

**TO:** Regional Transportation Commission  
**FROM:** Linda Wilshusen, Executive Director  
**RE:** Amendment to Contract with Apex Strategies

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RECOMMENDATION

Staff recommends the Regional Transportation Commission approve a resolution (Attachment 1) amending the contract with Eileen Goodwin, dba Apex Strategies, to increase the total contract expenditure by \$30,000, consistent with the amended FY 04-05 budget, and extend the term of the contract.

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BACKGROUND

In October 2002, the RTC authorized contracts with On-Call Consultants, following circulation of a Request for Qualifications to provide technical and policy guidance in the delivery of all facets of the Highway 1 HOV Lane Widening Project. Eileen Goodwin (dba Apex Strategies) has performed a range of duties including policy and program management guidance in development of the Expenditure Plan, and implementation of the public information program for the Expenditure Plan,

DISCUSSION

Ms. Goodwin's contract was last amended in June 2004, to extend the duration through June 30, 2005, and increase the total contract expenditure level by \$15,000 in two separate actions. During that period, Ms. Goodwin provided assistance to the Expenditure Plan Subcommittee and subsequently to the Commission in the establishment of the approved public information program for the transportation ballot measure and expenditure plan. In the last few months, Ms. Goodwin has assisted in the preparation of public information materials on the ballot measure.

At the November RTC meeting, in response to election results for the Transportation Sales Tax Measure and Expenditure Plan, the Commission agreed to resume discussions in January as to the next steps.

Through the month of October, the remaining contract balance with Apex Strategies was \$5,750. The FY 2004-05 Budget amendment approved in November provided an additional \$30,000 from Commission Reserve funds for Expenditure Plan On-Call Consultant support services.

The proposed increase in the contract value for Eileen Goodwin is to provide continued assistance to the Commission when discussions resume in January 2005 as to an appropriate response to traffic congestion and transportation funding deficiencies in Santa Cruz County. Since these discussions may take place over an extended period of time, the attached resolution includes extending the term of the contract through next fiscal year. Expenditure of funds next fiscal year is contingent on the inclusion of funds in the FY05-60 budget.

### SUMMARY

Staff recommends approving a resolution (Attachment 1) authorizing an amendment to the contract with Eileen Goodwin, dba Apex Strategies, increasing the contract value by \$30,000, consistent with the amended FY 2004-05 Budget, to provide continued assistance to the Commission in addressing transportation deficiencies.

#### Attachments:

1. Resolution Amending the FY 2003-04 Budget and Contract with Eileen Goodwin, dba Apex Strategies

Prepared by: Kim Shultz

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