

STATE OF TEXAS

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COUNTY OF FORT BEND

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WORK AUTHORIZATION NO. 4
AGREEMENT FOR MARKETING SERVICES FOR FBC PUBLIC TRANSPORTATION
WITH VESTA REA & ASSOCIATES, L.L.C.
RFP 18-097

THIS WORK AUTHORIZATION is made pursuant to the terms and conditions of Section 6. of the Agreement for Marketing Services for FBC Public Transportation (“Agreement”) signed on April 9th, 2019, and entered into by and between Fort Bend County, (hereinafter “County”), a body corporate and politic under the laws of the State of Texas, and Vesta Rea & Associates, L.L.C. (“Contractor”), a company authorized to conduct business in the State of Texas

PART I. Scope of Work. The Contractor will perform professional services as defined in the attached Exhibit A “Scope of Work”, Exhibit B “Cost Estimate”, and Exhibit C “Project Timeline”.

PART II. Maximum Compensation. The maximum amount payable under this Work Authorization is Thirty-Seven Thousand dollars and 00/100 (**\$37,000.00**). This amount is based upon fees set forth in Exhibit B, “Cost Estimate”.

PART III. Payment. Payment to the Contractor for the services established under this Work Authorization shall be made in accordance with Section 3 of the Agreement.

PART IV. Dates of Performance. This Work Authorization shall become effective on the date of final acceptance of the parties hereto and shall terminate on February 29, 2024, unless extended by an Amendment to this Work Authorization as provided in the Agreement.

PART V. Waivers. This Work Authorization does not waive the parties’ responsibilities and obligations provided under the Agreement.

{Execution Page Follows}

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IN WITNESS WHEREOF, this Work Authorization is executed in duplicate counterparts and hereby accepted and acknowledged below.

FORT BEND COUNTY

KP George, County Judge

Date

ATTEST:

Laura Richard, County Clerk

VESTA REA & ASSOCIATES, L.L.C.

Vesta R Gaubert
Authorized Agent- Signature

Vesta Rea-Gaubert
Authorized Agent- Printed Name

President
Title

10/30/2023
Date

Reviewed by:

Perri D'Armond
Perri D'Armond
FBC Public Transit Director

AUDITOR'S CERTIFICATE

I hereby certify that funds are available in the amount of \$_____ to
accomplish and pay the obligation of Fort Bend County under this contract.

Robert Ed Sturdivant, County Auditor

Exhibit A: Scope of Work
Exhibit B: Cost Estimate
Exhibit C: Project Timeline

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EXHIBIT A

Scope of Work

Work Authorization 4
Scope of Work for Downtown Houston Service Launch
Budget: \$37,000

Task 1: Downtown Commuter Services Strategy Implementation

Cost: \$37,000

Vesta Rea & Associates shall implement the sub-marketing strategy developed in Work Authorization #2 for the Downtown Commuter Service that promotes the awareness and actual use of the public transportation service to key audiences including, but not limited to, core riders, occasional riders, and the general public/non-riders.

Cost includes, but is not limited to:

- 1.1 Design and print of ticket books for the new service
- 1.2 Writing and editing of press releases, as required, to promote the service
- 1.3 Design of print advertisements
- 1.4 Purchase of print advertisement placements
- 1.5 Design and production of marketing collateral pieces for community outreach events
- 1.6 Community outreach events to promote the service among the key audience groups
- 1.7 Creation, editing and production of radio advertisement
- 1.8 Purchasing and launch of radio spots
- 1.9 Writing and editing of social media content, as required, to promote the service

Deliverable: Implementation of the approved sub-marketing strategy from Work Authorization 3, Task 5: FBT Downtown Houston Service Sub-Marketing Strategy.

EXHIBIT B

Cost Estimate

WORK AUTHORIZATION #4 BUDGET				
	Hourly Rate	Administrative Fee	Task 1 Downtown Commuter Services Strategy Implementation	Total Cost
Personnel				
Principal Marketing Coordinator	\$ 150.00			\$ -
Deputy Marketing Manager	\$ 95.00			\$ -
Senior Graphic Designer	\$ 85.00			\$ -
Outreach Manager	\$ 60.00			\$ -
New Media Manager	\$ 55.00			\$ -
Operations Manager	\$ 50.00			\$ -
Senior Media Manager (BDL)	\$ 75.00			\$ -
Deputy Media Manager (BDL)	\$ 60.00			\$ -
				\$ -
Negotiated Item(s)				
Advertising/Media Buying				\$ -
				\$ -
Fixed Costs				
Demand Response Market Research and Analysis				\$ -
Demand Response Marketing Plan and Strategy Development				\$ -
Downtown Houston Sub-Marketing Strategy			\$ 37,000.00	\$ 37,000.00
				\$ 37,000.00
Other				
Printing				\$ -
Postage				\$ -
Email Marketing Software				\$ -
Misc. Marketing & Advertising Item Development				\$ -
Travel/Mileage (Billed Per the County Travel Policy)				\$ -
				\$ -
TOTAL BUDGET				\$ 37,000.00

EXHIBIT C

Project Timeline



Estimated Project Timeline for Fort Bend County Public Transportation – Marketing Services
Work Authorization #4

From Notice to Proceed (NTP)

Task	Month 1	Month 2	Month 3	Month 4	Month 5	Month 6	Month 7	Month 8	Month 9
Task 1: Sub-marketing Strategy Implementation									
Week 1: Kickoff Meeting									
Development period for marketing collateral, messaging, ticket printing, etc. FBT review for items developed included in this timeframe.									
Outreach events/efforts									
Social media outreach									
Print advertisement development									
Client Review Period									
Final Edit Period									
Print Advertisements – Run Time (est.)									
Radio advertisement development									
Client Review Period									
Final Edit Period									
Radio Spot – Run Time (est.)									
Launch of Service									

TO NOTE:
The advertising phases will be heavily influenced by the NTP receipt date. The goal of the advertising is to avoid summer and holiday months, so the above blocked out timeframes are estimates and may change.