



STAFF REPORT
Board Meeting of July 19, 2023

AGENDA ITEM: 11-A

PREPARED BY: Patricia Taylor, Executive Director

SUBJECT:

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

Enclosure: No

Action: Authorize staff to negotiate and enter a contract (July 20, 2023, through December 31, 2024) with DKS in an amount not to exceed \$300,000 to provide services for the Measure T Sales Tax Extension Public Outreach and Education

SUMMARY:

The Authority Board of Directors approved the release of a Request for Proposals at its April 19, 2023 meeting, to retain a consulting firm to provide services for the Measure T Sales Tax Extension Public Outreach and Education. A link to the RFP can be found here: [RFP Measure T Renewal](#). Staff received seven proposals. A scoring committee scored the proposals according to the established criteria, and the results of the scoring are as follows:

1. DKS – 62.25/100 (Proposal of \$284,356)
2. CliffordMoss – 62.00/100 (Proposal of \$214,300)
3. Muelrath Public Affairs – 57.00/100 (Proposal of \$271,000-\$303,000)
4. TeamCivX – 56.00/100 (Proposal of \$353,000)
5. Props & Measures – 53.25/100 (Proposal of \$257,625)
6. Local Government Strategic Consulting, LLC – 52.00/100 (\$293,927.40)
7. CrossCurrents, LLC – 28.00/100 (Proposal of \$5,000 upon award and \$3,000 per month through May 2024, mileage, 10 percent commission on production)

After conducting the RFP process, scoring, and evaluating the submitted proposals, MCTA staff interviewed the top two firms. MCTA staff is recommending the Authority Board of Directors to authorize staff to negotiate and enter into a contract with DKS in an amount not to exceed \$300,000. The term of the contract will be July 20, 2023, through December 31, 2024.

FISCAL IMPACT:

No fiscal impact to the approved 2023-24 Overall Work Program and Budget.