

## **EXHIBIT B**

### **Utilitarian Design – Scope of Work**

Specific project descriptions, delivery schedules and costs for services will be identified in Work Orders that have been agreed upon and approved in writing by the Executive Director and an authorized representative of the consultant. Upon agreement, the TCTC/TCTA will issue a Notice to Proceed to the chosen consultant/s for a specific work order.

The TCTC and TCTA are requesting professional services including, but not limited to, the following functions:

- I. Provide graphic design services and/or content for collateral for Agency websites
- II. Provide graphic design services and/or content for social media platforms such as Facebook, Twitter and YouTube
- III. Manage Social Media platforms
- IV. Provide graphic design and collateral production for Tuolumne County Transit
- V. Provide graphic design and printing services for event/project promotion and/or Special Transit Services: Flyers, Invitations, Programs, schedules, brochures, posters, etc.
- VI. Provide collateral in support of the Tuolumne County Trails Program
- VII. Brand the TCTC/TCTA and educate the public about Agency Function, Roles and Responsibilities
- VIII. Provide graphic design services and/or content for collateral for the SkiBUS
- IX. Provide graphic design services and/or content for collateral for the special event services
- X. Provide graphic design services and/or content for collateral for the Yosemite Service
- XI. Create Marketing Plan (1-5 yr) to maximize Tuolumne County Transit's outreach, education and visibility to various established demographics in addition to 'choice' riders. This is envisioned as a comprehensive effort that could include surveying of passengers and general community. Marketing Plan should detail a myriad of outreach strategies, opportunities and priorities.
- XII. Professional Photography and video content
- XIII. Produce online, print media, video, social media, signage, or other collateral intended to promote, enhance, supplement, inform or otherwise facilitate the goals of the TCTC and TCTA.

The successful consultant(s) may be requested to attend progress meetings and present a written report of the accomplishments to date on individual work orders. The reports shall also disclose any issues that may affect the progress of the work.

The consultant shall be available for consultation before issuance of work orders or after completion of each Work Order at the request of the TCTC/TCTA on an "as requested" basis.