

Marketing & Advertising Services Q&A

RFP Number: SCRTD-2026-01

Issue Date: February 23, 2026

Addendum No.: 2

Date of Q&A Posting: February 23, 2026

Question 16: The Native App Scope: While Scope H mentions evaluating functionality for a potential mobile application, does the District expect the baseline \$175,000 budget to include the actual software engineering and launch of a native mobile app? Or does this baseline scope focus on deploying a 'Mobile-First Website' alongside a feasibility roadmap for a future app?

Answer: The anticipated \$175,000 baseline project funding does not include full software engineering, development, or launch of a native mobile application. As outlined in Scope B of the RFP, the consultant is expected to update and modernize the current website. There is no directive in the RFP requiring the development or launch of a native mobile application under the baseline scope, only a recommendation to provide a feasibility assessment with strategic recommendations for a potential future app.

Question 17: Target Audiences for 15% Growth: The District's 2025-2030 Plan targets an ambitious 15% annual ridership growth. As we finalize our targeted rider personas, does the District have a baseline hypothesis on whether this initial growth should be driven primarily by acquiring new "Choice Riders" (commuters with personal vehicles) or by increasing the trip frequency of current "Transit-Dependent Riders"?

Answer: SCRTD's 15% annual ridership growth goal is intended to be achieved across all rider segments. The District does not intend to focus exclusively on either "choice riders" or transit-dependent riders. Growth efforts should include retaining and increasing trip frequency among existing riders and attracting new riders, including commuters with access to personal vehicles. The selected consultant is expected to recommend a balanced, data-driven strategy that supports system-wide ridership growth and aligns with SCRTD's equity and regional mobility goals.

Question 18: Post-Free Fare Transition: With the Free Fare program having concluded, does the District expect the year-one marketing narrative to heavily prioritize "Fare Value Education" to retain current riders, or should our messaging focus strictly on net-new rider acquisition and regional brand awareness?

Answer: SCRTD expects the year-one strategy to prioritize overall rider acquisition and brand awareness, while also incorporating clear fare information and value messaging as part of regular communications. Regarding Free Fare program, proposers should include clear fare information and basic value messaging recommendations for the website, social media, and printed materials to help retain current riders. However, the primary focus should remain on growing ridership and strengthening the SCRTD brand. Bidders should also be aware that SCRTD has an in-house Marketing Coordinator who will collaborate with the selected consultant to support implementation and ongoing communications.

Question 19: Employer Partnerships (Scope F): Regarding Collaborative Marketing with major regional hubs (e.g., Walmart, Costco, NMSU), has the District already established introductory relationships with leadership at these organizations, or will the selected agency be responsible for the initial cold outreach to build these commuter partnerships from the ground up?

Answer: SCRTD maintains general working relationships with several regional employers and community partners. Outreach efforts may range from simple, low-level engagement—such as placing brochures or promotional materials in storefronts and facilities—to more coordinated collaborative marketing initiatives where appropriate. The goal is to support ridership growth through practical and scalable partnership activities.

