



March 26, 2020

Paul and Virginia Engler College of Business  
WTAMU Box 60768  
Canyon, Texas 79016

RE: Griffin Wink Proposal for Marketing Services

To Whom It May Concern:

The Panhandle Regional Planning Commission contracted with GriffinWink as the result of an RFP purchasing process in 2018 to build a public information campaign for the One Ride Now mobile application. This project consisted of the development of a marketing strategy, website, whiteboard video, brochure, signage, decals, and giveaway cards. These materials were developed to promote the One Ride Now mobile phone application. This project was funded through a grant from the Texas Department of Transportation for innovative demonstration projects. A major component of the project included the public information campaign as ridership and knowledge of the mobile phone application were metrics to determine the success of the overall demonstration project.

GriffinWink has been an outstanding partner through the process of this project. Our office has relatively little experience in marketing, but the staff at GriffinWink guided us through the marketing strategy and development of the associated marketing materials. The staff responded to every question promptly and efficiently, as well as provided excellent service. This project presented several challenges including a large number of collaborators and differing experience levels. GriffinWink provided superior flexibility, service, and overall product for our project.

The Panhandle Regional Planning Commission would highly recommend GriffinWink for any marketing campaign or service of any size. The staff are friendly, easy to work with, and all-around great people.

Please feel free to give me a call if you have questions.

Sincerely,

A handwritten signature in blue ink, appearing to read 'Dustin R. Meyer', is written over a blue horizontal line.

Dustin R. Meyer  
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Panhandle Regional Planning Commission  
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