



SACOG Board of Directors

June 10, 2009

Approve Sole Source Contract Amendment for Transit Marketing LLC

Issue: The transit operator stakeholders for the Universal Transit Fare Card System (UTFS) have requested that additional work be added to the current consultant's scope of work to allow branding focus groups.

Recommendation: The Transportation Committee recommends that the Board approve Amendment #1 to the Transit Marketing LLC contract to add an additional \$13,640.

Committee Action/Discussion: The committee discussion supported approval of the contract amendment. The UTFS is a contact-less, electronic transit fare system for eight transit properties representing all six counties in the SACOG region. A new electronic fare system is expected to simplify transit system operations, improve system connectivity, contribute to regional air quality goals, and increase the attractiveness of transit to new patrons. The UTFS is currently in Phase 2 of the project, implementation planning and engineering design.

An important component of Phase 2 is branding the new transit fare system. A good brand is invaluable for marketing the technology to existing and future patrons. Transit Marketing LLC is under contract to assist the UTFS Technical Advisory Committee (TAC) in choosing the product brand and closely associated marketing activities. The project TAC requests that focus groups be included to assist in the branding process. The current consultant budget and scope of work does not allow for these activities. Staff concurs with the TAC's request and recommends that the contract be amended to increase the financial consideration by \$13,640 for a contract total of \$33,630, and that the time of performance is changed from June 30, 2009, to August 30, 2009.

Transit Marketing LLC was awarded a sole source contract on January 23, 2009, because of its unique qualifications for performing the required tasks in a time-sensitive context. This firm has unparalleled experience working in the SACOG region. Transit Marketing has successfully completed significant marketing related projects for Sacramento Regional Transit, Elk Grove Transit, Yuba-Sutter Transit, and El Dorado Transit. The project TAC judged that this firm has unmatched credibility with the UTFS stakeholders for this challenging effort.

Approved by:

Mike McKeever
Executive Director

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