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December 3, 2018

Honorable Board of Directors
Marin County Transit District
3501 Civic Center Drive
San Rafael, CA 94903

**SUBJECT: Contract with Civic Edge Consulting for On-Call
Public Information and Outreach Services**

Dear Board Members:

board of directors

stephanie moulton-peters
president
city of mill valley

damon connolly
vice president
supervisor district 1

dennis rodoni
2nd vice president
supervisor district 4

judy arnold
director
supervisor district 5

kate colin
director
city of san rafael

kathrin sears
director
supervisor district 3

katie rice
director
supervisor district 2

RECOMMENDATION: Authorize the General Manager to execute an agreement for on-call public information and outreach services for Marin Transit projects and programs through June 30, 2020 at a total cost not to exceed \$75,000 with one option year.

BACKGROUND:

On September 11, 2018, Marin Transit issued a Request for Qualifications (RFQ) to provide on-call public information and outreach services for Marin Transit projects and programs. Tasks include providing messaging and strategic planning support, on-going public outreach activities, and marketing and media relations support and managing ribbon-cutting ceremonies.

The goals of the services requested in this Request for Qualifications are to educate residents and voters about the value of public transit and maintain a positive public perception, inform the community about Marin Transit's new services, innovative projects, fleet upgrades, and other updates as applicable.

The work under this agreement will be established on an individual task order basis with a not to exceed amount that will be set for each task order.

Marin Transit posted the RFQ on the District's website and sent copies to several firms with relevant experience and qualifications. Responses were due October 3, 2018. Marin Transit received two proposals in response to the RFQ: Civic Edge Consulting and Artemia Communications Inc. Both proposers have previously worked with Marin Transit, and Marin Transit's prior experience with these teams is consistent with their responses to the RFQ. The evaluation committee consisted of four Marin Transit staff including those who have worked directly with the proposers. The evaluation committee reviewed and discussed the proposals in depth and scored them on the criteria identified in the RFP. These included their relevant

experience and project staff, project approach, examples of previous work, references, and cost.

Based on the evaluation committee's scoring and the District's prior positive experience with the firm's performance, staff recommends Civic Edge Consulting for contract award. Staff requests that your Board authorize the General Manager to execute an on-call contract with Civic Edge Consulting.

FISCAL/STAFFING IMPACT:

The total cost of the agreement over the 1.5-year timeframe will not exceed \$75,000. This cost includes consultant costs for requested tasks under the agreement and direct costs for associated services and supplies. Direct costs may include translation services, printed materials, and costs associated with hosting a ribbon-cutting ceremony. This agreement will be funded from District's local and rural transit marketing budgets, and is within the District's approved budget for FY 2018/19. Funding in subsequent fiscal years will be subject to the Board's approval of Marin Transit annual budget.

Respectfully submitted,

A handwritten signature in black ink, appearing to read 'Aida Banihashemi'.

Aida Banihashemi
Planning Manager

Attachment: Professional Services Contract