



**STAFF REPORT**  
Board Meeting of July 21, 2021

**AGENDA ITEM:** 5-C

**PREPARED BY:** Troy McNeil, Deputy Director/Fiscal Supervisor

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**SUBJECT:**

Award Contract – Public Outreach Coordination for the 2022 Regional Transportation Plan/Sustainable Community Strategy (RTP/SCS)

**Enclosure:** No

**Action:** Award contract to DKS Associates in an amount not to exceed \$100,000

**SUMMARY:**

The effectiveness of regional transportation planning and programming is contingent upon meaningful awareness and inclusive involvement of interested persons. A clear understanding of transportation options, issues, and constraints helps induce participation to better identify projects and policies able to address community needs. A focused public involvement process to facilitate comprehensive and coordinated planning efforts will ensure effective broad-based participation in the development and review of regional plans and programs. MCTC staff will work with a consultant in developing new outreach strategies to update existing outreach guidelines and implement focused outreach activities and strategies for long-range regional transportation planning and programming efforts. The role of the selected contractor will be to work with MCTC on several key areas of the comprehensive outreach process.

A Request for Proposals was released on June 9, 2021. Staff received two proposals, scored the proposals according to the established criteria, and the results of the scoring are as follows:

1. DKS Associates – 96/100
2. JPW Communications – 87/100

After conducting the RFP process, scoring and evaluating the submitted proposals, MCTC staff recommends retaining the firm DKS Associates in an amount not to exceed \$100,000 to assist in public outreach activities for the 2022 RTP/SCS planning effort.

**FISCAL IMPACT:**

No fiscal impact to the approved 2021-22 Overall Work Program and Budget.