

STAFF REPORT

SUBJECT: On-Call Creative, Design and Media Strategy Services Task Order Contract

FROM: Christy Wegener, Executive Director

DATE: August 22, 2023

---

**Action Requested**

Recommend the Board authorize the Executive Director to enter into a Task Order contract with Celtis Ventures, Inc. for on-call creative, design and media strategy services through March 31, 2024.

**Background/Discussion**

In 2018, LAVTA issued RFP #2018-05 for on-call creative, design, and media strategy services. The contract was awarded to Celtis Ventures, Inc. in April 2019 for a two-year base term and three one-year options. The contract will expire March 31, 2024, and staff is seeking to secure creative, design and media strategy services through the remainder of the contract term. Projects covered on this Task Order will include advertising for the Rapid routes and Go Tri-Valley, in addition to creative and design work for the Wheels in Motion project.

Once the new Director of Customer Experience starts (replacing the former Director of Planning and Marketing), a new RFP will be issued to secure on-call creative, design and media support services for a term beginning April 1, 2024.

**Fiscal Impact**

The total budget for six months of work is approximately \$100,000. The funding for this project is included in LAVTA's FY24 approved budget for consultant services.

**Recommendation**

Staff requests that the Finance and Administration Committee recommend the Board authorize the Executive Director to execute an on-call Task Order with Celtis Ventures, Inc. for creative, design and media strategy services through March 31, 2024 in an amount not-to-exceed \$100,000.

Attachments:

1. Resolution 22-2023

**RESOLUTION NO. 22-2023**

**A RESOLUTION OF THE BOARD OF DIRECTORS  
OF THE LIVERMORE AMADOR VALLEY TRANSIT AUTHORITY  
AUTHORIZING THE EXECUTIVE DIRECTOR TO EXECUTE A TASK  
ORDER CONTRACT WITH CELTIS VENTURES, INC FOR ON-CALL  
CREATIVE, DESIGN AND MEDIA STRATEGY SERVICES**

**WHEREAS**, the Livermore Amador Valley Transit Authority (LAVTA) has identified a need to secure on-call creative, design and media strategy services in FY24; and

**WHEREAS**, LAVTA awarded RFP #2018-05 for on-call creative, design and media strategy services (Contract) to Celtis Ventures, Inc. (Celtis) beginning in April 2019 for a term of two base years and three one-year options; and

**WHEREAS**, the Contract with Celtis expires on March 31, 2024; and

**WHEREAS**, LAVTA desires to establish a Task Order for the remainder of the contract term through March 31, 2024 for ongoing creative, design, and media support services; and

**WHEREAS**, this Project was included in the Fiscal Year 2024 budget that was approved by the LAVTA Board of Directors; and

**NOW, THEREFORE, BE IT RESOLVED**, by the Board of Directors of the Livermore Amador Valley Transit Authority that the Executive Director is authorized to execute a Task Order contract with Celtis Ventures, Inc., for creative, design, and media strategy service through March 31, 2024 for a not-to-exceed amount of \$100,000.

**PASSED AND ADOPTED** by the governing body of the Livermore Amador Valley Transit Authority (LAVTA) this 11th day of September, 2023.

BY \_\_\_\_\_  
Melissa Hernandez, Chair

ATTEST \_\_\_\_\_  
Christy Wegener, Executive Director