



RECOMMENDED ACTION

To authorize the President and CEO to approve a one-year contract extension for Commune Communications, including advertising expenses.

STAFF REPRESENTATIVE

Michael Gold, Executive Director/VP, Customer Relations and Communications

BACKGROUND

In October 2020, the Long Beach Transit (LBT) Board of Directors approved the award of an agreement to Commune Communications to provide ongoing creative, advertising, marketing, and other strategic outreach services. The amount of the three-year base contract term was \$655,200. Also approved were two optional one-year extensions in the amount of \$243,360 each, and a ten percent contingency of \$114,192. The total approved amount including all five years and the contingency was \$1,256,112.

Last year, the Board of Directors approved an amendment to the current contract with Commune Communications to include the reimbursement of advertising expenses in the amount of \$144,000.

Since 2021, Commune Communication has been providing strategic web, creative and design services to LBT to promote services and increase customer engagement.

The one-year extension will allow LBT to continue working with Commune to promote services, and the continuation of the additional funds for advertising provide the resources to utilize social media and other digital outreach tactics to reach LBT's diverse audiences.

In mid-2024, staff will review Commune's performance and determine whether to recommend an additional option year in the agreement, or issue a new RFP for creative, advertising, marketing, and other strategic outreach services.

BUDGETARY/FISCAL IMPACT

Funds for this contract were included in the Fiscal Year 2024 operating budget for the Customer Relations and Communications department.



Board Agenda Item No. 12 September 28, 2023

STAFF RECOMMENDATION

Staff recommends that the Board of Directors authorize the President and CEO to approve a one-year contract extension for Commune Communications, including advertising expenses, in the amount of \$243,360 for creative services and \$144,000 for advertising, for a total authorization amount not to exceed \$387,360.

A handwritten signature in blue ink that reads "K. McDonald".

Kenneth A. McDonald
President and Chief Executive Officer