



**March 12, 2026**

**To:** Transit Committee

**From:** Darrell E. Johnson, Chief Executive Officer

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

A handwritten signature in blue ink, appearing to read "Darrell E. Johnson", is written over the "From:" line of the memo.

**Overview**

On February 26, 2024, the Orange County Transportation Authority Board of Directors approved an agreement with Jovenville, LLC, doing business as We The Creative, for consultant support services for rideshare and vanpool marketing, design, and advertising services for a two-year initial term, with two, two-year option terms. Staff is requesting Board of Directors' approval to exercise the first option term effective May 1, 2026, through February 29, 2028.

**Recommendation**

Authorize the Chief Executive Officer to negotiate and execute Amendment No. 4 to Agreement No. C-3-2607 between the Orange County Transportation Authority and Jovenville, LLC, doing business as We The Creative, to exercise the first option term, effective May 1, 2026 through February 29, 2028, in the amount of \$490,000, for continued consultant support services for rideshare and vanpool marketing, design, and advertising services. This will increase the maximum obligation of the agreement to a total contract value of \$1,106,667.

**Discussion**

The Orange County Transportation Authority (OCTA) serves as the county transportation commission (CTC) for Orange County. OCTA and the following CTCs form the Regional Rideshare Partnership:

1. Los Angeles County Metropolitan Transportation Authority
2. Riverside County Transportation Commission
3. San Bernardino County Transportation Authority
4. Ventura County Transportation Commission

The CTCs have been jointly providing regional rideshare services to employers since the Southern California Association of Governments ceased to provide these services in 2003, at which time responsibility shifted to the five CTCs to allow for greater local control. In this context, rideshare refers to all modes of transportation other than driving alone to work, including commuting to work by bus, train, carpool, vanpool, walking, and bicycling – all which reduce congestion and improve air quality.

Similar to other CTCs in the South Coast Air Basin, OCTA conducts marketing campaigns and promotions that encourage commuters to rideshare and that help employers comply with the South Coast Air Quality Management District's Rule 2202 - On-Road Motor Vehicle Mitigation Options, which provides employers of 250 or more employees with a number of options to reduce mobile-source emissions generated from employee commutes, to comply with federal and state Clean Air Act requirements.

OCTA's rideshare programs and services include the following:

- Perk Pass – discounted bus passes for employers
- Average vehicle ridership survey calculation and data analysis
- Metrolink's Corporate Pass Program – discounted passes for employers
- Guaranteed Ride Home – provides employees who rideshare the opportunity to reimburse the cost of an emergency trip home
- Vanpool Program – promotes commuting as a group in a shared vehicle
- Employer outreach to encourage rideshare program participation
- Employer marketing training workshops and network meetings
- Marketing campaigns for Rideshare Week, Bike to Work Week, and Dump the Pump
- Ride matching and vanpool formation services
- Rule 2202 resources and support services

Since 2007, OCTA has provided a vanpool program, OC Vanpool Program, contracting with vanpool companies to provide commuters with a convenient and cost-effective transportation option. A vanpool consists of a group of four to 15 people who regularly commute to work in a shared vehicle. OCTA provides all marketing and customer outreach for the program and tracks the reduced vehicle miles traveled.

Over the last two years, OCTA has utilized Jovenville, LLC, doing business as We The Creative (We The Creative), to conduct marketing campaigns, promotions, and outreach in order to:

- Increase awareness of OCTA's rideshare programs and services
- Stimulate use of alternative transportation modes
- Grow ridesharing participation by commuters and employers
- Expand the OC Vanpool Program participation

These specific services have included:

1. Integrated strategic marketing plan development and campaign development
2. Email, social media, and mobile marketing
3. Digital and traditional media planning, buying, and optimization
4. Diversity marketing and translation services
5. Print and digital creative development, including website development, video production, and photography
6. Production and printing services

### ***Procurement Approach***

The original procurement was handled in accordance with OCTA's Board of Directors (Board)-approved procedures for professional and technical services. The original agreement was awarded on a competitive basis and includes a two-year initial term, in the amount of \$616,667, and two, two-year option terms. The agreement was previously amended as shown in Attachment A.

The proposed Amendment No. 4 is to exercise the first option term through February 29, 2028, and increase the maximum obligation in the amount of \$490,000, bringing the total contract value to \$1,106,667. The budget for this amendment is based on the rates as negotiated in the original agreement. Exercising the first option term will allow We The Creative to continue providing consultant support services for rideshare and vanpool marketing, design, and advertising services through February 29, 2028.

### **Fiscal Impact**

The cost of the program was included in OCTA's Fiscal Year 2025-26 budget. The program is funded with Congestion Mitigation and Air Quality grant funds in People and Community Engagement Division Account No. 1841-7519-A2237-L75.

**Summary**

In order to continue marketing, design, and advertising services for the OC Vanpool Program, staff recommends the Board of Directors authorize the Chief Executive Officer to negotiate and execute Amendment No. 4 to Agreement No. C-3-2607 between the Orange County Transportation Authority and Jovenville, LLC, doing business as We The Creative, to exercise the first option term of the agreement, in the amount of \$490,000, effective May 1, 2026 through February 29, 2028. This will increase the maximum obligation of the agreement to a total contract value of \$1,106,667.

**Attachment**

- A. Jovenville, LLC, doing business as We The Creative, Agreement No. C-3-2607 Fact Sheet

**Prepared by:**



Kristopher Hewkin  
Marketing Specialist, Senior  
Marketing  
(714) 560-5331



Pia Veesapen  
Director, Contracts Administration  
and Materials Management  
(714) 560-5619

**Approved by:**



Maggie McJilton  
Executive Director,  
People and Community Engagement  
(714) 560-5824