



IDLE TIME ADVERTISING – ITA PROMOTIONS

Idle Time Advertising (ITA) is an agency built at the intersection of outreach expertise, nonconventional logistics, and high capacity. Its team of more than 300 professionals includes communications and marketing specialists with proven track records in public engagement. ITA has developed this unique network of independent contractors over the past decade, coalescing their talents through rigorous onboarding and project deployment processes. In addition to their breadth of experience in transportation projects, ITA’s experts are fluent in a diversity of languages, including Spanish, Mandarin, Amharic, Korean, French, Vietnamese, and ASL.

As a grassroots partner to marketing/advertising agencies, and transportation-oriented government agencies, ITA leverages an established skillset in non-traditional advertising services and out-of-home media. Their reliable ambassadors are trained to excel at on-the-ground interactions with the public in order to deliver critical, sometimes difficult information and gather real-time feedback. ITA “street teams” are known for their success in producing results that often can’t be accomplished with conventional approaches. From orchestrated waves of face-to-face interactions in public spaces to sidewalk and wide-format signage (think car and bus wraps), ITA develops and implements alternative tactics to achieve deep and genuine levels of engagement. The firm is also distinguished in the marketplace by its logistics-heavy strategic planning capability as well as a disciplined and detailed reporting process.

ITA has conducted campaigns on behalf of the Baltimore Metropolitan Council (BMC), Maryland’s State Highway Administration (SHA), the Washington Metropolitan Area Transit Authority (WMATA), the Maryland Transit Administration (MTA), the Maryland Highway Safety Office, and the federal Transportation Security Administration (TSA). Examples of this work include the MTA My Bus Tracker Launch to increase public awareness and use of new bus-tracking technology, the WMATA Bus and Rail Fare Increase Campaign to educate riders about new pricing and system improvements, and the MTA’s “If You See Something, Say Something” Campaign to promote TSA messaging with transit riders and reinforce actions they can take in the interest of public safety.

The ITA team’s work in support of transportation-oriented government agencies have included projects such as the WMATA Rail Rider Survey, Montgomery County Pedestrian Safety Outreach Initiative and the WMATA Public Participation Plan. In these initiatives, they have reached tens of thousands of citizens, including traditionally underserved communities, non-English-speaking audiences, low-income populations, and people with disabilities.

The “Idle Time” name has its origins in the firm’s beginnings more than 12 years ago, when it locally pioneered advertising tactics for already standing or sitting audiences — for example, promotional coasters in bars and restaurants and billboards in public restrooms. ITA is a Woman-Owned Small Business based in Maryland. The company was founded in 2007 by Amy Sweat and Joshua Sweat.

Idle Time Advertising, LLC

D.B.A. ITA Promotions

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Key Contacts

Amy Sweat- President

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Joshua Sweat- Vice President

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Woman Owned

Small Disadvantaged Business

MDOT MBE/DBE Certified: 10-529

MWUCP DBE Certified: W-2265

Small Business Reserve: SB12-2772

DUNS: 849877308

NAICS: 541430, 541850, 541890, 561990,

541613, 541810, 541910, 561920, 339950

Core Competencies

- Multi-Lingual Ambassadors
- Public Outreach
- Street Teams
- Brand Ambassadors
- Trade Show & Event Staffing
- Business Outreach
- Wide Format Signage

References

AECOM-STV JV

Contact Info Available upon request

District Department of Transportation (DDOT)

Contact Info Available upon request

City of Alexandria

Contact Info Available upon request

Maryland Transit Administration

Contact Info Available upon request

Virginia Department of Transportation (VDOT)

Contact Info Available upon request

Capabilities Statement



Idle Time Advertising, LLC (ITA Promotions) is a Woman-Owned Small Business that partners with advertising, marketing, and state agencies. ITA executes alternative and non-traditional advertising services and logistics. ITA specializes in public outreach, guerrilla tactics, and other non-traditional media and marketing services. ITA also provides wide format signage. ITA has expanded and worked on projects all across Maryland, DC, and Northern Virginia. The company has hired more than 300 staff for various public outreach campaigns over the past 12 years. ITA's energetic and demonstrative team members are a diverse group which includes BILINGUAL speakers. ITA has executed public outreach campaigns directly and indirectly for Maryland State Highway Administration, Washington Metropolitan Area Transit Authority, Maryland Transit Administration, Maryland Highway Safety Office, Motor Vehicle Administration, Metropolitan Washington Council of Governments, and the Transportation Security Administration.

Recent Successes

Project Description: WMATA Public Participation Outreach Teams

When: April 2016-present

End Client: WMATA c/o Sharp and Company

Objectives: Inform the Public, and provide customer service /wayfinding support.

Solution: The outreach teams have been contracted to educate the public about changes to both rail and bus service under various initiatives. Bilingual Teams are educated about project specific details and are assigned to engage the public and assist when necessary. This contract also included intercept surveys, popups, and overflow customer service. Languages serviced included English, Spanish, Amharic, Mandarin, Korean, Vietnamese, ASL.

Project Description: Baltimore Link Outreach Teams

When: Spring 2017-present

Client: MTA c/o Integrated Designs, Inc.

Objectives: Inform MTA bus riders about upcoming changes to Bus Service

Solution: The campaign involved coordinating teams of four transit ambassadors to execute popups all over the MTA Bus/Rail service areas at various high-traffic transit hubs, and bus stops to provide route specific collateral and guidance about upcoming changes. Teams informed riders and provided route specific guidance prior to the changes, then provided customer service and route specific guidance after the changes went live. Business outreach teams were also executed to distribute collateral and personalized customer service to senior centers, hospitals, doctors' offices, community centers, schools, and local businesses within MTA's service area. Languages serviced included English and Spanish.

Project Description: MTA Emergency Subway Shutdown Outreach Teams

When: February-March 2018

Client: MTA c/o Integrated Designs, Inc.

Objectives: Assist MTA Subway Riders during Emergency Rail Shutdown

Solution: The campaign involved coordinating teams of Transit Ambassadors at every rail station affected by the Emergency Rail Shutdown. Transit Ambassadors provided customer service, wayfinding, and guidance for riders utilizing shuttle buses. Languages serviced included English and Spanish.

ITA Corporate Mission

Idle Time Advertising will provide unmatched customer service and exceptional multi-lingual public outreach staffing and non-traditional marketing solutions at a fair cost for our Clients, while providing industry leading wages for our Team. We will treat every person how we prefer to be treated: with dignity, respect, and empathy.



ITA Executive Team:

Amy C. Sweat, President

Planning and Logistics

Amy is a native of Annapolis, Maryland. She graduated from Archbishop Spalding High School, where she excelled on the field at field hockey and lacrosse. She attended Clemson University in South Carolina and graduated with a Bachelor of Science degree in Graphic Communications in 2002. The program focused on the technical side of print production, with a secondary focus on marketing and design. Amy met her husband and business partner, Joshua Sweat at Clemson and they settled in Stevensville, MD.

Amy began her career as a Customer Service Representative in the printing industry. Josh and Amy returned to their marketing, graphic design, and project management roots when they founded Idle Time Advertising in the Spring of 2007.

Amy is the President of Idle Time Advertising (ITA), which is a Woman-Owned Small Business. The Company was founded as a non-traditional advertising company specializing in restroom billboards but evolved to better suit client needs and was eventually rebranded as ITA Promotions. ITA specializes in public outreach campaigns, intercept surveys, non-traditional advertising, guerrilla marketing tactics, and logistical agency services. ITA also provides large format printing (signage) services.

Amy's responsibilities include forming, staffing, guiding, leading, and managing the business. Amy's strong organizational and communication skills have allowed her to successfully plan, staff, and execute public outreach/street team campaigns for both Government and Commercial Clients. With her leadership, ITA successfully executes thousands of activations each year. The Company has engaged hundreds of thousands of people since its inception.

Amy received Maryland Department of Transportation MBE/DBE certification in August 2010 and received DBE certification for the Metropolitan Washington Unified Certification Program in September 2014. Amy and ITA have become an integral partner for several DC & Baltimore based advertising and government agencies, based on their proven track record in the transportation industry.

Amy enjoys spending her "Idle Time" with her husband, Josh, their two children, Jonah and Molly, and their Labradoodle, Ginger. The family enjoys spending their weekends with friends and family and boating on the Chesapeake Bay.

Amy Costello Sweat – President

amy@itapromotions.com

410-991-0775



ITA Executive Team:

Joshua A. Sweat, Vice President

Planning, Logistics & Project Management

Josh is from Charleston, South Carolina. He attended Clemson University and graduated with a Bachelor of Science degree in Graphic Communications in 2002. The program focused on the technical side of print production, with a secondary focus on marketing and design. Josh met his wife and business partner, Amy at Clemson University.

Josh began his career as an Account Executive in the printing industry. He founded Annapolis Powerwash in 2003. After growing his client base to more than 500 customers, Josh sold Annapolis Powerwash to a competitor in 2005. Josh and Amy returned to their marketing, graphic design, and project management roots when they founded Idle Time Advertising in the Spring of 2007.

Josh is the Vice President and Director of Business Development for Idle Time Advertising. His duties include new business development, customer service, and project management. The Company was founded as a non-traditional advertising company specializing in restroom billboards but evolved to better suit client needs and was eventually rebranded as ITA Promotions. ITA specializes in public outreach campaigns, intercept surveys, non-traditional advertising, guerrilla marketing tactics, and logistical agency services. ITA also provides large format printing (signage) services. Josh's sales efforts and marketing background have allowed the Company to grow at a healthy rate.

ITA is an integral partner for several DC & Baltimore based advertising and government agencies, based on their proven track record in the transportation industry. Josh's attention to detail and his ability to adapt and perform well under pressure have enabled him to successfully execute and manage the thousands of public outreach activations that the Company is tasked with each year. The Company has engaged hundreds of thousands of people since its inception.

Josh enjoys spending his "Idle Time" with Amy, their two children, Jonah and Molly, and their Labradoodle, Ginger. The family enjoys spending their weekends with friends and family and boating on the Chesapeake Bay.

Joshua Alexander Sweat – Vice President

josh@itapromotions.com

410-507-2573



ITA Key Team Members:

Claudia Tapia – Scheduling Manager

Claudia has an in-depth background in experiential marketing with over 10 years in the field and is extremely familiar with the DC/Maryland/Virginia market. Claudia has supported ITA by acting as team lead and project manager for several Clients on multiple campaigns. Clients supported include MDOT, SHA, MTA, WMATA, Montgomery County Dept. of Transportation, and the City of Alexandria's "GOAlex" Initiative. Claudia has successfully activated and managed brand ambassadors at festivals, sporting events, concerts, and with roving street teams.

Claudia is highly skilled in training teams to properly highlight the campaign's key messaging points, answer questions confidently, and collect data when needed. She is detailed, quick to resolve issues during event activations, and can report event progress in a clear and concise manner with plenty of experience writing event recaps, taking pictures, and managing company inventory. She has a passion for coordinating team logistics, setting up event footprints and connecting with people to represent companies in a positive and effective manner. Claudia is also bilingual in both English and Spanish.

Claudia is currently employed full-time as Scheduling Manager. Her duties include recruiting, screening, hiring, and managing ITA's customer service oriented, multi-lingual talent. She also creates and populates event schedules to meet Client requirements. Claudia's recruiting efforts and attention to detail ensure that the ITA talent are the best in the industry.



Tarue Coleman – Project Manager

Tarue began his career as a brand ambassador. He has extensive experience in the event marketing world and has represented a variety of regional and national brands. Tarue's experience includes event management, technical demonstrations, street teams, conventions and tradeshow, and experiential marketing.

Tarue has been working with the ITA team since 2011 and is currently employed full-time as Project Manager. He is fearless, friendly, and focused. Tarue's experience as a brand ambassador has allowed him to lead by example. He is detail oriented and is a great role model for the brand ambassadors that he leads. His positive attitude and smile are infectious and are the reason why Tarue has been dubbed the ITA "Minister of Morale."

Tarue performed flawlessly as a brand ambassador and excels as a Project Manager. As project manager, Tarue is focused on Quality Control. He ensures that staff and management receive the training and support that they need to perform flawlessly while out in the field.



ITA Key Team Members: (Continued)



Outreach Staff (Brand Ambassadors)

The Onsite Outreach Staff are the face of the clients that we represent. ITA currently manages a talent database of over 300 brand ambassadors. Currently, 120 brand ambassadors are activated on various assignments, many of which are bilingual in a variety of languages.

To qualify as a brand ambassador, ITA requires candidates to have at least 2 years of experience as a brand ambassador and applicants must submit a resume and a headshot. Brand Ambassadors must be comfortable interacting with the public and should be able to adapt to changing settings and environments. Brand Ambassadors must clearly understand the mission and goals of the project at hand. They also must successfully pass a background check and should be upbeat and maintain a positive attitude. They must understand that they are the “face of the brand” and are expected to conduct themselves accordingly. They must be well groomed with no excessive makeup, piercing, or tattoos. They also must be clearly spoken. Brand Ambassadors are selected based on the criteria that the Client requests. When requested, brand ambassadors will be well spoken in the languages requested by the Client.



Work Experiences:

Project Description: Pedestrian Safety Public Outreach Teams

When: Summer 2010-present

Client: MDOT SHA c/o Integrated Designs, Inc.

Objectives: Educate pedestrians and drivers about the importance of driving and walking safely in various locations around the state of Maryland.

Solution: The campaign involved roving “street teams” in high-risk areas, and event activations at festivals, community events, on and in the vicinity of college campuses, and in vacation towns (Ocean City, Maryland). Safety Ambassador teams were flexible and could be scaled up and down depending on the anticipated attendance. Safety ambassadors distributed collateral and verbally communicated key messaging to pedestrians and drivers. Since inception, Safety Ambassadors have reached tens of thousands of pedestrians and drivers. Languages serviced include English and Spanish.

Project Description: Bicycle Safety Public Outreach Teams

When: Summer 2010-present

Client: MDOT SHA c/o Integrated Designs, Inc.

Objectives: Educate pedestrians and drivers about the importance of driving and biking safely in various locations around the state of Maryland.

Solution: The campaign involved roving “street teams” in high-risk areas, and event activations at festivals, community events, and on and in the vicinity of college campuses. Safety Ambassador teams were flexible and could be scaled up and down depending on the anticipated attendance. Safety ambassadors distributed collateral and verbally communicated key messaging to pedestrians and drivers. Safety Ambassadors also engaged citizens with an interactive pedal powered spin art activity. Since inception, Safety Ambassadors have reached tens of thousands of cyclists and drivers. Languages serviced include English and Spanish.

Project Description: Workzone Safety Public Outreach Teams

When: Summer 2010-present

Client: MDOT SHA c/o Integrated Designs, Inc.

Objectives: Educate drivers about the importance of driving safely in Road Construction Work Zones in the state of Maryland.

Solution: The campaign involved event activations at festivals, ball games, and community events. Safety Ambassador teams were flexible and could be scaled up and down depending on the anticipated attendance. Safety ambassadors distributed collateral and verbally communicated key messaging to drivers. Since inception, Safety Ambassadors have reached tens of thousands of drivers. Languages serviced include English and Spanish.

Work Experiences: (Continued)



Project Description: DC Streetsmart Public Outreach Teams

When: Spring 2014-present

Client: MWCOG c/o Sherry Matthews Advocacy Marketing

Objectives: Educate pedestrians and drivers about the importance of driving and walking safely in the DC metropolitan area.

Solution: The campaign involved coordinating teams of four brand ambassadors in high-risk intersections throughout the DC metropolitan area. The teams wore high visibility tshirts and eye-catching backpack billboards and engaged with pedestrians in the area to spread awareness about the importance of using the crosswalk, waiting for the signal, making eye contact with drivers, and safely crossing to the other side. Languages serviced include English and Spanish.

Project Description: WMATA Platform Improvement Outreach Teams

When: May 2019-present

End Client: WMATA c/o Aecom/STV

Objectives: Inform the Public and provide customer service / wayfinding support.

Solution: The outreach teams have been contracted to educate the public about changes to both rail and bus service under various platform construction initiatives. Bilingual Teams are educated about project specific details and are assigned to engage the public and assist when necessary. To date, several hundred thousand customers have been assisted across various public outreach campaigns. Languages serviced include English, Spanish, Amharic, Mandarin, Korean. To date, over 1,800 activations have taken place achieving just under 500,000 unique engagements, of which 50,500 were Spanish, and 3,700 were other languages).

Project Description: WMATA Public Participation Outreach Teams

When: April 2016-present

End Client: WMATA c/o Sharp and Company

Objectives: Inform the Public and provide customer service / wayfinding support.

Solution: The outreach teams have been contracted to educate the public about changes to both rail and bus service under various initiatives. Bilingual Teams are educated about project specific details and are assigned to engage the public and assist when necessary. This contract also included intercept surveys, popups, and overflow customer service. To date, several hundred thousand customers have been assisted across various public outreach campaigns. Languages serviced include English, Spanish, Amharic, Mandarin, Korean, Vietnamese, ASL.

Project Description: WMATA Rail Rider Survey Outreach Team

When: April 2016-present

End Client: WMATA c/o Sharp and Company

Objectives: Increase Annual Rail Rider Survey Participation

Solution: The outreach teams activated over a 4-week timeframe during time blocks that had historically low rider participation. The primary task was to encourage riders to complete the FY 2016 Rail Rider Survey. Bilingual Teams engaged riders with a branded ink pens and encouraged their participation. 4,000 pens were distributed, and rider participation increased significantly. Languages serviced include English, Spanish, Amharic.

Project Description: WMATA Bus and Rail Fare Increase Campaign

When: January 2014

End Client: Washington Metropolitan Area Transit Authority

Objectives: Educate riders about proposed fare increases and system improvements encourage customer feedback.

Solution: The campaign involved coordinating teams of four brand ambassadors in Metro stations during high-volume commuting times throughout the DC metropolitan area. The teams distributed 45,200 flyers and conducted 1,069 iPad surveys. Languages serviced include English, Spanish, Amharic.

Project Description: MTA Baltimore Link Outreach Teams

When: Spring 2017-present

Client: MTA c/o Integrated Designs, Inc.

Objectives: Inform MTA bus riders about upcoming changes to Bus Service

Solution: The campaign involved coordinating teams of four transit ambassadors to execute popups all over the MTA Bus/Rail service areas at various high-traffic transit hubs, and bus stops to provide route specific collateral and guidance about upcoming changes. Teams informed riders and provided route specific guidance prior to the changes, then provided customer service and route specific guidance after the changes went live. Business outreach teams were also executed to distribute collateral and personalized customer service to senior centers, hospitals, doctors' offices, community centers, schools, and local businesses within MTA's service area. Languages serviced include English and Spanish.

Work Experiences: (Continued)



Project Description: MTA Emergency Subway Shutdown Outreach Teams

When: February-March 2018

Client: MTA c/o Integrated Designs, Inc.

Objectives: Assist MTA Subway Riders during Emergency Rail Shutdown

Solution: The campaign involved coordinating teams of Transit Ambassadors at every rail station affected by the Emergency Rail Shutdown. Transit Ambassadors provided customer service, wayfinding, and guidance for riders utilizing shuttle buses. Languages serviced include English and Spanish.

Project Description: MTA My Bus Tracker Launch

When: January and February 2015

End Client: Maryland Transit Administration c/o Integrated Designs, Inc.

Objectives: Increase awareness about MTA's "My Bus Tracker" technology

Solution: The 4 person team was dispatched to MTA's top 24 bus stops over a period of 4 weeks. The primary tasks were to engage riders and educate them about the launch. The secondary task was to capture customer feedback via intercept surveys. iPads were utilized for surveys. A total of 654 surveys were completed, and 22,600 flyers were distributed hand-to-hand. Languages serviced include English and Spanish.

Project Description: MTA Bus Network Improvement Program

When: October 2013

Client: Maryland Transit Administration c/o Integrated Designs, Inc.

Objectives: Educate bus riders about upcoming workshops for improving bus stops

Solution: The Bilingual 4 person team was positioned outside of bus stops during rush hour times for a 2 week period. The team educated and passed out promotional items and information to bus stop riders about upcoming public workshops to be held the following week. The team generated awareness about attending the events. Languages serviced include English and Spanish.

Project Description: MTA "If You See Something, Say Something." Campaign

When: October 2013-May 2019

End Client: Maryland Transit Administration c/o Integrated Designs, Inc.

Objectives: Distribute promotional items to transit riders and coach them on how to react if they see something out of the ordinary while riding transit.

Solution: The campaign involved dispatching street teams to high-traffic transit locations near high-volume events to distribute safety information and promotional items while wearing backpack billboards with TSA messaging. Languages serviced include English and Spanish.

Project Description: City of Alexandria "GoAlex" Initiative

When: April 2016-Present

End Client: City of Alexandria c/o John Undeland Management

Objectives: Distribute promotional and collateral to residents of the City of Alexandria, while encouraging them to drive less and utilize alternative forms of transportation more.

Solution: The campaign involved activating street teams at various festivals and events in and around the City of Alexandria. City Ambassadors were thoroughly trained about all options available in the city (Bike Share, King Street Trolley, Dash, Metro, Van Share, Etc.) Event setup included tabling, interactive games, and contests. Languages serviced include English, Spanish, Amharic, Korean.



References:

Name of Firm: AECOM-STV JV
Address: 1400 I Street NW, Suite 1100, Washington, DC 20005
Contact Person: Available upon request
Phone: Available upon request
Email: Available upon request

Name of Firm: Maryland Transit Administration (MTA)
Address: 6 Saint Paul Street, 2nd Floor, Baltimore, MD 21202
Contact Person: Available upon request
Phone: Available upon request
Email: Available upon request

Name of Firm: Montgomery County Department of Transportation – Division of Transit Services
Address: 101 Monroe Street, 5th Floor, Rockville, MD 20850
Contact Person: Available upon request
Phone: Available upon request
Email: Available upon request

Name of Firm: District Department of Transportation (DDot)
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Phone: Available upon request
Email: Available upon request

Name of Firm: City of Alexandria, Virginia
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