

STAFF REPORT

SUBJECT: Contract Award for Individualized Marketing Services

FROM: Tony McCaulay, Director of Planning and Marketing

DATE: December 2, 2019

Action Requested

Authorize the Executive Director to enter into a contract with Steer Davies & Gleave (dba Steer), for the implementation of an Individualized Marketing Program.

Background

On September 13, Staff issued a Request for Proposals #2019-09 for a consultant to provide Individualized Marketing Services in two targeted areas. These two target areas are:

- In Pleasanton, within ¼ mile walking distance of bus stops on the Route 10R from the intersection of Santa Rita Road and Valley Avenue to the Dublin/Pleasanton BART Station
- In Dublin, within ¼ mile walking distance of bus stops on the Route 30R from the intersection of Dublin Boulevard and Fallon Road to the Dublin Pleasanton BART Station

These target areas are served by LAVTA’s two high frequency Rapid bus services, routes 10R and 30R. These routes provide direct access to BART and are comparable in terms of time of travel and expense (round trip bus fare is \$3 with a Clipper Card and parking at the BART stations is \$3) to the private automobile. These two routes accounted for 55% of total systemwide ridership in FY 2019.

The most recent individualized marketing effort took place in May-September 2018 along the Route 30R in Dublin and Livermore. Boardings at bus stops located in the Dublin outreach zone increased by 12.5 percent in October-December 2018 as compared to October-December 2017. Key results from the post program survey include:

- 48% of program participants tried the 30R Rapid Bus after speaking with a Travel Advisor;
- Average bus trips among participants increased from 0.5 trips per week to 1.7 trips per week;
- 70% of follow-up respondents indicated that they were somewhat or very likely to use the 30R in the future.

As a result of lessons learned in the two previous phases of the individualized marketing outreach, this iteration of the program includes some key changes:

- Single family homes will not be included in the outreach effort, as the success rate at those residences was significantly lower than at multi-family housing developments
- Exclude the Livermore section of the Route 30R that was included in the previous effort, as the success rate was significantly lower than the Dublin segment
- The ¼ mile target zone for outreach will be measured by actual walk distance to the nearest bus stop, accounting for barriers such as walls and circuitous access paths
- All residences will be given the opportunity to opt out of the program prior to the start of the door-to-door outreach
- Employees of businesses in the target areas will also be included in the outreach program, with the level of engagement determined by size of business
- There will an increased emphasis on outreach at the Dublin/Pleasanton BART Station and at community events such as the St. Patrick’s Day Festival and farmers’ markets.

The goal of this outreach effort is to increase average weekday ridership in the target zones by a minimum of 250 per day.

Discussion

Three proposals were received in response to the RFP. The proposers were Steer Davies & Gleave, Ltd., Alta Planning and Design, Inc., and Creative Digital Agency. The evaluation team included Executive Director Michael Tree; Director of Planning and Marketing Tony McCaulay; and Lisa Adamos, Economic Development Specialist with the City of Pleasanton. The review team evaluated the proposals on four criteria: Completeness and thorough conformance with the terms and requirements of the RFP; project plan and technical approach; proposer qualifications and experience and price.

All three proposers were invited to make oral presentations to the evaluation team on Wednesday October 30. Following the review of the written proposals and the oral presentations, all three members of the evaluation team rated Steer Davies & Gleave, Ltd., as their top rated candidate. The results of the ratings were as follows:

	Steer	Alta	Creative Digital
Average Score (100 possible)	89	81	49
Number of first place rankings	3	0	0
Number of second place rankings	0	3	0
Number of third place rankings	0	0	3

Fiscal Impact

Approximately 88 percent of the cost of this project is funded by federal funds distributed by the Metropolitan Transportation Commission (MTC). The remainder will come from LAVTA funds. The FY 2020 portion of LAVTA’s contribution was included in the adopted FY 20 LAVTA Budget.

Steer’s price proposal was \$248,082.50. All three price proposals were within \$2,200 of each other.

Recommendation

Staff recommends that the LAVTA Board authorize the Executive Director to enter into a contract with Steer Davies & Gleave, Ltd., for the development and implementation of LAVTA’s Individualized Marketing Program, in an amount not to exceed \$272,890.75, which represents Steer’s price proposal plus a 10 percent contingency.

Attachments:

1. Draft Resolution 28-2019 Awarding LAVTA’s Individualized Marketing Services Contract

Approved: _____

RESOLUTION 28-2019

**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 providing community outreach in key corridors of LAVTA's service area; and

WHEREAS, the agency's issued a Request for Proposals 2019-09; and

WHEREAS, Steer Davies & Gleave, Ltd. (dba Steer) 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, Ltd. for \$248,082.50 for 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 \$24,808.25.

PASSED AND ADOPTED this 2nd day of December 2019.

David Haubert, Chair

Attest:

Michael Tree, Executive Director