

TO: Andrew P. Powers, City Manager

FROM: Clifford G. Finley, Public Works Director

DATE: September 27, 2022

SUBJECT: Termination of Contract – Industrial Strength Advertising and Design

RECOMMENDATION:

Approve termination of Professional Services Agreement, Contract No. 12849-2021 with Industrial Strength Advertising and Design with 30 days' notice in accordance with the terms of the contract and authorize City Manager to execute Termination Letter.

FINANCIAL IMPACT:

No Additional Funding Requested. Minimal staff time to prepare report is included in the Adopted FY 2022-23 Transportation Fund Budget. Estimated \$80,000 in Transit Program cost savings in FY 2022-23 with additional savings in future fiscal years to be determined.

BACKGROUND:

Thousand Oaks Transit (TOT), established in 1981, provides fixed route bus service, Senior Dial-A-Ride (DAR), and Americans with Disabilities Act (ADA) paratransit services to residents of Thousand Oaks and services under contract to five other area agencies.

In April 2021, staff issued a Request for Proposal/Qualifications (RFP/Q) to provide continued marketing related services in support of TOT. TOT had previously relied on the use of on-call contracts on a project-by-project basis, but a more long-term solution to the program's on-going marketing and social outreach needs was desirable.

DISCUSSION/ANALYSIS:

Industrial Strength Advertising and Design was selected through a competitive process that included interviews with staff from Public Works and the City Manager's Office. In August 2021, City Manager approved, under Summer Recess Authority, the award of a five-year contract, with a total not-to-exceed value of \$500,000.

Industrial Strength has been providing services for the program for the past 13 months, however the arrangement has not proven as beneficial as expected. Staff feels the TOT marketing needs can be more effectively and timely fulfilled using internal staff and resources at this time, with an overall cost savings to the program. Hourly staff currently assigned to the program have proven to be adept at meeting program needs for graphics work and social media content. In addition, Public Information staff in the City Manager's Office and their contracted resources are also available to the program for special needs.

The recommended action will save the Transit Program an estimated \$80,000 per year. These savings will be used to help offset other program costs.

Staff recommends City Council approve and authorize City Manager to execute the attached Termination Letter (Attachment #1).

COUNCIL GOAL COMPLIANCE:

Meets the following City Council goal:

C. Operate City government in a fiscally and managerially responsible and prudent manner to ensure that the City of Thousand Oaks remains one of California's most desirable places to live, work, visit, recreate, and raise a family.

PREPARED BY: Mike Houser, Transit Program Manager

Attachment:

Attachment #1 – Termination Letter