

TO: James L. App, City Manager
FROM: Mike Compton, Director of Administrative Services
SUBJECT: North County Shuttle Marketing Agreement and Budget Appropriation
DATE: August 1, 2006

Needs: For the Council to adopt resolution approving a contract with Transit Marketing to develop marketing materials for the North County Shuttle (NCS).

Facts:

1. The Council at their June 20, 2006 meeting authorized the implementation of the NCS.
2. The NCS is a new transit service to be provided jointly by the City of Atascadero and City of Paso Robles.
3. To increase the opportunities for success, a professionally developed marketing plan is critical.
4. Selena Barlow of Transit Marketing, the preparer of the City's Marketing Assessment and Marketing Plan, has proposed to assist the City in developing a marketing plan (proposal attached).
5. The City of Atascadero has agreed to reimburse the City 50% of the cost.

Analysis
and
Conclusion:

Implementation of the NCS as authorized by the Council at their June 20, 2006 must be accompanied by a professionally designed marketing effort. Selena Barlow of Transit Marketing has the expertise and experience undertake this effort on the behalf of the City. She has proposed to develop a marketing plan at a cost of \$17,500. City of Atascadero will bear 50% of the cost.

The proposed agreement does not include implementaton 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 are additionally.

The Council's at their June 20, 2006 to adopted revised Scenario #3 which included NCS, mid-day shuttle and limited Sunday service. Revised Scenario #3 will be

implemented in phases given the amount of work required and the current lack of bus capacity.

The first implementation phase will be the immediate development of “branding” and marketing materials for the North County Shuttle. This effort will be followed by a similar effort for Routes A and B and finally for the mid-day shuttle.

Fiscal
Impact:

The Council previously approved a budget appropriation in the amount of \$55,800 for the preparation of the Short Range Transit Plan update and development of the marketing assessment and plan. To date, \$41,177 has been spent. The final billing has not yet been received but it is expected that there may be some funds remaining for implementation.

The Council approved a TDA allocation of \$25,000 for marketing plan implementation for *all City transit services*. However, a formal budget appropriation for the \$25,000 has not yet been adopted by Council.

This request for \$40,000 is intended to provide for the \$25,000 TDA allocation plus an estimated \$15,000 (50% of \$17,500 plus \$6,250 for implementation) cost reimbursement that may be expected from the City of Atascadero for their share of marketing plan and implementation for the North County Shuttle.

Options:

- a. That the Council adopt Resolution No.06 – XXX approving an agreement with Transit Marketing and a one time budget appropriation of \$40,000; 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 AGREEMENT WITH TRANSIT MARKETING
TO DEVELOP MARKETING PLAN FOR NORTH COUNTY
SHUTTLE AND RELATED BUDGET APPROPRIATION

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, Transit Marketing has proposed a specific marketing plan for North County Shuttle at a cost of \$17,500; and

WHEREAS, 50% of the cost of developing a marketing plan will be reimbursed to the City by the City of Atascadero; and

WHEREAS, while the Council adopted a Transportation Development Act claim providing for an allocation of \$25,000 for City marketing effort; and

WHEREAS, the Council has not yet formally adopted a budget appropriation for the City’s allocation of Transportation Development Act funds nor the City of Atascadero’s share of costs.

THEREFORE BE IT HEREBY RESOLVED by the City Council of the City of El Paso de Robles that the Marketing Plan agreement attached herewith as Exhibit “A” is approved; and

BE IT FURTHER RESOLVED that a one time budget appropriation in the amount of \$40,000 (Paso TDA claim for \$25,000 and City of Atascadero’s estimated \$15,000 contribution towards costs) from the Transit Operations Fund to budget Account 206-140-5224-129.

PASSED AND ADOPTED by the City Council of the City of El Paso de Robles this 1st day of August 2006 by the following vote:

AYES:

NOES:

ABSTAIN:

ABSENT:

Frank R. Mecham, Mayor

ATTEST:

Deborah Robinson, Deputy City Clerk

CONSULTANT’S SERVICES AGREEMENT

THIS AGREEMENT, made this 1st day August, 2006, by and between the CITY OF PASO ROBLES, California (hereinafter referred to as “CITY”), and Transit Marketing LLC (hereinafter referred to as “CONSULTANT”).

WHEREAS, CITY desires to retain a qualified individual, firm or business entity to develop a Marketing Plan for the North County Shuttle (hereinafter referred to as Project); and

WHEREAS, CITY desires to engage CONSULTANT to provide services by reason of its qualifications and experience for performing such services and CONSULTANT has offered to provide the required services on the terms and in the manner set forth herein.

NOW, THEREFORE, in consideration of their mutual covenants, the parties hereto agree as follows:

1. CONTRACT COORDINATION

- a. CITY. The Director of Administrative Services shall be the representative of CITY for all purposes under this Agreement. The Director, or his designated representative, hereby is designated as the Contract Manager for the CITY. He shall supervise the progress and execution of this Agreement.
- b. CONSULTANT. CONSULTANT shall assign a single Contract Manager to have overall responsibility for the progress and execution of this Agreement for CONSULTANT. Selena Barlow is hereby designated as the Contract Manager for CONSULTANT. Should circumstances or conditions subsequent to the execution of this Agreement require a substitute Contract Manager for any reason, the Contract Manager designee shall be subject to the prior written acceptance and approval of the CITY’s Contract Manager.

2. DUTIES OF CONSULTANT

- a. Services to be furnished. CONSULTANT shall provide all specified services as set forth in the attached Exhibit “A”.
- b. Laws to be observed. CONSULTANT shall:
 - (1) Procure all permits and licenses, pay all charges and fees, and give all notices which may be necessary and incidental to the due and lawful prosecution of the services to be performed by CONSULTANT under this Agreement;
 - (2) Keep itself fully informed of all existing and proposed federal, state and local laws, ordinances, regulations, orders, and decrees which may affect those engaged or employed under this Agreement, any materials used in CONSULTANT’s performance

under this Agreement, or the conduct of the services under this Agreement;

- (3) At all times observe and comply with and cause all of its employees to observe and comply with all said laws, ordinances, regulations, orders, and decrees mentioned above.
- (4) Immediately report to the CITY's Contract Manager in writing any discrepancy or inconsistency it discovers in said laws, ordinances, regulations, orders, and decrees mentioned above in relation to any plans, drawings, specifications, or provisions of this Agreement.

- c. Release of reports and information. Any video tape, reports, information, data, or other material given to, or prepared or assembled by CONSULTANT under this Agreement shall be the property of CITY and shall not be made available to any individual or organization by CONSULTANT without the prior written approval of the CITY's Contract Manager.
- d. Copies of video tapes, reports and information. If CITY requests additional copies of video tapes, reports, drawings, specifications, or any other material in addition to what the CONSULTANT is required to furnish in limited quantities as part of the services under this Agreement, CONSULTANT shall provide such additional copies as are requested, and CITY shall compensate CONSULTANT for the costs of duplicating of such copies at CONSULTANT's direct expense.
- e. Qualification of CONSULTANT. CONSULTANT represents that it is qualified to furnish the services described under this Agreement.

3. DUTIES OF CITY

CITY agrees to cooperate with CONSULTANT and to perform that work described in Exhibit "A" attached hereto and incorporated by this reference. The City shall provide copies of prior reports and studies as well as transit operating data upon request.

The City and Consultant agree that Consultant requested data must be provided by City staff either within three (3) weeks of the request or by a date as may be mutually agreed upon. Data not received within this timeframe will not be considered to be provided in a timely fashion.

4. COMPENSATION

The CONSULTANT will perform the work as described in Exhibit "A" and in no event shall the total fees exceed seventeen thousand five hundred dollars (\$17,000) without the express written approval of the CITY.

All work performed by CONSULTANT shall be billed to the CITY on a monthly basis and shall be paid by the CITY within thirty (30) days of receipt.

Billings shall clearly identify the number of hours of worked, who worked the hours, the applicable hourly rate and a description of the work performed.

5. TIME FOR COMPLETION OF THE WORK

All work shall be completed and in final report form by CONSULTANT and submitted to the CITY by August 31, 2006.

6. TEMPORARY SUSPENSION

The CITY's Contract Manager shall have the authority to suspend this Agreement wholly or in part, for such period as he deems necessary due to unfavorable conditions or to the failure on the part of the CONSULTANT to perform any provision of this Agreement. CONSULTANT will be paid the compensation due and payable to the date of temporary suspension.

7. SUSPENSION: TERMINATION

- a. Right to suspend or terminate. The CITY reserves the right to terminate this Agreement for any reason by notifying CONSULTANT in writing seven (7) days prior to termination and by paying the compensation due and payable to the date of termination; provided, however, if this Agreement is terminated for fault of CONSULTANT, CITY shall be obligated to compensate CONSULTANT only for that portion of CONSULTANT services which are of benefit to CITY. Said compensation is to be arrived at by mutual Agreement of the CITY and CONSULTANT and should they fail to agree, then an independent arbitrator is to be appointed and his decision shall be binding upon the parties.
- b. Return of materials. Upon such termination, CONSULTANT shall turn over to the CITY immediately any and all copies of videotapes, studies, sketches, drawings, computations, and other data, whether or not completed, prepared by CONSULTANT, and for which CONSULTANT has received reasonable compensation, or given to CONSULTANT in connection with this Agreement. Such materials shall become the permanent property of CITY. CONSULTANT, however, shall not be liable for CITY's use of incomplete materials nor for CITY's use of complete documents if used for other than the project or scope of services contemplated by this Agreement.

8. INSPECTION

CONSULTANT shall furnish CITY with every reasonable opportunity for CITY to ascertain that the services of CONSULTANT are being performed in accordance with the requirements and intentions of this Agreement. All work done and all materials furnished, if any, shall be subject to the CITY's Contract Manager's inspection and approval. The inspection of such work shall not relieve CONSULTANT of any of its obligations to fulfill its Agreement as prescribed.

9. OWNERSHIP OF MATERIALS

All original drawings, videotapes and other materials prepared by or in possession of CONSULTANT pursuant to this Agreement shall become the permanent property of CITY, and shall be delivered to the CITY upon demand.

10. ASSIGNMENT: SUBCONTRACTORS: EMPLOYEES

This Agreement is for the performance of planning services of the CONSULTANT and is not assignable by the CONSULTANT without prior consent of the CITY in writing. The CONSULTANT may employ other specialists to perform services as required with prior approval by the CITY.

11. NOTICES

All notices herein under shall be given in writing and mailed, postage prepaid, by Certified Mail, addressed as follows:

CITY: Michael Compton
Director of Administrative Services
City of Paso Robles
1000 Spring Street
Paso Robles, Ca. 93446
(805) 237-3999
(805) 237-6565 FAX
mcompton@prcity.com

CONSULTANT: Selena Barlow
Transit Marketing
1638 E. Lester Street
Tucson, AZ 85719
(520) 322-9607
(520) 322-5324 FAX
selenabarlow@transitmarketing.com

12. INTEREST OF CONSULTANT

CONSULTANT covenants that it presently has no interest, and shall not acquire any interest, direct or indirect, financial or otherwise, which would conflict in any manner or degree with the performance of the services hereunder. CONSULTANT further covenants that, in the performance of this Agreement, no sub-contractor or person having such an interest shall be employed. CONSULTANT certifies that no one who has or will have any financial interest under this Agreement is an officer or employee of CITY. It is expressly agreed that, in the performance of the services hereunder, CONSULTANT shall at all times be deemed an independent contractor and not an agent or employee of CITY.

13. INDEMNITY

CONSULTANT hereby agrees to indemnify and save harmless CITY, its officers, agents and employees of and from:

- a. Any and all claims and demands which may be made against CITY, its officers, agents, or employees by reason of any injury or death of or damage to any person or corporation caused by any negligent act or omission of CONSULTANT under this Agreement or of CONSULTANT's employees or agents;
- b. Any and all damage to or destruction of the property of CITY, its officers, agents or employees occupied or used by or in the care custody, or control of CONSULTANT, or in proximity to the site of CONSULTANT's work, caused by any negligent act or omission of CONSULTANT under this Agreement or of CONSULTANT's employees or agents;
- c. Any and all claims and demands which may be made against CITY, its officers, agents, or employees by reason of any injury to or death of or damage suffered or sustained by any employee or agent of CONSULTANT under this Agreement, however caused, excepting, however, any such claims and demands which are the result of the sole negligence or willful misconduct if CITY, its officers, agents, or employees;
- d. Any and all claims and demands which may be made against CITY, its officers, agents, or employees by reason of any infringement or alleged infringement of any patent rights or copyrights or claims caused by the use of apparatus, appliance, or materials produced or furnished by CONSULTANT under this Agreement; and
- e. Any and all penalties imposed or damages sought on account of the violation of any law or regulation or if any term or condition of any permit, when said violation of any law or regulation or of any term or condition of any permit is due to negligence on the part of the CONSULTANT.
- f. CONSULTANT, at its own cost, expense, and risk, shall defend CITY from any and all claims, demands, suits, actions, or other legal proceedings, including those to enforce any penalty that may be brought against CITY, its officers, agents or employees, and pay and satisfy any judgment or decree that may be rendered against CITY, its officers, agents, or employees in any such suit, action or other legal proceeding, when same were due to negligence of the CONSULTANT.

14. WORKERS COMPENSATION

CONSULTANT certifies that it is aware of the provisions of the Labor Code of the State of California, which require every employer to be insured against liability for workers compensation or to undertake self-insurance in accordance with

the provisions of that code, and it certified that it will comply with such provisions before commending the performance of the work of this Agreement.

15. INSURANCE

- a. At the request of the CITY, CONSULTANT shall provide proof of comprehensive general liability insurance (\$300,000) (including automobile) satisfactory to the CITY.
- b. CONSULTANT shall provide proof of special insurance of the types (such as “errors and omissions” or professional liability) and in the amounts as may be set forth on Exhibit “A”.

16. AGREEMENT BINDING

The terms, covenants, and conditions of this Agreement shall apply to, and shall bind, the heirs, successors, executors, administrators, assigns, and subcontractors of both parties.

17. WAIVERS

The waiver by either party of any breach or violation of any term, covenant, or condition of this Agreement or of any provision, ordinance, or law shall not be deemed to be a waiver of any subsequent breach or violation of the same or of any other term, covenant, condition, ordinance, or law. The subsequent acceptance by either party of any fee or other money which may become due hereunder shall not be deemed to be a waiver of any term, covenant, or condition of this Agreement or of any applicable law or ordinance.

18. COSTS AND ATTORNEY’S FEES

The prevailing party in any action between the parties to this Agreement brought to enforce the terms of this Agreement or arising out of this Agreement may recover its reasonable costs and attorney’s fees expended in connection with such an action from the other party.

19. DISCRIMINATION

No discrimination shall be made in the employment of persons under this Agreement because of the race, color, national origin, ancestry, religion or sex of such person.

If CONSULTANT is found in violation of the nondiscrimination provisions of the State of California Fair Employment Practices Act or similar provisions of federal law or executive order in the performance of this Agreement, it shall thereby be found in material breach of this Agreement. Thereupon, CITY shall have the power to cancel or suspend payable to CONSULTANT the sum of Twenty-five Dollars (\$25) for each person for each calendar day during which such person was discriminated against, as damages for said breach of contract, or both. Only a

finding of the State of California Fair Employment Practices Commission or the equivalent federal agency or officer shall constitute evidence of a violation of contract under this paragraph.

If CONSULTANT is found in violation of the nondiscriminatory provisions of this Agreement or the applicable affirmative action guidelines pertaining to this Agreement, CONSULTANT shall be found in material breach of the Agreement. Thereupon, CITY shall have the power to cancel or suspend this Agreement, in whole or in part, or to deduct from the amount payable to CONSULTANT the sum of Two Hundred fifty Dollars (\$250) for each calendar day during which CONSULTANT is found to have been in such noncompliance as damages for said breach or contract, or both.

19. AGREEMENT CONTAINS ALL UNDERSTANDINGS

This document (including all exhibits referred to above and attached hereto) represents the entire and integrated Agreement between CITY and CONSULTANT and supersedes all prior negotiations, representations, or Agreements, either written or oral. This document may be amended only by written instrument, signed by both CITY and CONSULTANT. All provisions of this Agreement are expressly made conditions. This Agreement shall be governed by the laws of the State of California.

IN WITNESS WHEREOF, CITY and CONSULTANT have executed this Agreement the day and year first above written.

Transit Marketing

CITY OF PASO ROBLES

By _____

By _____

“DRAFT”

EXHIBIT “A”

Transit Marketing Letter Proposal Dated July 10, 2006

July 10, 2006

Mike Compton
Director of Administrative Services
City of Paso Robles
1000 Spring St.
Paso Robles, CA 93446

Dear Mike,

Per our previous discussion, Transit Marketing, LLC, an independent contractor, agrees to provide the following consulting services to the City of Paso Robles.

- Develop brand identity for North County Shuttle service (logo, vehicle graphics, bus stop design).
- Develop and produce digital artwork for North County Shuttle Passenger Guide.
- Develop and produce introductory advertising for North County Shuttle.

All materials will be delivered to Paso Robles as fully produced digital files, ready for delivery to the printer or media.

The cost for these services is expected to be approximately \$17,500. The consultant will not exceed the budget limit of \$17,500 without written approval by Paso Robles.

Transit Marketing LLC will submit monthly invoices for hourly fees plus expenses (at cost).

Your signature on this letter will service as our notice to proceed.



Selena Barlow
Manager, Transit Marketing LLC

Mike Compton
Director of Administrative Services
City of Paso Robles