

S T A F F R E P O R T

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

FROM: Christy Wegener, Executive Director
David Mark, Director of Customer Experience

DATE: September 11, 2023

Action Requested

Authorize the Executive Director to execute an on-call Task Order contract with Celtis Ventures, Inc. for 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.

Staff will be working on an RFP to be issued by the end of 2023 that will 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

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

Approved: _____

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