

MEMORANDUM

TO: Chairperson and Members of the Board of Directors

FROM: Maureen McCarthy, Community Relations and Marketing Manager

DATE: August 16, 2018

SUBJECT: Consideration of Contract Award for Marketing Services

RECOMMENDATION

The Executive Committee met on August 9, 2018 and recommended that the Board of Directors authorize the General Manager to sign a contract with Desautel Hege (DH) of Spokane, WA for marketing services.

BACKGROUND

WTA's Strategic Plan includes a recommendation for the agency to consider expanding its resources in marketing. The approval of this contract would increase staff's ability to plan and implement strategic marketing campaigns on an ongoing basis, for both WTA and for Whatcom Smart Trips.

WTA also seeks to improve its expertise in several areas, including social media engagement, digital marketing, market research, and measuring the effectiveness of our marketing efforts.

Finally, WTA is preparing to introduce several major service enhancements with the potential to attract new riders. These include the introduction of "Smart Bus" technologies, new fare media, and new service.

WTA received 11 proposals in response to our RFP. The selection team invited four firms for in-person interviews. The selection team felt DH was best qualified to meet WTA's needs. They demonstrate particular expertise in creativity, useful knowledge of the transit industry, strategic market research and budget/schedule accountability.

FISCAL IMPACT

At this time, WTA is recommending a one-year contract not to exceed \$190,000. Should year one prove successful, staff would request authorization to extend the contract, for up to four more years.

Most of the requested amount (\$105,000) is already included in the Community Relations and Marketing budget. The additional \$85,000 is for the special 2019 projects named above.

G.3 Consideration of Contract Award for Marketing Services

Recommendation: The Executive Committee met on August 9, 2018 and recommended that the Board of Directors authorize the General Manager to sign a contract with Desautel Hege (DH) of Spokane, WA for marketing services.

Maureen McCarthy, Manager of Community Relations and Marketing gave an overview of this item. She said staff chose DH for their creativity and very relevant transit experience.

MOTION BY LILLIQUIST, SECONDED BY ACKERMAN THAT THE BOARD OF DIRECTORS AUTHORIZE THE GENERAL MANAGER TO SIGN A CONTRACT WITH DESAUTEL HEGE (DH) OF SPOKANE, WA FOR MARKETING SERVICES.

The motion passed 7 – 0.

G.4 Consideration of Contract Award for Installation of Propane Fueling System

Recommendation: The Executive Committee met on August 9, 2018 and recommended that the Board of Directors approve a contract with Ferrellgas, LP of Sequim, WA for the installation of propane fueling infrastructure for a total cost of \$139,200.00 per State Contract 01709 requirements. This includes the contract amount of \$126,581.15 including sales tax, plus a 10% contingency.

Additionally, the Executive Committee recommended approval of a five year contract for propane fuel and equipment rental with Ferrellgas, LP per terms and conditions of State Contract 01709.

Mike Bozzo, Director of Fleet and Facilities, gave an overview of this item.

In answer to a Board member's question about safety, Mr. Bozzo said WTA will be using the Roush system which is approved by Ford and for which Ford provides warranty and service.

Mr. Bozzo said one of his first jobs was working for a propane company and one of his duties was to assist in doing conversions on vehicles. He said he has never heard of any safety issues with propane-powered vehicles. He said WTA has been researching propane for the last couple of years and looking at other agencies and has not heard of any problems.

Mr. Bozzo said the kits will be installed by Roush technicians at WTA facilities and they will train our staff to perform the maintenance.