



JUNE 14, 2018

AGENDA ITEM # 9

REQUEST FOR PROPOSALS – PUBLIC EDUCATION & OUTREACH

Action Requested: Approve Staff Recommendation

Key Staff: Norman Hom, Executive Director

Recommendation

1. Authorize the Executive Director to issue a Request for Proposals (sample attached); and
2. Form a subcommittee of the Board to review Proposals received and interview and recommend a consultant to the full Board. The subcommittee would also help advise and direct the work of the consultant.

Background Information

STA seeks to conduct public education and outreach to enhance general awareness among Sacramento County residents of the Authority and the existing Measure A transportation sales tax program and its significant contributions to the local roadway and transit systems.

Should the STA Governing Board elect to place a supplemental transportation sales tax measure on the November 2020 ballot, the STA would also seek to educate the public on unfunded transportation improvements, the need for additional local transportation investment, and the transportation benefits that would result from the measure.

Discussion

The attached draft Request for Proposals (RFP) contains two separate components:

Part 1 – Public Education

The consultant would raise awareness of the STA and Measure A through:

- A new, redesigned and updated STA website featuring extensive information about Measure A transportation programs, completed and upcoming projects, and relevant news and other information;
- An active social media presence featuring relevant transportation news, announcements, and interesting bits of information;

- Recognizable branding which may include new logo(s), new signage design, and a slogan;
- Press releases;
- Informational handouts and mailers;
- “Measure A: The First 10 Years” Report; and
- Other creative ideas proposed by consultant and approved by the Authority.

Part 2 – Community Outreach, Opinion Research, Expenditure Plan and Ballot Language Development [OPTIONAL]

If the STA Governing Board elects to proceed with the ballot measure, the consultant would also:

- Supplement the above tasks with information about unfunded transportation improvements, the need for additional local transportation investment, and the transportation benefits that would result from the measure.
- Conduct opinion research (surveys, focus groups, etc.) on voters’ attitudes toward specific proposed projects and services, their transportation priorities, and level of support for the measure and/or parts thereof.
- Facilitate information sharing and information gathering meetings.
- Develop an expenditure plan of transportation projects and programs that reflect community priorities as gathered through the above opinion research and Transportation Priorities Listening Tour currently underway.
- Draft the language for the proposed measure to be used on the November 2020 ballot.
- Other creative ideas and tasks proposed by consultant and approved by the Authority.

Proposers are asked to provide to provide cost estimates for Parts 1 and 2 separately. A contract for Part 1 will be awarded to the most-qualified consultant (or consultant team) that demonstrates the keenest understanding of the project and presents the most comprehensive, feasible, sensible and cost-effective approach for the entire project (Parts 1 and 2 together), as determined by the Board subcommittee. The contract will be amended to include Part 2 only in the event the STA Governing Board declares an intent to proceed with a ballot measure and the Authority is satisfied with the contractor’s performance to that date.

The RFP will be posted to Public Purchase and the STA website.

Attachment

PROPOSED SCHEDULE

- **June 14**
(Regular Board Meeting) Release and post Request for Proposals
- **July 31** Deadline for Questions
- **August 8** Proposal submittal deadline
- **August 9** Distribute Proposals to Subcommittee
- **Week of August 20** Subcommittee meets to score and rank Proposals
- **Week of August 27** Subcommittee interviews top proposers and forwards recommendation to the full STA Board
- **September 13**
(Regular Board Meeting) Board confirms consultant selection
- **September 14** Contract execution and start of work