
Request for Quotation

**PROVIDER OF EMAIL MARKETING SERVICES
TO CREATE, DELIVER AND MEASURE EMAIL
NEWSLETTERS AND CAMPAIGNS**

OCTOBER, 2006

INTRODUCTION

The Greater Hartford Ridesharing Corporation (The Rideshare Company) based in Windsor, CT is responsible for marketing commuter alternatives on behalf of the Connecticut Department of Transportation. (ConnDOT).

The ConnDOT commuter services being promoted include public transit, vanpooling, carpooling, telecommuting and a pre-tax commuter benefit program. Additional information on programs and services can be provided to interested parties upon request.

SCOPE OF WORK

The Rideshare Company is seeking a provider of email marketing services to create, deliver and measure email newsletters and campaigns. Contract period will be from November, 2006 through September, 2007.

The selected vendor will:

- Provide two custom newsletter templates with landing page template for additional content and one e-postcard template for brief communications.
- Provide a state-of-the-art email delivery system that complies with CAN-SPAM regulations.
- Provide a list management system with filters to enable targeted marketing.
- Provide subscription opt-in functionality.
- Provide a web-based content manager easily understood by the business user.
- Provide an on-line tracking and analysis of email messages and campaigns.
- Provide import and export capability of lists.
- Provide on-going customer service support.

Vendors submitting quotation will:

- Provide a detailed price quotation of services based on 7,400 emails per month.
- Provide a demonstration of their email marketing system.
- Provide samples of templates representative of vendor's graphics capability.
- Provide a minimum of three references.

Request for Quotation Schedule

RFQ Submission Deadline	October 20, 2006
Provider Interviews	October 23 – 25, 2006
Provider Selection:	October 27, 2006
Start Date Estimate:	November, 2006*

***upon funding approval from ConnDOT.**

Upon successful completion and acceptance of the work stated above, The Rideshare Company reserves the right to extend this agreement to include additional work not described in the RFQ.

This RFQ and any subsequent written addenda serve as the sole basis upon which vendors may submit quotations.

The Rideshare Company reserves the right to award the proposal deemed to be in the best interest of The Rideshare Company, and to reject any and all proposals.

Questions and Clarifications

All questions relating to this RFQ must be submitted by email to: sdownes@rideshare.com. Please refer to Email Marketing in the subject line. No phone calls please. Should any of the questions submitted make necessary the issuance of an addendum, the addendum will be furnished to all parties receiving a copy of the RFQ.

The Rideshare Company will not respond to questions received after October 20, 2006.