1. We’re qualified (3 min)
2. Strategy first approach saves money and improves quality
3. Proven success reaching key audiences
4. Our approach integrates outreach, education and marketing
5. Experts at translating technical information
6. Full service in-house creative and technical staff
7. Print and digital design excellence
8. We know bay area transportation
9. We know MTC’s regional transportation partners
10. We have worked for numerous Bay Area transportation agencies
11. And, we know MTC
12. Clipper & Fastrak Marketing Programs
13. Transit Sustainability Plan
14. Regional Transporation Marketing Program
15. RTP
16. Transportation Summit 2030
17. Public Outreach and Involvement Plan
18. Welfare to Work Transportation Plan
19. Innovative web development (3 min)
20. (diagram showing Design-Engineering-Content integration)
21. Cutting edge cloud & mobile platform deployment
22. Custom software & app development
23. Modern user interface design
24. Crisp content writing and editing

1. Compelling graphic design & branding (3 min)
2. We see through the eyes of key stakeholders and communities
3. Extensive public agency brand development and management experience
4. Adept at developing authentic brand positioning strategies and implementation plans
5. Proactive at developing brand guidelines that promote participation and increase brand equity and recognition
6. Connect MTC brands to their brand specific audiences
7. Why MIG really! - Case studies (3 min)
8. Show examples of Responsive design (show below on iPad, iPhone, Big Screen)
9. Alameda CTC (CMS designed for big, medium and small screens)
10. CEC building energy newsletter
11. Show a Calendar example
12. Site architecture development examples
13. Show Alameda CTC mess of 3 sites blended into one
14. Show EBRPD before and after shots
15. Show a very modern site approach to MTC site architecture (mockup a flat design approach).
16. Our team lives to leverage these innovative and modern design trends for public agencies. Our web team’s way of doing good and being right!
17. Reinforce the design-engineering-content integration strength of MIG’s team
18. Closing – We’re experienced (1 min)
	1. Strategic, innovative and client-focused team
	2. Top-tier team of pros
	3. Staff is committed, available and accessible