

**Bay Area Toll Authority  
Oversight Committee**

**June 8, 2022**

**Agenda Item 4f - 22-0947**

**Contract Amendment – FasTrak<sup>®</sup> Communications Services: Polytechnic Marketing, LLC  
(\$2,000,000)**

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**Subject:**

This item would authorize the Executive Director or designee to enter into a contract amendment with Polytechnic Marketing, LLC for communications services for the FasTrak<sup>®</sup> electronic toll collection program in an amount not to exceed \$2,000,000 over a period ending June 30, 2023, subject to approval of the FY 2022-23 BATA budget.

**Background:**

Polytechnic Marketing, LLC currently provides communications services to the FasTrak<sup>®</sup> electronic toll collection system under a contract ending June 30, 2022. The BATA Oversight Committee initially authorized the current contract in July 2021 after a competitive selection from a prequalified bench. The terms of the procurement allow for four one-year extensions. In February 2022, staff added \$200,000 under Executive Director authority.

Work included under this contract amendment includes:

- Communications strategies to support changes to the FasTrak<sup>®</sup> program including affected audiences, appropriate level of message and tone, appropriate channels of communications and recommended strategies to implement messages;
- Development and implementation of marketing campaigns to raise awareness of tolling and to promote FasTrak<sup>®</sup>, including the extension of the San Mateo 101 Express Lanes and the re-instituting of tolling for the I-680 Sunol Express Lanes;
- Providing ongoing support to FasTrak<sup>®</sup> operations in the areas of communications and customer education, including assistance with website content, development of printed and other materials, and managing Bay Area FasTrak<sup>®</sup> social media.

Attachment A includes a summary of Polytechnic Marketing LLC's small business and disadvantaged business enterprise status.

**Issues:**

None identified.

**Recommendations:**

Staff requests that this Committee authorize the Executive Director or designee to negotiate and enter into a contract amendment with Polytechnic Marketing, LLC in an amount not to exceed \$2,000,000 to provide communications support for the FasTrak<sup>®</sup> electronic toll collection system, subject to approval of the FY 2022-23 BATA budget.

**Attachments:**

- Disadvantaged Business Enterprise and Small Business Enterprise Status



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Andrew B. Fremier

**Attachment A**

**Disadvantaged Business Enterprise and Small Business Enterprise Status**

Prime Contractor

<b>Firm Name</b>	<b>Role on Project</b>	<b>DBE* Yes</b>	<b>If DBE Yes, List #</b>	<b>DBE No</b>	<b>SBE** Yes</b>	<b>If SBE Yes, List #</b>	<b>SBE No</b>
Polytechnic Marketing, LLC	Communications Services			X	X	2013608	

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

\*\*Denotes certification by the State of California.

## **Request for Committee Approval**

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### **Summary of Proposed Contract Amendment**

Work Item No.: 1252

Consultant: Polytechnic Marketing, LLC (Berkeley, California)

Work Project Title: Communications Services for FasTrak<sup>®</sup> Electronic Toll Collection System

Purpose of Project: To provide continued communications services for the FasTrak<sup>®</sup> electronic collection program.

Brief Scope of Work: Consultant shall provide assistance with developing communications strategies, developing and implementing marketing campaigns to promote FasTrak<sup>®</sup>, providing ongoing communications and customer information support, and other tasks.

Project Cost Not to Exceed: This amendment: \$2,000,000  
Current contract amount before this amendment: \$2,200,000  
Maximum contract amount after this amendment: \$4,200,000

Funding Source: BATA Toll Bridge Program Operating Funds

Fiscal Impact: Funds to be included in the BATA budget for FY 2022-23, subject to approval.

Motion by Committee: That the Executive Director or designee is authorized to enter into a contract amendment with Polytechnic Marketing, LLC 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 \$2,000,000 for such contract amendment, subject approval of the FY 2022-23 BATA budget.

BATA Oversight Committee:

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Amy R. Worth, Chair

Approved: June 8, 2022