

SUBJECT

Creative, Social Media and Agency Promotional Services

RECOMMENDED ACTION

To authorize the President and CEO to enter into a three-year contract with Commune Communication for creative, social media and agency promotional services at a cost of \$360,000 with two, one-year options at \$120,000 each year, for a total authorization amount not to exceed \$600,000.

BACKGROUND

In support of LBT's five strategic priorities: Improve Safety and Service Quality; Exercise Financial Accountability; Foster Employee Engagement; Enhance Customer Experience; and Promote Community and Industry Focus, LBT wants to more effectively communicate with its customers, the community it serves and the transit industry with creative, social media and agency promotional services.

The selected firm will provide creative services for advertisements (digital and print), presentations, flyers, posters, publications and other collateral material. The collateral material will be used to educate and inform LBT's varied demographic groups about the agency's programs, projects, services, and events, as well as to encourage public involvement.

Additionally, the firm will work collaboratively with LBT's Marketing and Customer Service Manager to develop annual marketing campaigns and plans for digital, online and social media advertising and assist in managing LBT's brand and image to the community.

Finally, the firm will develop marketing strategies to the non-English-speaking markets (including Khmer and Spanish), consistent with LBT's brand.

PROCUREMENT

LBT issued a Request for Proposal (RFP) to several qualified firms and received nine qualified proposals. The proposals were evaluated based on the following criteria: experience and qualifications, quality of work, proposal quality and approach, and price.

After the initial scoring, four firms were invited for an in-person interview. This resulted in ETA Agency and Commune Communication being selected as finalists. A Best and Final Offer (BAFO) was released, and was successful in modifying the rates for the services of the two firms.

The combined technical score and overall cost rates of Commune Communication resulted in their selection. Commune Communication, located in Long Beach, California, was found to be responsive and responsible by LBT's Purchasing department at a cost of \$360,000 for a three-year contract with two, one-year options at \$120,000 each year, for a total authorization amount not to exceed \$600,000.

DBE/SBE PARTICIPATION

Small Business Enterprise (SBE) goal established for the solicitation was eight (8) percent. Commune Communication is a SBE certified firm and will exceed the SBE contract goal at 100 percent.

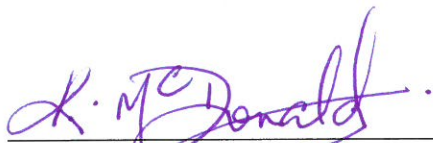
ALTERNATIVES CONSIDERED

The Board may choose not to award this contract, resulting in the current vendor contract expiring on December 31, 2017. However, staff does not recommend this option as promoting LBT is an important way to recruit, retain and reclaim customers. Moreover, LBT's creative and brand identity are due for a refresh in order to reflect the agency's organizational focus and strategic priorities.

BUDGETARY/FISCAL IMPACT

Staff is requesting LBT's Board of Directors to authorize the President and CEO to enter into a three-year contract with Commune Communication for creative, social media and agency promotional services at a cost of \$360,000 with two, one-year options at \$120,000 each year, for a total authorization amount not to exceed \$600,000.

Funds for this contract were included in the Fiscal Year 2018 Operating Budget.



Kenneth A. McDonald
President and Chief Executive Officer