

**Bay Area Toll Authority
Oversight Committee**

June 8, 2022

Agenda Item 4g - 22-0948

Contract – BATA Community Engagement Services: Davis & Associates Communications, Inc. (\$400,000)

Subject:

This item would authorize the Executive Director or designee to enter into a contract with Davis & Associates Communications, Inc. (Davis & Associates) for community engagement services for the Bay Area Toll Authority (BATA) in an amount not to exceed \$400,000 over a period ending June 30, 2023, subject to approval of the FY 2022-23 BATA budget.

Background:

In March 2021, the Metropolitan Transportation Commission (MTC) Administration Committee approved an on-call Equity Bench of prequalified consultants to provide equity-based assistance for six categories: 1) Internal Operations, 2) Investments and Policy, 3) Community and Partner Engagement, 4) Innovation and 5) Environmental Justice. The Request for Qualifications that governed the selection specifies that MTC could directly assign work to a particular firm based on the nature of the work, expertise and availability of the firm(s) and staff of those firm(s). This bench may be utilized for a three-year period ending June 30, 2025. The RFQ authorized other public agencies such as BATA to obtain services from the bench contractors at the same terms and conditions provided to MTC.

BATA is working on an Equity Action Plan with the objective that BATA's toll collection policies are fair and equitable for all toll payers. Part of this work includes engaging with the community to ensure that all voices are heard as BATA goes about this process.

Davis & Associates has been conducting community engagement to support the Equity Action Plan under a subcontract to BATA's marketing firm, but BATA would like to contract with them directly as a direct select from the Equity Bench. Out of a total of 100 points, Davis & Associates achieved the highest score for Category C: Community and Partner Engagement, with a total score of 81.88. Based on their previous work on community engagement on the Equity Action Plan, they bring a great understanding of the goals of the plan and the tasks required to solicit and get feedback from the community.

Work contemplated under this contract could include:

- Telephone and online surveys;
- Focus groups with individuals who have low incomes;
- Intercept surveys with individuals who have low incomes;
- Other tasks as needed.

Davis & Associates is both a disadvantaged business enterprise and a small business enterprise. Attachment A includes a summary of the small business and disadvantaged business enterprise status of Davis & Associates and its subcontractors.

Issues:

None identified.

Recommendations:

Staff requests that this Committee authorize the Executive Director or designee negotiate and enter into a contract with Davis & Associates in an amount not to exceed \$400,000 to provide community engagement services for BATA, subject to approval of the FY 2022-23 BATA budget.

Attachments:

- Disadvantaged Business Enterprise and Small Business Enterprise Status



Andrew B. Fremier

Attachment A

Disadvantaged Business Enterprise and Small Business Enterprise Status

| | Firm Name | Role on Project | DBE* Yes | If DBE Yes, List # | DBE No | SBE** Yes | If SBE Yes, List # | SBE No |
|------------------|--|-----------------|-------------|-----------------------|-----------|--------------|-----------------------|-----------|
| Prime Contractor | Davis & Associates Communications, Inc. | Project Lead | X | 26344 | | X | 1785923 | |
| Subcontractor | Tamika L. Butler Consulting | Project Support | | | X | | | X |
| Subcontractor | Estolano Advisors | Project Support | X | 42483 | | X | 2002042 | |
| Subcontractor | Better World Group | Project Support | X | 46330 | | X | 2017586 | |
| Subcontractor | Fehr & Peers | Project Support | | | X | | | X |

*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.: 1252

Consultant: Davis & Associates Communications, Inc. (San Francisco, California)

Work Project Title: BATA Community Engagement

Purpose of Project: To provide continued community engagement for BATA's Equity Action Plan.

Brief Scope of Work: Consultant shall conduct telephone and online surveys, focus groups, intercept surveys and other tasks as needed in support of BATA's Equity Action Plan.

Project Cost Not to Exceed: This contract: \$400,000

Funding Source: BATA Operating Funds

Fiscal Impact: Funds to be included in the BATA Toll Bridge Program Operating Budget for FY 2022-23, subject to approval.

Motion by Committee: That the Executive Director or designee is authorized to enter into a contract with Davis & Associates Communications, Inc. for services to support the Authority as described above and in the BATA Oversight Committee Summary Sheet dated June 8, 2022 and that the Chief Financial Officer is authorized to set aside \$400,000 for such contract, subject to approval of the FY 2022-23 BATA budget.

BATA Oversight Committee:

Amy R. Worth, Chair

Approved: June 8, 2022