



Date: March 09, 2021
Current Meeting: March 18, 2021
Board Meeting: March 25, 2021

BOARD MEMORANDUM

TO: Indianapolis Public Transportation Corporation Board of Directors
THROUGH: President/CEO Inez P. Evans
FROM: Vice President of Communications and Marketing Lesley Gordon
SUBJECT: Consideration and Approval of Finline Printing Contract Option Year

ACTION ITEM A – 5

RECOMMENDATION:

IPTC staff recommend the board exercise option year two (2) beginning April 1, 2021 with Finline Printing in amount not to exceed \$150,000 inclusive of approximately 15% contingency for volume increases.

BACKGROUND:

The Public Affairs Department is responsible for printing all marketing collaterals, route and system maps, riders alert information, promotional pieces, and other communications tools for the internal and external messaging.

DISCUSSION:

The Public Affairs team anticipates the need for printed materials to reflect the delay of the grid network, releasing and promoting a new fare system and construction outreach for the addition of the Purple (BRT) Line. This will be the final year in the contract.

ALTERNATIVES:

The board could choose not to authorize the option year.

FISCAL IMPACT:

The printing contract is funded through local funding.

DBE/XBE DECLARATION:

DBE participation goal was set at 5%. Finline committed 5% of the total project to Via Marketing. To-date Via Marketing's utilization sits at 5.48% as of January 2021.

STANDING COMMITTEE DISCUSSION/RECOMMENDATION:

This action will be reviewed by the Finance Committee and Service Committee on March 18, 2021.