



HUMBOLDT COUNTY ASSOCIATION OF GOVERNMENTS
Regional Transportation Planning Agency
Humboldt County Local Transportation Authority
Service Authority for Freeway Emergencies
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AGENDA ITEM 6a
HCAOG Board Meeting
December 21, 2023

DATE: December 12, 2023
TO: HCAOG Policy Advisory Committee (PAC)
FROM: Beth Burks, Executive Director
SUBJECT: **Consultant Selection for Multi-Modal Mobility Marketing Plan and Marketing Services**

STAFF REPORT

Contents:

- Staff's Recommended Action
- Staff Summary
- Studio Six Proposal

Staff's Recommended Action:

1. Introduce the item as an action item;
2. Allow staff to present the item;
3. Receive public comment;
4. Discuss item and consider making the motion:
"I move that the PAC recommend the HCAOG Board direct the Executive Director to enter into contract negotiations with Studio Six for the Multi-Modal Marketing Plan and Marketing Services."

Staff Summary:

The Humboldt County Association of Governments (HCAOG) and Humboldt Transit Authority (HTA) collaborated to release a Request for Proposals (RFP) inviting interested parties to submit proposals to complete a Transit Marketing Plan and deliver transit marketing services. The selected full-service marketing will assist with the launch of the new Redwood Coast Express route, prepare a strategic marketing plan, and implement recommended marketing strategies. HCAOG and HTA are seeking a marketing firm to develop creative marketing strategies and promotions that will help all mobility agencies and businesses within

our region maximize efforts to foster transformational increases in transit ridership and reductions in vehicle miles traveled (VMT) in our region. The entirety of the contract will be funded through the Transit and Intercity Rail Capital Program (TIRCP) Cycle 5 grant awarded to HTA which included a line item for transit marketing as a means to increase ridership. Within the grant, HCAOG's role includes project management for the transit marketing plan and efforts to increase ridership. Staff time and direct expenses will be grant funded.

The RFP was released on October 26, 2023 with proposals due November 27. Three qualifying proposals were received. The highest scoring proposal was from Studio Six, a marketing firm based in Longmont, CO. The firm was responsive to the bold regional mode shift targets and the proposal demonstrated a fun, creative approach to transit marketing that would leverage Humboldt's unique identity. There is a need to reduce the overall costs of the proposal and several elements of the scope deliverables that can be pared down to match the budget available. There is also much work on website redesign and regional branding that is underway at HCAOG and HTA which will likely reduce the effort for some of the deliverables included in the proposal. Initial conversations with Studio Six indicate they would be willing to accommodate scope revisions to work within our budget.

The PAC is being asked to recommend the HCAOG Board authorize the Executive Director to enter contract negotiations and execute a contract not to exceed \$200,000 with Studio Six for the Multi-Modal Marketing Plan and Marketing Services.