**STAFF REPORT**
Board Meeting of June 19, 2024

**AGENDA ITEM:** 10-C

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

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**SUBJECT:**

Amend Contract – Measure T Sales Tax Extension Public Outreach and Education

**Enclosure:** Yes

**Action:** Approve amended contract with DKS Associates

**SUMMARY:**

At the July 31, 2023, Special Meeting, the Authority Board awarded a contract to DKS Associates for the Measure T Sales Extension Public Outreach and Education project in an amount not to exceed $360,000. The public outreach work performed by DKS Associates helped the Steering Committee develop the draft 2024 Expenditure Plan. If the Board approves to request the Board of Supervisors to call for a special election and place the plan on the ballot, a Phase 2 of the Public Outreach and Education project will need to be conducted. DKS Associates has submitted a budget amendment detailing the tasks to be completed:

- Planning and presenting at various community-based organizations/locations which would include but not be limited to:
    - Local Service Clubs
    - Chambers of Commerce
    - Senior Centers
    - Schools/Colleges
    - Fire Safe Councils
    - Others
- Continuing to develop and place news releases, op-ed pieces, and other fact-based materials with local news media.
- Development of social media posts for MCTA and its member agencies.
- Attendance at MCTA Board Meetings and regular updates.
- Planning and attending pop-up events including:
    - Oakhurst Fall Festival

    - Farmers Markets
    - Church/Faith Based Organizations
- Development of bilingual collateral materials:
    - Fact sheets
    - Pull Up Banner
    - Two County-Wide Mailers
- Maintenance and updates to the Measure T Website
- Presentation at Local Agencies (City of Madera, City of Chowchilla and Madera County)

DKS Associates is requesting up to $150,000 to complete these tasks and activities. Staff has reviewed the amendment request and recommends approval.

**FISCAL IMPACT:**

No fiscal impact to the approved 2023-24 Overall Work Program and Budget. There will be an additional $90,000 impact to the approved 2024-25 Budget for WE 1101 – MCTA Administration using Measure T funds.