



## Legislation Text

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### Fiscal Note

The proposed resolution authorizes a contract for on-call marketing services to educate the public regarding the Metro Transit Network Redesign and BRT project. The multiyear contract will not exceed \$500,000. Metro expects to use existing budget authority or future budget requests from either operating funds or federal funding. Since the project is on-call, the funding source would be determined when individual scopes/purchase orders are produced.

### Title

A Resolution authorizing the Mayor and the City Clerk to enter into a multiyear, competitively selected service contract with A2Z Design LLC for On-Call Marketing Services to educate the public in regards to the Metro Transit Network Redesign and BRT Project.

### Body

**WHEREAS**, the scope of services for the consultants will include: supplementing the efforts of Madison Metro's in-house marketing team to produce multilingual graphic design and video production for passenger/driver instruction materials, print/digital marketing, social media promotions, and broadcast/streaming advertising spots to promote largescale organization initiatives;

**WHEREAS**, the City of Madison Common Council adopted Resolution 71227 adopting the Transit Network Redesign plan which will completely redraw most of Metro Transit's bus routes and schedules with routes that are more frequent and direct, but will require some riders to walk farther to access the bus stops; and,

**WHEREAS**, the City of Madison Common Council adopted Resolution 70618 authorizing a noncompetitive contract with New Flyer industries for up to 46, potentially all electric, Bus Rapid Transit Vehicles and approving roadway geometry for the East-West Bus Rapid Transit project; and,

**WHEREAS**, a competitive process was used to determine that A2Z Design, LLC is the most qualified firm available to do the work; and,

**WHEREAS**, to complete the consulting work, a multiyear contract is required with a not to exceed amount of \$500,000.00; and,

**WHEREAS**, under MGO 4.26(3)(3), service contracts of more than one year that average more than \$100,000 per year in cost require Common Council approval and signature by the Mayor and City Clerk;

**NOW, THEREFORE, BE IT RESOLVED:** that the Mayor and the City Clerk are hereby authorized to execute an agreement between the City of Madison and A2Z Design, LLC for On-Call Marketing Services for an amount not to exceed \$500,000