

Item # 3-1B

**City of Carson City  
Agenda Report**

**Date Submitted:** September 26, 2006

**Agenda Date Requested:** October 5, 2006

**Time Requested:** Consent

**To:** Mayor and Supervisors

**From:** Purchasing & Contracts

**Subject Title:** Action to approve Contract No. 0607-036 a request for professional services to be provided by MacWest Marketing to provide professional level marketing services to the City's fixed-route transit system – Jump Around Carson (JAC) through October 4, 2007 for a not to exceed cost of \$77,000 from the Transit Fund

**Staff Summary:** On August 23, 2006, the Carson City Regional Transportation Commission (RTC) recommended that Carson City enter into a contract for these services. MacWest Marketing has extensive marketing expertise and extensive experience in the Carson City area.

**Type of Action Requested:** (check one)  
 Resolution                       Ordinance  
 Formal Action/Motion               Other (Specify)

**Does This Action Require A Business Impact Statement:**               Yes  No

**Recommended Board Action:** I move to approve Contract No. 0607-036 a request for professional services to be provided by MacWest Marketing to provide professional level marketing services to the City's fixed-route transit system – Jump Around Carson (JAC) through October 4, 2007 for a not to exceed cost of \$77,000 from the Transit Fund

**Explanation for Recommended Board Action:** At the direction of the City Manager's Office, the City's Public Information Team developed a preliminary plan for the marketing of JAC service and sought proposals for services from qualified marketing firms. Two proposals were received. After reviewing the proposals, the Public Information Team selected MacWest Marketing based on the firm's proven capabilities and recent positive experiences completing other work for Carson City. MacWest Marketing then developed a detailed scope of work that was reviewed by City staff for presentation to the RTC. MacWest Marketing presented the proposed scope of work and cost to the RTC, which formally recommended a one-year contract for \$70,000 with a 10% contingency for a total contract amount not to exceed \$77,000.