



SEPTEMBER 13, 2018

AGENDA ITEM # 11

SELECTION OF CONSULTING TEAM TO PERFORM PUBLIC EDUCATION AND COMMUNITY OUTREACH

Action Requested: Authorize Executive Director

Key Staff: Norman Hom, Executive Director

Recommendation

Authorize Executive Director to negotiate and execute a consultant contract with Townsend|Calkin|Tapio Public Affairs for public education and community outreach not to exceed \$493,450 and contingent upon Authority legal counsel final approval.

Background Information

On June 14, 2018, the STA Governing Board released a Request for Proposals (RFP) for public education and, optionally, community outreach, opinion research, and expenditure plan and ballot language development. Five proposals were received by the August 1 due date as follows:

Table 1. Cost Proposals Received

Table with 5 columns: Proposer Name, Public Education, Community Outreach, Opinion Research, Etc., and Total. Rows include Capitololo/Runyon Saltzman, CV Strategies, FSB Core Strategies, KP Public Affairs, and Townsend|Calkin|Tapio.

*This proposal combined elements of both major tasks. The proposers also anticipate the remainder of the work in 2020 would be privately-funded separate from STA (the proposers, TCT, would facilitate the private funding mechanism).

Based upon the proposals, a committee of the Board comprised of members Harris, Howell, Kennedy, Peters, and Schenirer, elected to interview KP Public Affairs and Townsend|Calkin|Tapio Public Affairs as the two finalists. Interviews were conducted August 23 after which the committee selected Townsend|Calkin|Tapio (TCT) as the preferred consultant to recommend to the full STA Governing Board.

Discussion

The committee selected TCT due to their combination of understanding of the project, vast local experience, success with other projects of this type, the cost-effectiveness of their proposal, and their unique overall approach to the project. However, before a contract is awarded, the committee asks TCT to provide more detail to the work plan regarding spending by task and staff, and the identification of the staff(s) for each task. The committee also wants the consultant to include regular reports to the STA Governing Board regarding progress on the work plan and adherence to the budget.

David Townsend and **Bob Magnusson** of the recommended consultant team will introduce themselves and provide an overview of their proposed work plan and receive Board comments and recommendations. The STA Executive Director will be authorized to negotiate a consultant contract with TCT not to exceed the proposal price of \$493,450 contingent upon the final work plan meeting the criteria expressed by the committee and other Board members, and after final review and approval of STA legal counsel.