




COMMITTEE TRANSMITTAL

October 26, 2020

To: Members of the Board of Directors

From:  Laurena Weinert, Clerk of the Board

Subject: Agreement for Rideshare and Vanpool Marketing, Design, and Advertising Services

Legislative and Communications Committee Meeting of October 15, 2020

Present: Directors Bartlett, Davies, Delgleize, Hennessey, Hernandez, and Wagner

Absent: None

Committee Vote

Following the roll call vote, this item was declared passed 6-0 by the Members present.

Committee Recommendations

- A. Approve the selection of Brown Marketing Strategies, Inc. to provide rideshare and vanpool marketing, design, and advertising services.
- B. Authorize the Chief Executive Officer to negotiate and execute Agreement No. C-0-2206 between the Orange County Transportation Authority and Brown Marketing Strategies, Inc. in the amount of \$570,000, to provide rideshare and vanpool marketing, design, and advertising services for a two-year term, with a one-year option term.