

STAFF REPORT

SUBJECT: Contract Award for Individualized Marketing Services

FROM: Michael Tree, Executive Director

DATE: October 3, 2016

Action Requested

The Project & Services Committee recommends the LAVTA Board award a contract to Steer Davies Gleave in the amount of \$129,950 for individualized marketing services for the period of one (1) year, with an option to extend the contract one (1) additional year. Additionally the Committee recommends a 15% contingency for the project and authorization for the Executive Director to execute the contract.

Background

A key goal of the Wheels Forward planning effort was to optimize productivity on existing routes, particularly those routes featuring 15-minute all day frequency. Wheels Forward achieved that end, creating multiple corridors where the bus system is convenient and competes effectively with the personal automobile on destinations along the corridor. Such corridors are best marketed for lasting ridership gains using individualized marketing techniques.

Individualized marketing for public transit entails personal contact by trained travel ambassadors with individuals who live near quality transportation within a corridor. The person-centered approach allows individuals to reflect upon their travel habits in a non-controversial way and consider viable alternatives for their own personal situation, with tailored resources and information.

In May 2016, the LAVTA Board approved the FY2017 Marketing Plan that includes individualized marketing for the Santa Rita/Owens Drive corridor in the amount of \$130,000 with a 15% contingency. It is envisioned that the FY2018 Marketing Plan will include individualized marketing for the Dublin Boulevard corridor with a like budget. Each project area has approximately 6,500 households within a 5-minute walk of a Rapid (Routes 30R and 10R) bus route. The goal is to increase long-term ridership in each corridor through individualized marketing by 14% or 20,000 rides/year.

Discussion

Staff released a Request for Proposals (RFP) on August 15, 2016, seeking to procure the services of an experienced firm to conduct the individualized marketing on the Santa

Rita/Owens Drive corridor in FY 2017. The RFP include a second year option for FY2018 to conduct the same individualized marketing on Dublin Boulevard. Over 300 potential vendors were sent information on the RFP. LAVTA received two proposals by the deadline of September 9, 2016 at 5:00 p.m. Both firms were interviewed on September 16, 2016. The limited number of responses did not concern staff as individualized corridor marketing for public transit is relatively new and specialized marketing technique with relatively few firms providing experience.

An Evaluation Committee, consisting of the Executive Director and the Marketing Manager, proceeded with the evaluation and scoring process as outlined in the RFP. Proposals were rated in five (5) categories and assigned points (100 total) as noted below:

Vendor has successfully implemented previous individualized marketing program	40 points
Vendor has address all deliverables clearly and provided examples	20 points
Vendor has provided additional ideas or different approaches that align with criteria and objectives	15 points
Vendor has copious internal resources dedicated to customer marketing materials and outreach efforts	10 points
Price	15 points

The proposal submitted by the team of Steer Davies Gleave from Los Angeles was found to be the most qualified and best value, followed by the proposal from the Alta Planning & Design team from Portland.

Fiscal Impact

Funds for this project, including the optional year of the contract and requested contingencies, are provided through a Transit Performance Initiative (TPI) grant that was awarded to LAVTA by MTC in May 2016.

Recommendation: The Project & Services Committee recommends the LAVTA Board award a contract to Steer Davies Gleave in the amount of \$129,950 for individualized marketing services for the period of one (1) year, with an option to extend the contract one (1) additional year. Additionally the Committee recommends a 15% contingency for the project and authorization for the Executive Director to execute the contract.

Attachment:

1. Resolution 34-2016

Submitted: _____

RESOLUTION 34-2016

**A RESOLUTION OF THE BOARD OF DIRECTORS
OF THE LIVERMORE AMADOR VALLEY TRANSIT AUTHORITY
AWARDING INDIVIDUALIZED MARKETING SERVICES**

WHEREAS, the LAVTA requires the services of a third party contractor to implement individualized marketing strategies for the purpose of generating customers and ridership in key corridors of the Wheels bus system ; and

WHEREAS, the agency's issued a Request for Proposals 2016-16; and

WHEREAS, Steer Davies Gleave responded to LAVTA's request for proposals and submitted a proposal which was selected as the "best value" and a responsive and responsible proposal; and

NOW, THEREFORE BE IT RESOLVED, by the Board of Directors of the Livermore Amador Valley Transit Authority that the LAVTA Board approves entering into a contract with Steer Davies Gleave for \$129,950 for year one (1) of this project, and directs the Executive Director to sign a contract on their behalf; and

BE IT FURTHER RESOLVED that the Board of Directors authorizes the Executive Director to expend a 15% contingency amount not to exceed \$19,500.

PASSED AND ADOPTED this 3rd day of October 2016.

Steven Spedowski, Chair

Attest:

Michael Tree, Executive Director