



MARCH 13, 2014

AGENDA ITEM # 10

AMENDMENTS TO CONSULTING CONTRACT FOR COMMUNITY OUTREACH AND OPINION RESEARCH ON TRANSPORTATION NEEDS AND PRIORITIES IN SACRAMENTO COUNTY

Action Requested: Approve amendments to existing consulting contract

Key Staff: Brian Williams, Executive Director

Recommendation

Amend the existing contract agreement with **Smith Watts & Martinez, LLC** for community outreach and voter opinion research on transportation needs and priorities in Sacramento County.

Discussion

Last April, your Board approved a contract agreement with **Smith Watts & Martinez, LLC**. The consulting team was charged with engaging and informing community stakeholders and voters on the County's unfunded transportation needs and with assessing voter support for a supplemental transportation funding program to address those needs. The ultimate objective was to position the STA for a possible supplemental transportation sales tax initiative in November 2014. The contract term covered the 15 month period through June 30, 2014, and provided for expenditures not to exceed \$685,000.

Much of the preparation work for a community outreach program has been completed, but implementation has been delayed in light of opinion research last Fall indicating that it is unlikely that two-thirds of Sacramento County voters would support a new sales tax this year. One significant take-away from the research results is that voters are mostly unaware of the STA and the accomplishments of the Measure A sales tax program. As such, staff and the consulting team, working with a Professional Advisory Group of local transportation agency managers, is proposing a phased rollout of the community outreach program in anticipation of a possible 2016 transportation sales tax initiative. During the remainder of 2014, we propose to make presentations to community stakeholder organizations; dialog with local media; create a social media presence for STA; and deploy a new interactive website focusing on Measure A activities and associated local transportation programs throughout the County. There will be no voter opinion research or direct mail to voters conducted during this period.

To facilitate these adjustments, staff recommends that your Board extend the existing consulting contract term to February 28, 2015. The "not-to-exceed" compensation amount is reduced to \$560,000, of which \$283,500 has already been expended.

Attachment