

STAFF REPORT



MEETING DATE:	February 26, 2019
SUBJECT:	Authorize Agreement for On-Call Transit Outreach and Marketing Services
AGENDA ITEM:	17
STAFF CONTACT:	Michael Kuker, Assistant Transportation Planner

SUMMARY:

SRTA seeks to contract with a firm 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 services, and increase ridership.

STAFF RECOMMENDATION:

It is recommended that the board of directors authorize the executive director to execute a technical services agreement with **NAME** for on-call transit outreach and marketing services, for an initial three-year term with a not-to-exceed of **\$xxx,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 integrating existing CTSA services and a demonstration project for on-demand Sunday transit services. See Agenda Item 15 for details.

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 can be found as an attachment to Item 18. The Salmon Runner already has some high-level marketing material, but 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. **NUMBER** responses were received. **NAME** is recommended based on **REASONS**.

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, provided there is no increase to overall compensation. 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 choose a different firm, circulate a new request for proposals, or delay this item and request staff to provide additional information.

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 \$xx0,000. Funding would correspond with the funding sources for the transit services being promoted as provided in the Overall Work Program. These include the Transit and Intercity Rail Capital Program, the Low Carbon Transit Operations Program, Consolidated Transit Service Agency funds, and Transit Development Act funds.

Daniel S. Little, AICP, Executive Director

Attachments: Technical Services Agreement with CONSULTANT ///Not available at TAC///