

TO: James L. App, City Manager  
FROM: Mike Compton, Director of Administrative Services  
SUBJECT: North County Shuttle Marketing Agreement  
DATE: August 15, 2006

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Needs: For the Council to adopt resolution approving an amendment to the agreement with Transit Marketing LLC.

Facts:

1. The Council at their August 1, 2006 meeting approved an agreement with Selena Barlow of Transit Marketing LLC to prepare marketing materials specifically designed for the North County Shuttle.
2. At the time this agreement was being drafted and presented to Council, the consultant had not prepared a proposal for preparing marketing materials for the City's other transit services.
3. Due to the time constraints relating to implementation of the North County Shuttle, the marketing agreement for this component proceeded without including the balance of the City's transit services.
4. This amendment is presented to expand the scope of the current agreement to include the balance of the City's transit services.

Analysis  
and  
Conclusion:

It was noted in the original staff report the development of marketing materials was only the first implementation phase and that this effort will be followed by a similar effort for Routes A and B and finally for the mid-day shuttle. Unfortunately, as noted above the need for preparing marketing materials for the North County Shuttle precluded the inclusion of the balance of City transit services.

As was the case originally, the proposed amendment does not include implementation costs just the development costs. Implementation costs; i.e. bus stop signs, the guide, adding the logo to the buses and printing/publication of other miscellaneous marketing materials is additional.

This amendment will cover development of the logo for remaining fixed route services and dial-a-ride. This logo will be “branded” on all marketing materials included the guide and bus stop signage.

Fiscal  
Impact:

The amendment if approved may cost as much as \$16,500. Final decision relative to undertaking the testimonial portion of the proposal has not been made. Sufficient budget appropriations exist to cover this for citywide marketing plan implementation.

Options:

- a. That the Council adopt Resolution No.06 – XXX approving an amendment to the agreement with Transit Marketing LLC for implementing citywide transit service marketing plan; or
- b. Amend, modify, or reject the above option.

RESOLUTION NO. 06 -

A RESOLUTION OF THE CITY COUNCIL  
OF THE CITY OF EL PASO DE ROBLES  
APPROVING AN AMENDMENT TO THE AGREEMENT  
WITH TRANSIT MARKETING LLC TO DEVELOP MARKETING  
PLAN FOR CITYWIDE MARKETING PLAN IMPLEMENTATION

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WHEREAS, the City previously awarded a contract to Transit Resource Center (Transit Marketing LLC, subcontractor) to prepare marketing assessment and develop transit marketing plan; and

WHEREAS, the marketing assessment and marketing plan provided the “umbrella” for citywide marketing but did not address specific component by component implementation details required to carry-out the marketing plan; and

WHEREAS, the Council previously approved an agreement with Transit Marketing LLC to develop specific marketing plan for North County Shuttle at a cost of \$17,500; and

WHEREAS, Transit Marketing LLC has submitted a proposal to develop specific marketing plan for citywide transit marketing services; and

WHEREAS, there are sufficient budget resources already allocated to cover the proposed citywide transit marketing services; and

THEREFORE BE IT HEREBY RESOLVED by the City Council of the City of El Paso de Robles that the amendment to Marketing Plan agreement already approved, attached herewith as Exhibit “A” is approved.

PASSED AND ADOPTED by the City Council of the City of El Paso de Robles this 15<sup>th</sup> day of August 2006 by the following vote:

AYES:

NOES:

ABSTAIN:

ABSENT:

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Frank R. Mecham, Mayor

ATTEST:

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Deborah Robinson, Deputy City Clerk

AGREEMENT AMENDMENT

With Transit Marketing LLC for Development of  
Citywide Marketing Development and Materials

The Agreement with Transit Marketing LLC date August 1, 2006 is hereby amended to include the scope of services identified in the attached "Proposal" submitted by Transit Marketing LLC. The total cost shall not exceed \$16,500 unless specific written approval is granted by the City.