

REPORT TO SHASTA COUNTY RTPA

SUBJECT		MEETING DATE	ITEM NUMBER
ShastaFORWARD>> Public Involvement Support Services Agreement		6/26/07	5

RECOMMENDATION

It is recommended that the Board take the following actions related to the ShastaFORWARD>> regional growth visioning project:

1. Authorize the Chair to execute the attached Personal Services Agreement (Agreement) with Moore & Associates, Inc. in a base amount not to exceed \$188,384 for public involvement related services; and
2. Authorize the Executive Officer to expend contingency funds (not to exceed an additional \$14,265) as specified in the Agreement for the purpose of carrying out unanticipated additional or modified work tasks.

SUMMARY

ShastaFORWARD>> is the Board's long-range regional growth visioning project for Shasta County. The consulting firm Moore & Associates was recommended via a competitive Request for Proposal (RFP) process to assist the Board with an aggressive public engagement program. Fees specified within the Agreement for such services are consistent with the project budget as outlined in the original grant application and approved by the Board.

DISCUSSION

ShastaFORWARD>> is the Board's long-range regional growth visioning project for Shasta County. As this will be the first study of its kind in the region, a significant portion of the work scope is dedicated to project marketing, mass media advertising, and public communication and engagement.

As directed by the Board on April 17, 2007, the attached RFP was prepared and made available to potential consulting firms. In response to this RFP, two proposals were received from able and qualified firms. Proposals were evaluated based on 1) project understanding; 2) experience and qualifications; 3) strategic approach in meeting project objectives; and 4) performance commitment.

The attached Moore & Associates proposal most effectively met the evaluation criteria and subsequent interviews were conducted. Staff supports the attached evaluation results summary and recommends that the Board authorize the chair to execute the attached Agreement. Prominent services/deliverables in this agreement include, but are not limited to, the following:

- Marketing plan,
- Multi-media graphic design work (including print, video, public display, and web-ready),

- Negotiation and purchase of mass media, press releases, and media information packets,
- Website development and maintenance,
- Public open house assistance,
- Pre/Post telephone surveys,
- Focus groups, and
- Final Project Report.

The Agreement is structured to only draw upon those services needed from the above "tool box" as opposed to a fixed scope and fixed deliverables. Staff will authorize the work in segments as needed based on a specific scope and budget agreed to for that segment.

Up to \$60,000 of the \$188,384 is for media purchases such as ads and television air time. The consultant has agreed to broker the media purchases and bill only for the actual cost of the media purchased items with no additional compensation. Staff recommends approval of the Agreement.

ALTERNATIVES

The Board may choose not to execute the attached Agreement. This is not recommended as the deliverables specified therein are required to proceed with the ShastaFORWARD>> regional growth plan.

OTHER AGENCY INVOLVEMENT

The proposal evaluation team was comprised of individuals from the City of Redding, Shasta County Public Health, and the Shasta County RTPA. Moore & Associates was ranked highest by all evaluators. The Technical Advisory Committee (TAC) has reviewed this item and recommends approval.

FINANCING

The total project budget is \$746,800, which includes a \$375,000 State Planning & Research (SPR) grant. Local match funds programmed in our Overall Work Program (OWP) exceed the minimum required local match (20%). Staff anticipates receiving additional grant funds in subsequent cycles. The proposed Agreement costs are within the project budget.

Daniel S. Little, AICP, Executive Officer

DSL/DTW/jac

Attachments: Proposal Evaluation Summary
 Personal Services Agreement