

STAFF REPORT

SUBJECT: Contract Award for Individualized Marketing Services

FROM: Tony McCaulay, Marketing Manager

DATE: February 26, 2018

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**Action Requested**

Staff recommends that the Project & Services Committee forward to the LAVTA Board a recommendation for the award of a contract for the purchase of individualized marketing services to Steer Davies Gleave in the amount of \$129,950, to exercise the contract option extending our existing contract one (1) additional year. Additionally staff requests a 10% 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.

The FY2018 Marketing Plan included individualized marketing for the Route 30R along the Dublin Boulevard corridor with an identical budget to the SmartTrips Pleasanton project carried out last year. This year's project will also include outreach to a segment of the Route 30R in Livermore along Portola Avenue near Las Positas College. With Board approval, it is anticipated that outreach activities will occur during the latter part of May.

**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 along Dublin Boulevard. The proposal submitted by Steer Davies Gleave from Los Angeles was found to be the most qualified and best value, and the LAVTA Board approved award of the initial contract in October 2016.

**Fiscal Impact**

Funds for this project, including the initial year and the option 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**

Staff requests that the Project & Services Committee recommend to the LAVTA Board the award of contract for purchase of individualized marketing services to Steer Davies Gleave in the amount of \$129,950 for the option year of the contract. Additionally staff requests a 10% contingency for the project and authorization for the Executive Director to execute the contract.

Attachments:

1. Resolution 07-2018 Awarding Individualized Marketing Services

**RESOLUTION 07-2018**

**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

**WHEREAS**, Steer Davies Gleave was awarded a contract for year one (1) of this project with an option for a second year; and

**WHEREAS**, LAVTA now wishes to exercise the option year of the contract.

**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 two (2) 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 10% contingency amount not to exceed \$12,995.

PASSED AND ADOPTED this 5th day of March, 2018.

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Karla Brown, Chair

Attest:

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Michael Tree, Executive Director