

STAFF REPORT



MEETING DATE:	February 26, 2019
SUBJECT:	Authorize Agreement for On-Call Transit Outreach and Marketing Services
AGENDA ITEM:	16
STAFF CONTACT:	Michael Kuker, Assistant Transportation Planner

SUMMARY:

SRTA seeks to contract with Circa Now, LLC, for a not-to-exceed amount of \$300,000, to provide on-call services to assist with outreach and marketing for a minimum of three years to help increase public transit awareness, promote new and existing transit services, and increase ridership.

STAFF RECOMMENDATION:

It is recommended that the board of directors authorize the chair to execute a technical services agreement with Circa Now, LLC for on-call transit outreach and marketing services, for a three-year term, with an optional extension of up to two additional years, for a not-to-exceed amount of \$300,000.

DISCUSSION:

SRTA expects to launch several new regional transit initiatives in the near future. Increasing public awareness and building engaging brand identities for these services is anticipated to help promote public transit and increase ridership.

The immediate need is to develop and prepare marketing materials for ShastaConnect, which will be a new “umbrella” brand for existing consolidated transportation services agency (CTSA) services, a demonstration project for on-demand Sunday transit services (see Agenda Item 14), and other future transit service projects.

An additional longer-term need will be marketing for the Salmon Runner, an intercity zero-emission bus service between Redding and Sacramento. The Shasta Region has been developing options for expanding intercity transportation to Sacramento and the Bay Area since 2014. A complete history of related board actions may be found as an attachment to Agenda Item 15. The Salmon Runner already has some high-level marketing material; however, SRTA will require additional marketing services as we draw nearer to the launch of the service.

The on-call consultant will be expected to assist with brand development, graphic design, content creation, website design and development, and advertising. Anticipated needs include visual or audio logos, slogans, market surveys, vehicle wrap designs, passenger guides, service information posters, press releases, maps, videos, advertising campaigns, social media content, and expertise on modern best practices for advertising transit services.

SRTA issued a Request for Proposals on January 11, 2019. Ten proposals were received, one of which was determined to be unresponsive. A selection committee made up of SRTA and Caltrans staff reviewed the proposals and arrived at the consensus scores shown on the attached scoresheet. Circa Now, LLC is recommended based on the thoroughness of their proposal, qualifications of the firm and team, innovative ideas, and references.

The technical services agreement is for a three-year period. The agreement includes provisions for an extension of up to two additional years by the executive director or designee, provided there is no increase to the overall compensation of \$300,000.

All work orders performed under this on-call agreement shall be authorized in writing by the executive director and require a scope of work, budget, and well-defined deliverables.

ALTERNATIVES:

The board of directors may delay this item and request staff to provide additional information, circulate a new request for proposals, or decide to not contract for services.

OTHER AGENCY INVOLVEMENT:

The Technical Advisory Committee (TAC) concurs with the staff recommendation.

FISCAL IMPACT:

SRTA is contracting for a minimum three-year term with a not-to-exceed budget of \$300,000. Funding for work would correspond with the funding sources for the transit services being promoted as provided in the Overall Work Program. The approximate breakdown by primary fund source (by percentage) is: Transit and Intercity Rail Capital Program (50%), the Low Carbon Transit Operations Program (17%), Consolidated Transportation Service Agency funds (10%), State Planning and Research funds (5%), Transportation Development Act funds (8%), and additional grant funding sources (10%).



Sean Tiedgen, AICP, Senior Transportation Planner

Attachment: Consensus Scoresheet

Written Submission

SCORES

Maximum Possible Score	30	20	30	10	5	5	100
AIM Consulting Fehr and Peers Wallrich Creative Communications Circa Now, LLC Media Solutions FSB Core Strategies North State Planning & Development Collective Green DOT Transportation Solutions Half a Bubble Out Gundara Design Inc. / Design Spinners Lost Art Communications LLC Digital Attic Kramer Translation Vestra National CineMedia LLC Pat Davis Design Group, Inc. Stebbing's Partners We The Creative Bos Communications Kevin Kwan Rief Media	Thoroughness of proposal and meeting the requested vendor service capabilities and the project's overarching objectives	Qualifications and similar experience of the consulting firm and project team	Cost/Rates	Innovative Ideas to meet RFP objectives	DBE participation level	References	Total
	25	15	25	10	0	5	80
	30	20	20	10	0	5	85
	10	10	20	0	0	5	45
	20	10	25	0	0	5	60
	10	10	25	0	0	5	50
	15	15	25	0	5	5	65
Non-responsive							
	25	15	25	0	0	5	70
	5	10	15	0	0	5	35
	20	10	25	5	5	5	70
Aaron Casas			Jenn Polgorn				
Michael Kutler							