



COMMITTEE TRANSMITTAL

**February 26, 2024**

**To:** Members of the Board of Directors  
**From:** Andrea West, Interim Clerk of the Board (A)  
**Subject:** Agreement for Rideshare and Vanpool Marketing Services

Legislative and Communications Committee Meeting of February 15, 2024

**Present:** Directors Aitken, Dumitru, Jung, Nguyen, and Wagner  
**Absent:** Director Foley

**Committee Vote**

This item was passed by the Members present.

**Committee Recommendations**

- A. Approve the selection of Jovenville, LLC, doing business as We The Creative, as the firm to provide rideshare and vanpool marketing services.
- B. Authorize the Chief Executive Officer to negotiate and execute Agreement No. C-3-2607 between the Orange County Transportation Authority and Jovenville, LLC, doing business as We The Creative, in the amount of \$616,667, to provide rideshare and vanpool marketing services for a two-year initial term with two, two-year option terms.