

REGIONAL TRANSIT ISSUE PAPER

Agenda Item No.	Board Meeting Date	Open/Closed Session	Information/Action Item	Issue Date
22	05/14/12	Open	Action	05/07/12

Subject: Delegating Authority to Release a Request for Proposals for On-Call/Task Based Advertising and Marketing Services

ISSUE

Whether to delegate authority to the General Manager/CEO to release a Request for Proposal for On-Call/Task Based Advertising and Marketing Services.

RECOMMENDED ACTION

Adopt Resolution 12-05-_____, Delegating Authority to the General Manager/CEO to Release a Request for Proposals for On-Call/Task Based Advertising and Marketing Services.

FISCAL IMPACT

The fiscal impact will be identified when this item is brought to the RT Board of Directors for award of contract.

DISCUSSION

To assist with the needs in the areas of advertising and marketing, RT staff is proposing to delegate authority to the General Manager/CEO to solicit a two-year contract for On-Call/Task Based Advertising and Marketing Services to begin on July 1, 2012 through June 30, 2014.

With the downturn in the economy and the subsequent RT layoffs in April 2010, the Marketing and Communications department was downsized from 10 employees to seven. Now that RT has overcome many of the financial challenges and is moving in a positive direction, there are numerous and significant projects that need to be promoted, including the future Blue Line to Cosumnes River College light rail extension, 25th Anniversary of Light Rail, RT's real-time bus tracker and smart card program. In order to ensure that each project receives considerable recognition and media coverage, the services of an advertising and marketing agency is needed to assist staff. Services would include creating campaigns through various print and electronic media, including radio, TV, social media and internet/web; and developing promotions that target specific audiences, including students, seniors, commuters and families.

Under the direction of the RT Manager of Marketing and Communications, the selected consultant will work toward achieving RT's goal of increasing ridership and revenue, as well as increasing general awareness of RT services through innovative and cost-effective strategies.

RT staff recommends that the RT Board of Directors delegate authority to the General Manager/CEO to release the Request for Proposals for On-Call/Task Based Advertising and Marketing Services, and advertise for said solicitation.

Approved:

Presented:

Final 5/7/12

General Manager/CEO

Manager, Marketing and Communications

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RESOLUTION NO. 12-05-_____

Adopted by the Board of Directors of the Sacramento Regional Transit District on this date:

May 14, 2012

**DELEGATING AUTHORITY TO THE GENERAL MANAGER/CEO TO RELEASE A
REQUEST FOR PROPOSALS FOR ON-CALL/TASK BASED ADVERTISING AND
MARKETING SERVICES**

BE IT HEREBY RESOLVED BY THE BOARD OF DIRECTORS OF THE
SACRAMENTO REGIONAL TRANSIT DISTRICT AS FOLLOWS:

THAT, the RT Board of Directors hereby delegates authority to the General
Manager/CEO to release a Request for Proposals for On-Call/Task Based Advertising and
Marketing Services upon review and approval by RT's Chief Legal Counsel.

THAT, upon release of the Request for Proposals, the General Manager/CEO
advertise the solicitation of proposals pursuant to the provisions of the Regional Transit
Procurement Ordinance.

BONNIE PANNELL, Chair

A T T E S T:

MICHAEL R. WILEY, Secretary

By: _____
Cindy Brooks, Assistant Secretary