



SACOG Board of Directors

Meeting Date: November 15, 2018

Agenda Item No. 2018-November-4

Approve Amendment to Contract with KMP Strategies

Consent

Prepared by: Monica Hernandez

Approved by: James Corless

Attachments: No

1. Issue:

Should SACOG amend the contract with KMP Strategies to expand the scope of work and extend the period of performance?

2. Recommendation:

The Government Relations and Public Affairs Committee unanimously recommends that the Board of Directors delegate authority to the Executive Director to amend the contract with KMP Strategies to expand the scope of work and extend the period of performance.

3. Background/Analysis:

At the end of 2017, SACOG board members representing the City of Sacramento and Sacramento County requested that SACOG manage the procurement and contract implementation for a consultant to engage with residents and community groups on their transportation priorities. This would assist policymakers with understanding perspectives and better inform future decisions. SACOG solicited bids from a broad list of communications, marketing, and public relations firms. KMP Strategies was selected as the consultant.

4. Discussion/Analysis:

Elected officials and staff from the City of Sacramento and Sacramento County have been working with KMP Strategies to meet with residents and stakeholders to hear opinions, concerns, and ideas on how to maximize the efficiency of the local transportation infrastructure and fund new improvements and expand the system.

The current scope is funded by Sacramento County and the City of Sacramento, and the amended contract will be funded by local agencies as well. SACOG staff is managing the contract and providing technical assistance to the consultant team.

The initial contract was for \$50,000 to conduct a small number of meetings and a summary report for Sacramento County and the cities within the county.

Staff recommends expanding the scope of work and amending the contract for KMP Strategies. Examples of the new services include development and implementation of an online survey, additional interviews, and a listening session.

5. Fiscal Impact/Grant Information:

There is no fiscal impact. This contract is funded by City of Sacramento and Sacramento County. SACOG is managing the project with resources already identified in the adopted

Overall Work Program.

6. This staff report aligns with the following SACOG Work Plan Goals:

8 - Build out our Council of Governments Functions