**Public Affairs, Creative Services Request Policy**

The Public Affairs Department is responsible for creative services (print material, signage, all design and branding), internal, external and crisis communication, media relations, marketing campaigns, community events, and website updates. Our mission is to ensure the NFTA is shone in a positive light. We provide design work and materials to increase both public and employee interest, and awareness.

We have established policies and procedures regarding all Creative Services. This policy was created to provide brand oversight, coordination and creative consistency to best utilize our resources and achieve the NFTA’s goals.

This policy does not pertain to an emergency or major impact to service (Aviation or Metro).

The policy is managed and maintained through NFTA’s Public Affairs Department.

**Internal Request Process**

**STEP 1: BUDGET**

* The requesting department is responsible for funding printed materials that are outsourced and/or any other production resources. The requesting party's responsible for seeking budget approval from their department.

**STEP 2: CONSIDERATIONS**

Before making a request, please address the following:

* Do you have all the details/information needed to start this project?
* Who is the audience you are trying to reach with your request?
* Does the request align with [core values](https://www.nfta.com/media/1812/mission-statement.pdf)/[road map goals](https://elements.nfta.com/media/cn5h4c4o/roadmap-2023-2033.pdf)?
* Is your department head aware of the request and have they approved of the request?
* When do you need this project to be completed?

**STEP 3: SUBMIT REQUEST**

**All Creative Services requests must be reviewed and approved by the department head before submitting the request via the online form.**

**Advanced notice of at least four-six (4-6) weeks is required for ALL long-term projects and campaigns.**

Requests made via phone, in person, or email without a completed form will not be accommodated. Form must be submitted before work begins.

**STEP 4: ASSESSMENT OF REQUEST**

Each request will undergo a needs-based assessment completed by the Creative Services Department. This process will include:

* Purpose and priority of request
* Staff and equipment availability
* External participants/partners
* In alignment with [core values](https://www.nfta.com/media/1812/mission-statement.pdf)/[road map goals](https://elements.nfta.com/media/cn5h4c4o/roadmap-2023-2033.pdf)
* The Public Affairs Department is authorized to determine whether the request will be accommodated and how the request will be fulfilled.
* Assigned/Defined completion date will be dependent on the project scope and available resources.

**STEP 5: PLANNING MEETING**

* Larger requests require departmental collaboration. The Public Affairs department will contact the requesting party to set up a planning meeting.
* NOTE: Before the start of the new fiscal year, the Public Affairs Department will conduct strategic meetings to best prioritize goals and long-term success.

**STEP 6: DEVELOPMENT, REVIEW AND EXECUTION**

* **Once ideas and concepts are finalized, draft deliverables will be developed and shared for review. The final review process will be completed within 48 hours. All revisions should be noted and returned as soon as possible. The department representative will be notified of all deadlines. Delays in the approval process will negatively impact delivery time. Please note that when text and information is given to Creative Services, the accuracy of the requester. Requester needs to provide changes in an email for reference purposes.**

**STEP 7: COMPLETION/DELIVERY**

* **Creative Services will estimate a completion date, and materials will be delivered for a final review at that time. The requester will be responsible for the final review before printing and or final delivery. Due to the high demand should other edits need to be made after the final review phase, or other materials are requested, there will be an additional waiting period based on capacity.**