

BEFORE THE METRO CONTRACT REVIEW BOARD

AUTHORIZING THE CHIEF OPERATING )  
OFFICER TO EXECUTE AMENDMENT 1 TO )  
THE CONTRACT NO. 926509 WITH PT3, INC. )  
(PACWEST COMMUNICATIONS) FOR )  
PROVISION OF ADDITIONAL ADVERTISING )  
FOR THE TRAVEL OPTIONS MARKETING )  
CAMPAIGN )

RESOLUTION NO. 05- 3624  
Introduced by Chief Operating Officer  
Michael Jordan with concurrence of Council  
President Bragdon

WHEREAS, Metro operates the Planning Department; and,

WHEREAS, the Planning Department has a contract beginning in 2005 with PT3, Inc. (PacWest Communications) to develop and implement a 2-year marketing campaign to increase public awareness of alternatives to driving alone and techniques for driving wisely in the Portland metropolitan area; and,

WHEREAS, the Oregon Department of Transportation (ODOT) Travel Options Marketing Steering Committee increased the marketing campaign budget to allow for the purchase of television advertisements, development of a web site, and the provision of additional outreach and earned media activities; and,

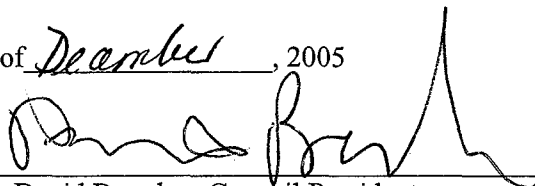
WHEREAS, revenue to support amendment of the PT3, Inc. contract will be provided by ODOT through an intergovernmental agreement with Metro; and,

WHEREAS, Metro Code 2.04.046 limits increases in cost amount through amendments for contracts that exceed \$1,000,000 that may be authorized by the Chief Operating Officer to \$100,000; and,

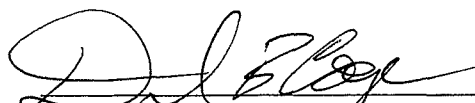
WHEREAS, Amendment 1 to the contract is proposed to increase the contract by \$1,049,975 and amend the scope of work; now therefore,

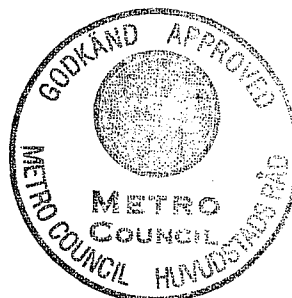
BE IT RESOLVED that the Metro Council, sitting as the Metro Contract Review Board, authorizes the Chief Operating Officer to execute Amendment 1 to Contract No. 926509 in a form substantially similar to that set forth as the attached Exhibit "A".

ADOPTED by the Metro Council this 15<sup>th</sup> day of December, 2005

  
\_\_\_\_\_  
David Bragdon, Council President

Approved as to Form:

  
\_\_\_\_\_  
Daniel B. Cooper, Metro Attorney



**Exhibit A**  
**Resolution No. 05-3624**



600 NE Grand Ave.  
Portland, OR 97232-2736  
(503) 797-1700

## Amendment

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**AMENDMENT NO. 1**

**CONTRACT NO. 926509**

This Amendment hereby amends the above titled contract between Metro, a metropolitan service district organized under the law of the State of Oregon and the Metro Charter, and **PT3, Inc. (PacWest Communications)**, hereinafter referred to as "Contractor."

This amendment is a change order to the original Scope of Work as follows:

**The contract is increased by \$1,049,975 for a total contract amount of \$1,890,000.**

**Task 2 – Develop ongoing project evaluation and measurement plan, conduct awareness surveys and focus groups.**

- Conduct one to two additional focus groups, for a total of three to four focus groups, including at least one focus group outside of the Portland metropolitan area. Deliverables: focus groups report and videotapes. (This subtask was originally included in Task 6.)
- Expand the scope of the post-campaign public awareness survey to include additional questions that measure awareness and test messages for use in developing the 10-year statewide campaign plan. Develop the survey instrument with Metro's review and approval. Deliverables: Report on post-campaign awareness survey, Excel spreadsheet copies of all raw survey responses.

**Task 6 – Create and test campaign message and materials, and purchase paid media**

- Develop a paid media strategy and schedule that includes production and placement of television, radio and outdoor advertising. Deliverables: media strategy and schedule.
- Produce a web site that provides information to support the campaign call to action, such as links to information about travel options. This includes development and purchase of a URL consistent with the campaign brand, hosting of the web site, content development, and maintenance of the site through Dec. 31, 2007. Contractor will develop a web site map and strategy for Metro's review and approval in advance of web site content development and production. Deliverables: campaign web site map and strategy, and web site.



## STAFF REPORT

IN CONSIDERATION OF RESOLUTION NO. 05-3624, FOR THE PURPOSE OF AUTHORIZING THE CHIEF OPERATING OFFICER TO EXECUTE AMENDMENT 1 TO THE CONTRACT NO. 926509 WITH PT3, INC. (PACWEST COMMUNICATIONS) FOR PROVISION OF ADDITIONAL ADVERTISING FOR THE TRAVEL OPTIONS MARKETING CAMPAIGN

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Date: Nov.30, 2005

Prepared by: Cinna'Mon Williams and Pam Peck

### BACKGROUND

The Planning Department currently contracts with PT3, Inc. (PacWest Communications) to develop and implement a 2-year marketing campaign to increase public awareness of alternatives to driving alone and to encourage people to reduce single-occupancy vehicle trips. The contract supports all elements of the development and implementation of the campaign including message development and testing, partnership and sponsorship development, production and placement of advertising, and generation of earned media. This contract began in June 2005 and is currently set to conclude December 31, 2007.

Metro's Regional Travel Options Program staff is managing the PT3, Inc. contract on behalf of the Oregon Department of Transportation (ODOT) through an intergovernmental agreement that provides revenue for the marketing campaign. Project oversight is provided by ODOT's Travel Options Marketing Steering Committee, of which Metro Councilor Rex Burkerholder is a member.

The steering committee increased the project budget to support production and placement of television advertising in addition to the radio and outdoor advertising included in the original project budget. The amended budget also will support additional earned media activities, additional outreach to businesses, retail stores, neighborhoods, employers and schools, as well as the development of a campaign web site. The 2-year campaign is the start of a proposed 10-year effort to reach audiences across the state of Oregon with the goal of increasing awareness of options and changing travel behavior. The activities supported by the amended contract budget will allow the campaign to reach statewide audiences during the first phase of the campaign.

An amendment of \$1,049,975 is requested to cover these expenses.

Original contract amount	\$840,025
Amended contract amount	\$1,890,000

### **Requested amendment \$1,049,975**

Metro Code Section 2.04.046 requires the approval of the Metro Contract Review Board for amendments to personal services contracts greater than \$50,000 for any amendment that increases the total amount payable to an amount more than \$100,000 greater than the initial contract amount and any amendments to the original scope of work.

### ANALYSIS/INFORMATION

1. Known Opposition: None

2. **Legal Antecedents:** Metro Code Section 2.04.046.
3. **Anticipated Effects:** The activities supported by the amended contract budget will allow the campaign to reach statewide audiences during the first phase of the campaign.
4. **Budget Impacts:** \$1,049,975 offset by revenue provided by ODOT (Metro contract number 926234) through an intergovernmental agreement with Metro.

**RECOMMENDED ACTION**

The Chief Operating Officer recommends approval of Resolution 05-3624.