



FEBRUARY 26, 2015

AGENDA ITEM # 9

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 March, your Board amended a contract agreement with **Smith Watts & Martinez, LLC**. The consulting team was charged with implementing a community outreach program to engage and inform 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 effort, branded as **SacramentoGO**, has included a speakers bureau, deployment of a new interactive website and social media presence, and placement of uniform **SacramentoGO** signage at Measure A project sites throughout the County. The ultimate objective is to position the STA for a possible supplemental transportation sales tax initiative.

The current contract term expires on February 28, 2015, and provides for expenditures not to exceed \$560,000. Staff expects that cumulative expenditures for contracted work will be about \$530,000, a savings of \$30,000. We propose that these savings be used to conduct a "tracking survey" that will measure the degree to which voter opinion on transportation issues, policies, and project priorities has changed since the **SacramentoGO** outreach effort commenced in early 2014. (Our "baseline survey" was conducted in Oct. 2013). It will also gauge public familiarity with the existing Measure A sales tax program. Tracking survey results will help the Board determine if there is a realistic chance of achieving a two-thirds vote for a supplemental transportation sales tax in 2016 with a focused campaign, or if such an effort should be postponed to a later election cycle or abandoned altogether.

The consulting team proposes to engage a professional survey research firm (*J Moore Methods*) to develop and conduct a telephone opinion survey of Sacramento County voters (800 sample size x 20 minutes per respondent) in April. This effort will include representative sampling of cities and unincorporated communities, detailed crosstabs of results, and a summary report of conclusions. *J Moore Methods* is the same firm that conducted our baseline survey.

The cost for the survey work will not exceed \$42,500. The consulting team calculates that with current contract savings, the net cost will not exceed \$13,950. Staff recommends that your Board approve an amendment to the existing Smith Watts & Martinez contract as follows:

- Amend Scope of Services to include the “tracking” survey, as described.
- Adjust the compensation amount to \$573,950.
- Extend the contract term to May 31, 2015.

This will be the final amendment to this contract. All future consulting work related to **SacramentoGO** and a potential future supplemental transportation sales tax initiative will be procured through competitive bid.

Attachment