



Orange County Transportation Authority

Legislation Details (With Text)

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Title: Agreement for Rideshare and Vanpool Marketing, Design, and Advertising Services
Sponsors: Kristopher Hewkin, Maggie McJilton
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Date	Ver.	Action By	Action	Result
10/26/2020	1	Board		
10/15/2020	1	Legislative and Communications Committee	approved and passed	Pass

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

On July 8, 2020, the Orange County Transportation Authority released a request for proposals for consultant support for rideshare and vanpool marketing, design, and advertising services. Proposals were received in accordance with Orange County Transportation Authority procurement procedures for professional and technical services. Board of Directors' approval is requested to execute an agreement for rideshare and vanpool marketing, design, and advertising services.

- 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.