

PUBLIC TRANSPORTATION COMMISSION
CITY AND COUNTY OF SAN FRANCISCO

RESOLUTION NO. 98 - 114

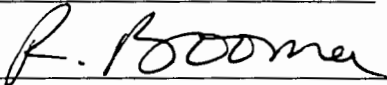
WHEREAS, MUNI must enhance its marketing, advertising, and creative design services in order to promote the Railway's passenger information through, community outreach, production of Public Service Announcements (PSAs), creation of brochures, Multimedia, special events and other programs; and

WHEREAS, Well-qualified and experienced consulting firms would augment the Office of Communications, and provide as-needed services; and

WHEREAS, MUNI will obtain funding from monies gained from our current advertising vendor in order to retain the services of the selected consulting firm; now, therefore be it

RESOLVED, That the PTC authorizes the issuance of an RFP for contract #CS-125 for a consultant on an as-needed basis for marketing, advertising, and creative design services including creating a consistent user graphics standard and manual for a total cost not to exceed One Hundred Twenty-Five thousand dollars, and a contract term of two years, with an option to extend the term another two years, subject to the availability of funds.

I hereby certify that the foregoing resolution was adopted by the Public Transportation Commission at its meeting of DEC 08 1998


Secretary, Public Transportation Commission