



SACOG Board of Directors

December 10, 2008

Approval of a Contract for the Agricultural Worker Transportation Business Plan

Issue: Whether to approve a contract with the Profile Research and Marketing for the preparation of the Agricultural Worker Transportation Business Plan.

Recommendation: The Transportation Committee recommends that the Board authorize the Executive Director to negotiate and enter into a contract with Profile Research and Marketing for the Agricultural Worker Transportation Business Plan in an amount not to exceed \$67,500.

Committee Action/Discussion: SACOG received a Caltrans Planning Grant for development of an "Agricultural Worker Transportation Business Plan" for \$70,000. The project includes extensive community outreach to identify the transportation needs and trip patterns of migrant and seasonal agricultural workers. The study will include conducting surveys of agricultural workers and meeting with agricultural representatives and stake holders. The principal product will be a business plan which matches a successful business model with the identified demand for transportation. This business plan will be used to implement a project funded by a recently-approved \$2 million Agricultural Worker Transportation Program grant.

SACOG staff issued a request for proposals on October 8, 2008, with a closing date for the receipt of proposals on November 6, 2008. Three proposals were received from the California Rural Legal Assistance Foundation, Moore and Associates, and Profile Research and Marketing. A selection panel made up of SACOG staff and representatives of the Transit Coordinating Committee reviewed the proposals on December 3, 2008. The unanimous recommendation of the committee was that Profile Research and Marketing was ranked first, the California Rural Legal Assistance Foundation second and Moore and Associates third. The review committee recommended that the Transportation Committee recommend the SACOG Board of Directors authorize the Executive Director to negotiate and enter into a contract with Profile Research and Marketing in an amount not to exceed \$67,500. If that negotiation is not successful, then the Executive Director should be authorized to negotiate with the second and third ranked firms in rank order.

The contract is for an amount not to exceed \$67,500; the remaining \$2,500 of grant funds will be used for SACOG staff support.

Approved by:

Mike McKeever
Executive Director

MM:GT:gg

Key Staff: James E. Brown, Supervising Senior Planner, (916) 340-6221
Gary Taylor, Associate Planner, (916) 340-6279