

**Metropolitan Transportation Commission
Operations Committee**

May 13, 2022

Agenda Item 4c

Contract – Clipper® Customer Education Services: MIG, Inc. (\$2,100,000)

Subject:

Request for approval of a contract with MIG, Inc. to provide customer education services for the Clipper card program.

Background:

The Clipper program annually contracts with a customer education firm to produce materials, manage the Clipper website, manage Clipper social media, conduct ambassador outreach, conduct customer research, ensure materials are accessible, and develop and implement customer education and marketing campaigns, among other tasks. The current contract for this work expires June 30, 2022. In fiscal year 2022-23, the customer education contractor will also be charged with a variety of tasks related to the transition from the current Clipper system to the Next Generation Clipper system. These include wrapping stand-alone card reader equipment to indicate they are Clipper devices, planning and creating a comprehensive customer education plan to educate people about changes between the old and new systems, and creating and implementing outreach and advertising for this purpose.

MTC conducted a mini procurement for a new customer education contractor. A mini request for qualifications was issued to the nine firms that had qualified for MTC's 2020 Electronic Payments Consultant Assistant Bench. One proposal was received, from MIG, Inc.

The prospective contractor was evaluated on qualifications and team experience, approach, cost effectiveness and presentation. The prospective contractor was also evaluated on its status as a Small Business Enterprise or the status of its subcontractors as Small Business Enterprises. There was a total of 110 available points in the scoring. Following are the scores for MIG, Inc.:

- Qualifications and Team Experience: 33.67
- Approach: 23
- Cost Effectiveness: 21.67
- Presentation: 13.67
- Small Business Enterprise: 10

Total points awarded were 102.

MIG, Inc.'s subcontractors for this contract are the Center for Accessible Technology, Digital Mark Group, Zeba Media, EMC Research, Caribou Public Relations, ION Translation and Bombilla. EMC Research is a Small, Local and Emerging Business and Small Business Enterprise. Ion Translations is a Small, Local and Emerging Business. Caribou Public Relations is a Disadvantaged Business Enterprise.

The Clipper Executive Board approved the proposed contract at its April 18, 2022 meeting.

Issues:

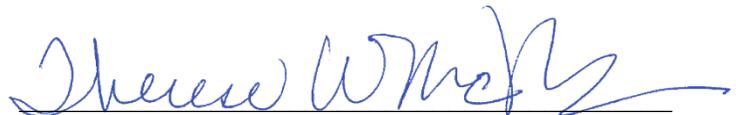
None identified.

Recommendations:

Staff recommends that the Operations Committee authorize the Executive Director or designee to negotiate and enter into a contract with MIG, Inc. in an amount not to exceed \$2,100,000 for the customer education services described above for a period of one year ending June 30, 2023.

Attachments:

- Attachment A: Disadvantaged Business Enterprise and Small Business Enterprise Status



Therese W. McMillan

Attachment A

Disadvantaged Business Enterprise and Small Business Enterprise Status

	Firm Name	Role on Project	DBE* Yes / No	If DBE Yes, List #	SBE** Yes / No	If SBE Yes, List #
Prime Contractor	MIG, Inc.	Prime contractor	No		No	
Subcontractor	Zeba Media	Media buying	No		No	
Subcontractor	Digital Mark Group	Media buying	No		No	
Subcontractor	Center for Accessible Technology	Accessibility	No		No	
Subcontractor	Bombilla	Creative design	No		No	
Subcontractor	Caribou Public Relations	Ambassador outreach	Yes	41619	No	
Subcontractor	EMC Research	Research	No		Yes	SLEB 06-90866 SBE 541910
Subcontractor	Ion Translations	Translation services	No		Yes	SLEB 07-90991

*Denotes certification by the California Unified Certification Program (CUCP).

**Denotes certification by the State of California.

Request for Committee Approval

Summary of Proposed Contract

Work Item No.: 1221/1220

Consultant: MIG, Inc.
Berkeley, CA

Work Project Title: Clipper Customer Education

Purpose of Project: To ensure that customers are aware of how Clipper works and to promote Clipper to transit riders and others who are not already using it

Brief Scope of Work: To create materials, conduct research, manage the website and social media, develop, and implement campaigns and other customer education tasks

Project Cost Not to Exceed: \$2,100,000

Funding Source: Regional Measure 2 Marketing, Regional Measure 2 Operating, State of Good Repair, Inactive Card Funds, Card Fee Account and Float Interest Account

Fiscal Impact: Pending approval of the MTC Fiscal Year 2022-23 budget

Motion by Committee: That the Executive Director or designee is authorized to negotiate and enter into a contract with MIG, Inc. for customer education services described above and in the Operations Committee Summary Sheet dated May 13, 2022 and that the Chief Financial Officer is authorized to set aside \$2,100,000 for such contract, subject to approval of the FY 2022-23 agency budget.

Operations Committee: _____
Carol Dutra-Vernaci, Chair

Approved: May 13, 2022