

**Background Information:**

**Consent Calendar:**

**2. Approval of the March 13, 2019 Meeting Minutes.**

**Regular Agenda:**

**3. Approval of an agreement for Tuolumne County Transit advertising sales program management with Helen Foraker Advertising**

The Advertising sales program on the exterior and interior of Tuolumne County Transit buses has been incredibly successful since its implementation in 2015. This is due to the efforts of TCTA advertising sales contractor, Helen Foraker. She has managed the program and single-handedly increased advertising revenues four fold. Advertising sales revenues for Tuolumne County Transit were nearly \$100,000 for 2018. The revenues are split evenly between the contractor and TCTA.

The Tuolumne County Transit Agency (TCTA) is solicited proposals to administer an Advertising Sales program for the Tuolumne County Transit (TCT) fleet of vehicles. Both internal and external advertising is currently available on transit vehicles. TCTA sought proposals to administer an advertising program on behalf of TCT, whereby a percentage of sales are retained by the administering party and the remaining portion is due to Tuolumne County Transit. All sales, coordination with advertisers, graphic design, material selection, application and finally product warranty are included as part of the services offered by the program manager.

These revenues, in part, are being used to augment the combined Fixed Route/Dial-a-Ride farebox ratios to keep the Agency in compliance with Transportation Development Act (TDA) guidelines.

TCTA was previously under contract with Helen Foraker Advertising. The previous Agreement was for three years. Helen Foraker's proposal was the only submittal for the project. The agreement has been reviewed and approved by legal counsel.

The agreement is for a term of three years from the date of execution.

**Attachments:**

*Agreement with Helen Foraker Advertising.*

**Recommendation:**

*Approve an agreement for Tuolumne County Transit advertising sales program management with Helen Foraker Advertising*

**4. Reports**