



Approval of GoldHam Group Contract Award

Board of Directors
Communications Subcommittee
April 29, 2025

Jeamy Molina, EVP & Chief Communications
Officer



Recommendation

Approval of a resolution authorizing the President & Chief Executive Officer or her designee to award a three-year contract with no options to The GoldHam Group (GoldHam) for Strategic Communications (Contract C-2090484-01), for a total authorized amount not to exceed \$1,160,000.

Business Purpose

- DART has a continuing need for strategic communication services. This contract will provide for the continuation of messaging, processes and the integration of marketing, internal, external, and strategic communications.
- The contract includes, among other projects, the continuation of the Point B strategic plan rollout, the creation of a corporate sponsorship program, and Silver Line event production. Approval of this contract will help achieve:



Strategic Goal 1: Empowered Agency



Strategic Goal 4: Seamless Mobility



Strategic Goal 6: Strategic Relationships

Procurement Process

- Competitive process
- Eight proposals
- The price is fair and reasonable based on historical pricing and comparison to the independent cost estimate

Recommendation

Approval of a resolution authorizing the President & Chief Executive Officer or her designee to award a three-year contract with no options to The GoldHam Group (GoldHam) for Strategic Communications (Contract C-2090484-01), for a total authorized amount not to exceed \$1,160,000.

Thank You



let's go.

DART.org