **Display Advertising:** Visually compelling ads on relevant local and regional websites/apps
- **Email Marketing:** Development and execution of email campaigns and promotions that spotlight Valleyrides programs, including dedicated messaging and calls to action for CarPerks, VanPerks, and Senior Scrip
- **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 direct promotion of Valleyrides' programs. Key responsibilities are:

- **Content Creation & Scheduling:** Developing regular, high-quality, engaging content that includes recurring program-specific posts, promotions, and educational messaging for CarPerks, VanPerks, and Senior Scrip
- **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:

- *For CarPerks and VanPerks:*
  - "CarPerks Commuter Spotlights": Highlighting how participants save money and reduce drive-alone trips
  - "VanPerks on the Move": Showcasing vanpool benefits, rider stories, and employer participation opportunities
- **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, to 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

### III. Proposed Budget for Fiscal Year 2026/2027

The following table outlines the proposed budget allocation for the \$99,000 total:

<b>No.</b>	<b>ITEM</b>	<b>DESCRIPTION</b>	<b>AMOUNT</b>
A	Campaign Development	Creative conceptualization, planning, creative asset production, branding, promotional materials	\$20,000
B	Website Updates	As-needed SEO, content updates, and accessibility improvements	\$5,000
C	Digital and Social Media Advertising	Google/YouTube, social media ads (Facebook, Instagram, LinkedIn), display ads, email, streaming, ad mgmt.	\$30,000
D	Stakeholder Outreach	Planning, coordination, and materials for engaging community stakeholders	\$7,000
E	Social Media Account Management	Content creation, community engagement, analytics tracking, and execution of ongoing content series	\$10,000
F	General Advertising/Contingency	Funds for small, unforeseen advertising needs or strategic opportunities (excluding major traditional media)	\$5,000
G	Admin/Monthly Account Management	Reporting, analysis, budget management, vendor coordination, plan updates, and general account coordination	\$12,000
H	Program Expansion and General Marketing	Funds for approved general marketing initiatives and program development opportunities	\$20,000
			<b>Total: \$99,000</b>