Agenda Item #3C

MARICOPA ASSOCIATION OF GOVERNMENTS INFORMATION SUMMARY...for your review

DATE:
October 11, 2011

SUBJECT:
Consultant Selection for the *Don't Trash Arizona* Litter Prevention and Education Program

SUMMARY:
The Regional Transportation Plan (RTP) includes $279 million for the freeway maintenance program, including litter control. In November 2003, MAG and the Arizona Department of Transportation signed a joint resolution that included a commitment to develop a long-term litter prevention program to help reduce freeway litter and defray pickup costs.

To help accomplish this goal, in 2006 the MAG Regional Council approved the selection of a consultant to implement a Litter Prevention and Education Program for the Regional Freeway System in the MAG region, also known as *Don't Trash Arizona*. The purpose of the program is to increase awareness of the health, safety, environmental and economic consequences of freeway litter and ultimately change the behavior of offenders. MAG works cooperatively with the Arizona Department of Transportation (ADOT), which manages the program for the state outside of Maricopa County. The program has been funded each year since 2006.

The FY 2012 Draft MAG Unified Planning Work Program and Annual Budget contains $300,000 to continue the *Don't Trash Arizona* program for an additional year. On March 23, 2011, the Transportation Policy Committee recommended that MAG issue a Request for Proposals (RFP) to continue the program and to include a similar provision as the prior RFP that the contract may be extended up to a maximum of two years based on performance and funding availability. Following final approval of the FY 2012 Draft MAG Unified Planning Work Program and Annual Budget by the Regional Council on May 25, 2011, staff proceeded with the issuance of an RFP for the *Don't Trash Arizona* Litter Prevention and Education program to commence at the expiration of the current contract.

On July 22, 2011, MAG issued the RFP requesting proposals from qualified consultants with the resources, experience and abilities to provide an array of communication services, including public education and outreach efforts, that will increase awareness of the freeway litter problem in the MAG region and lead to measurable changes in behavior among offenders. Requested services include strategic planning, public relations, marketing, advertising, evaluation of program effectiveness, and the development of partnerships with stakeholders, organizations or other entities that will provide additional value in promoting litter control efforts. The contract will be completed at a cost not to exceed $300,000. The base contract period shall be a one (1) year term. MAG may, at its option, offer to extend the period of this agreement up to a maximum of two (2), one (1) year options, based on consultant performance and funding availability.

On August 30, 2011, MAG received proposals from three qualified consultants in response to the Request for Proposals. Companies submitting proposals included Olson Communications, IWS, and Park & Company.

A multi-agency evaluation team made up of participants from MAG member agencies met on September 9, 2011, to evaluate the proposals and recommended to MAG that Olson Communications be selected

as the consultant to develop and implement the FY 2012 Litter Prevention and Education Program at a cost not to exceed $300,000.

The regional Litter Education and Prevention campaign will be administered by MAG in cooperation with the Arizona Department of Transportation, which conducts the statewide *Don't Trash Arizona* campaign.

PUBLIC INPUT:
None.

PROS & CONS:
PROS: Research suggests that prevention programs can change public perception and habits regarding litter, which is ugly, unhealthy and unsafe. Properly maintained freeways are important to the quality of life of the residents of this region and to the image projected to tourists and economic development prospects.

CONS: None.

TECHNICAL & POLICY IMPLICATIONS:
TECHNICAL: The recommended consultant will develop and implement the *Don't Trash Arizona* Litter Prevention and Education Program for the MAG region, utilizing $300,000 in funding included in the FY 2012 MAG Unified Planning Work Program and Annual Budget to continue the program for an additional year. The FY 2012 campaign will build on the successes of the *Don't Trash Arizona* campaign to date.

POLICY: An effective litter prevention and education program will help change the behavior of offenders and improve visual aesthetics along the MAG Regional Freeway System.

ACTION NEEDED:
Approval that Olson Communications be selected to design and implement the FY 2012 Litter Prevention and Education Program for the MAG region, for an amount not to exceed $300,000, and that the base contract period shall be a one (1) year term. MAG may, at its option, offer to extend the period of this agreement up to a maximum of two (2), one (1) year options, based on consultant performance and funding availability.

PRIOR COMMITTEE ACTIONS:
This item is on the October 12, 2011 Management Committee agenda for recommendation to approve.

On September 9, 2011, a multi-agency evaluation team recommended to MAG that Olson Communications be selected as the consultant to design and implement the Litter Prevention and Education Program campaign.

MULTI-AGENCY EVALUATION TEAM
Jenna Goad, City of Glendale
Chad Heinrich, City of Tempe
Patricia Powers-Zermeño, Arizona Department of Transportation (ADOT)
Tom Remes, City of Phoenix
Kelly Taft, MAG

On May 25, 2011, the MAG Regional Council approved the FY 2012 Draft MAG Unified Planning Work Program and Annual Budget, which included $300,000 to continue the *Don't Trash Arizona* Litter Prevention and Education program for an additional year.

MEMBERS ATTENDING

Mayor Thomas Schoaf, Litchfield Park, Chair
Mayor Hugh Hallman, Tempe, Vice Chair
Councilwoman Robin Barker, Apache Junction
Mayor Marie Lopez Rogers, Avondale
Mayor Jackie Meck, Buckeye
Mayor David Schwan, Carefree
Councilman Dick Esser, Cave Creek
Mayor Jay Tibshraeny, Chandler
Mayor Lana Mook, El Mirage
* President Clinton Pattea, Fort McDowell Yavapai Nation
* Mayor Jay Schlum, Fountain Hills
* Mayor Ron Henry, Gila Bend
* Governor William Rhodes, Gila River Indian Community
Mayor John Lewis, Gilbert
Mayor Elaine Scruggs, Glendale
Mayor Georgia Lord, Goodyear
* Mayor Yolanda Solarez, Guadalupe
* Supervisor Mary Rose Wilcox, Maricopa Co.
Mayor Scott Smith, Mesa
Vice Mayor Mary Hamway for Mayor Scott LeMarr, Paradise Valley
Councilmember Tony Rivero for Mayor Bob Barrett, Peoria
Vice Mayor Thelda Williams, Phoenix
Mayor Gail Barney, Queen Creek
* President Diane Enos, Salt River Pima-Maricopa Indian Community
Mayor Jim Lane, Scottsdale
Mayor Lyn Truitt, Surprise
* Mayor Adolfo Gamez, Tolleson
# Mayor Kelly Blunt, Wickenburg
Mayor Michael LeVault, Youngtown
* Felipe Zubia, State Transportation Board
* Victor Flores, State Transportation Board
Roc Arnett, Citizens Transportation Oversight Committee

* Those members neither present nor represented by proxy.
# Attended by telephone conference call.
+ Attended by videoconference call.

On March 23, 2011, the Transportation Policy Committee recommended that MAG issue a Request for Proposals (RFP) to continue the program and to include a similar provision as the prior RFP that the contract may be extended up to a maximum of two years based on performance and funding availability.

MEMBERS ATTENDING

Mayor Scott Smith, Mesa, Chair
* Councilwoman Peggy Neely, Phoenix, Vice Chair
Ron Barnes, Total Transit
Mayor Bob Barrett, Peoria
* Dave Berry, Swift Transportation
* Jed Billings, FNF Construction
Councilmember Jack Sellers, Chandler
Councilmember Shana Ellis, Tempe
Councilmember Dick Esser, Cave Creek
* Mark Killian, The Killian Company/Sunny Mesa, Inc.
* Mayor Jim Lane, Scottsdale
Phil Matthews, Salt River Pima-Maricopa Indian Community
* Mayor Jackie Meck, Buckeye
Vice Mayor Les Presmyk, Gilbert
Mayor Marie Lopez Rogers, Avondale
Mayor Elaine Scruggs, Glendale
Karrin Kunasek Taylor, DMB Properties
Mayor Lyn Truitt, Surprise
Supervisor Max W. Wilson, Maricopa County
Victor Flores, State Transportation Board
F. Rockne Arnett, Citizens Transportation Oversight Committee

* Not present
# Participated by telephone conference call
+ Participated by videoconference call

CONTACT PERSON:

Kelly Taft, Communications Manager, 602-254-6300.