



GREAT REDWOOD TRAIL AGENCY

MEETING DATE: September 18, 2025

FROM: Elaine Hogan

Delegate Authority to the Executive Director to Execute Professional Services

RE: Agreement(s) with Illuminated Marketing, Omnia Associates, and/or Resident Trout Consulting

EXECUTIVE SUMMARY:

This item proposes to delegate authority to the Executive Director to execute up to three professional services agreements in a total amount not to exceed \$150,000 over two years, in a form approved by counsel, with the top scoring respondents to our RFQ for media, public relations, and communications services.

BACKGROUND:

On August 8, 2025, GRTA publicly circulated a request for qualifications (RFQ) for media, public relations, and communications services to support our efforts to share information with the public by providing timely, accurate information on agency activities and milestones.

At the close of the RFQ period on September 5, 2025, we had received seven qualified responses. Responses were ranked according to the following criteria outlined in the RFQ:

- Relevant experience and qualifications
- Creativity and clarity of approach
- Quality of prior work samples and applicability to GRTA's project and service area demographic
- Cost-effectiveness
- Availability for on-call support
- Experience working with public agencies on infrastructure, transportation and recreational development projects preferred. Applicable projects may also include environmental restoration, parks development, and the creation of active transportation and recreation networks, especially those with a strong role and interest in forming partnerships with local tribes and agencies that are of similar size and scope to the Great Redwood Trail.

Since the RFQ recently closed on September 5th, staff have not yet met with the top-ranked firms to decide how best to match respondent's experience with the various projects on which GRTA requires services. Further discussions are needed to refine the scope of work and budget based on GRTA's needs. Meetings with each of the top respondents are tentatively scheduled for the week of 9/22. We are requesting board approval to execute up to three contracts, not to exceed a combined total of \$150,000

over two years. This approach provides flexibility to create specific scopes of work for the firms best suited for them, based on GRTA's unique needs. Based on staff's review of the RFP responses, Illuminated Marketing, Omnia Associates, and Resident Trout Consulting ranked highest, each offering unique strengths that together could provide GRTA with comprehensive media, public relations, and communications support. Staff would like the opportunity to finalize the scope of the anticipated contracts with the top-ranked service providers without delaying contract implementation until the next board meeting, as we have immediate communications needs that we would like to move forward with as soon as possible.

RECOMMENDATION:

Delegate authority to the Executive Director to execute professional services agreement(s) with Illuminated Marketing, Omnia Associates, and/or Resident Trout Consulting in an amount not to exceed \$150,000 for the two-year term of the contract(s), in a form approved by counsel.

FISCAL IMPACT:

\$150,000 from Contract Services Fees, to be allocated from FY 25-26 and FY 26-27 annual budget.
