

**Bay Area Toll Authority  
Oversight Committee**

**September 14, 2022**

**Agenda Item 4c - 22-1288**

**Contract – BATA Community Outreach, Caribou Public Relations, Inc. (\$250,000)**

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**Subject:**

This item would authorize the Executive Director or designee to enter into a contract with Caribou Public Relations, Inc. (Caribou) for community outreach services for the Bay Area Toll Authority (BATA) in an amount not to exceed \$250,000 over a period ending June 30, 2023.

**Background:**

In December 2020, the Metropolitan Transportation Commission (MTC) Operations Committee approved an on-call bench of prequalified consultants for Electronic Payments Consultant Assistant Services for six categories: 1) Program Management, 2) Planning, 3) Operational Monitoring and Reporting, 4) Technology Oversight, 5) Communications and Customer Education Services and 6) Compliance and Risk Management Services. 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 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 in the category of Communications and Customer Education Services. One proposal was received, from Caribou.

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 Caribou:

- Qualifications and Team Experience: 33.67
- Approach: 28
- Cost Effectiveness: 13.33
- Presentation: 17.33
- Small Business Enterprise: 10

Total points awarded were 102.33.

Work contemplated under this contract could include:

- Procuring outreach materials such as tents, tablecloths, etc.;
- Reviewing potential outreach festivals and other venues;
- Arranging for FasTrak<sup>®</sup> participation in targeted outreach events;
- Providing staffing and outreach activities for targeted events.

Caribou is a disadvantaged business enterprise. Attachment A includes a summary of the disadvantaged business enterprise status of Caribou. Caribou has no subcontractors.

**Issues:**

None identified.

**Recommendations:**

Staff requests that this Committee authorize the Executive Director or designee negotiate and enter into a contract with Caribou in an amount not to exceed \$250,000 to provide community outreach services for BATA.

**Attachments:**

- Disadvantaged Business Enterprise and Small Business Enterprise Status



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Therese W. McMillan

**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>
Caribou Public Relations, Inc.	Project Lead	X	41619		No		

\*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**

Work Item No.: 1252

Consultant: Caribou Public Relations, Inc. (Martinez, California)

Work Project Title: BATA Community Outreach Services

Purpose of Project: To provide community outreach for BATA.

Brief Scope of Work: Consultant shall procure materials, set up and conduct outreach events for promotion of the FasTrak program.

Project Cost Not to Exceed: \$250,000

Funding Source: BATA Toll Bridge Program Operating Funds

Fiscal Impact: Funds are included in the BATA Toll Bridge Program Operating Budget for FY 2022-23.

Motion by Committee: That the Executive Director or designee is authorized to enter into a contract with Caribou Public Relations, Inc. for services to support the Authority as described above and in the BATA Oversight Committee Summary Sheet dated September 14, 2022 and that the Chief Financial Officer is authorized to set aside \$250,000 for such contract.

BATA Oversight Committee:

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Amy R. Worth, Chair

Approved: September 14, 2022