



Memorandum

Date: 9/17/2024
Meeting of: City Council

File No. AM No. 24-131
Type: Consent Item

TO: Members of the City Council
FROM: Mayor Angela Birney
DEPARTMENT DIRECTOR CONTACT(S):

Planning and Community Development	Carol Helland	425-556-2107
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DEPARTMENT STAFF:

Planning and Community Development	Seraphie Allen	Deputy Director
Planning and Community Development	Michael Hintze	Manager, Transportation Planning & Engineering
Planning and Community Development	LaNaya Taylor	Program Administrator

TITLE:

Approval of Consultant Agreement with Enviroissues, in the Amount of \$94,995, for Go Redmond Program Refresh

OVERVIEW STATEMENT:

Approve a Consultant Agreement with Enviroissues to provide branding guidance and website design for the Transportation Demand Management and Commute Trip Reduction program, Go Redmond.

Additional Background Information/Description of Proposal Attached

REQUESTED ACTION:

Receive Information Provide Direction Approve

REQUEST RATIONALE:

- Relevant Plans/Policies:**
 ESAP T1: Increase the equitable use of non-SOV modes of transportation, such as biking, walking, and public transit
 ESAP T1.21: Partner with organizations such as the Transportation Management Association (TMA) to increase commuter mobility and efficient use of transportation systems through services, incentives, education, and the promotion of single occupancy vehicle alternatives to residents.
 Redmond 2050 TR-6.7: Implement transportation programs, projects, and services that support the independent mobility of those who cannot or choose not to drive.

- **Required:**
Council approval is required to award a Consultant Services agreement that exceeds \$50,000 (2018 City Resolution 1503)
- **Council Request:**
N/A
- **Other Key Facts:**
- Go Redmond was created in 2015 with a focus on logging commute trips on a regional online calendar to then receive monetary rewards. In addition to refreshing the brand and website user experience, the focus will be expanded to include everyday transportation around Redmond rather than a focus solely on work commute trips.
- The City posted an RFP and received seven proposals. A review committee consisting of Redmond staff unanimously selected Enviroissues to provide these services.
- Work should be completed by the time the Downtown and Marymoor stations open in Spring 2025 so that it can be used as a tool to help people connect with light rail and other transportation options.

OUTCOMES:

The agreement will result in the following outcomes:

- New program name, logo, and branding.
- Visually appealing, user-friendly, and easy-to-navigate website user experience.
- Enhanced social media and blog functionality to improve promotional efforts while reducing staff time.
- Outreach launch plan and materials aligned to fully leverage and support light rail opening.

COMMUNITY/STAKEHOLDER OUTREACH AND INVOLVEMENT:

- **Timeline (previous or planned):**
N/A
- **Outreach Methods and Results:**
N/A
- **Feedback Summary:**
N/A

BUDGET IMPACT:

Total Cost:

Total cost for the program refresh is \$94,995 and is included in the adopted budget.

Approved in current biennial budget: **Yes** **No** **N/A**

Budget Offer Number:

0000034 - Mobility of People and Goods

Budget Priority:

Vibrant and Connected

Other budget impacts or additional costs: **Yes** **No** **N/A**

If yes, explain:

N/A

Funding source(s):

118-Operating Grants

Budget/Funding Constraints:

N/A

Additional budget details attached

COUNCIL REVIEW:

Previous Contact(s)

Date	Meeting	Requested Action
9/3/2024	Committee of the Whole - Planning and Public Works	Provide Direction

Proposed Upcoming Contact(s)

Date	Meeting	Requested Action
N/A	None proposed at this time	N/A

Time Constraints:

Commencing work as soon as possible makes it more likely that work will be completed before the Downtown and Marymoor light rail stations open in Spring of 2025.

ANTICIPATED RESULT IF NOT APPROVED:

If not approved, city staff will have less tools available to help connect people with transportation options and promotions, including light rail.

ATTACHMENTS:

Attachment A -Agreement

Attachment B-Scope of Work