



METROPOLITAN
TRANSPORTATION
COMMISSION

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Memorandum

TO: Administration Committee

DATE: September 7, 2016

FR: Deputy Executive Director, Policy

W.I.: 1121

RE: Contract Amendment – Communications Assistance for Regional Planning Activities: Barbary Coast Consulting (\$140,000)

This memorandum asks for Committee approval of a contract amendment with Barbary Coast Consulting (Barbary Coast) in an amount not to exceed \$140,000 for continued communications assistance for regional planning activities, including work on Plan Bay Area 2040.

Background

Barbary Coast was selected in June 2014 in response to a competitive procurement; nine responsive proposals were received. A panel of MTC and ABAG staff members selected Barbary Coast Consulting. This committee twice has approved funds for this contract (Jan. and Sept. 2015), and funds also have been added to the contract under the Executive Director's contract authority.

Barbary Coast is assisting with communications for Plan Bay Area 2040, and has assisted both MTC and ABAG staff in writing and production of the display boards used at the open houses held in 2015 and 2016. Barbary Coast also continues to provide communications assistance with the PlanBayArea.org website, presentations and other materials as needed, including an online tool used during the spring 2016 public outreach.

The \$140,000 would be used for assistance in developing handouts and displays for the next round of engagement when staff presents the draft plan to the public, as well as for developing online tools to engage a larger population on the draft plan. This may include a larger online presence for the draft plan. These activities fall within the scope of work outlined in the procurement, which anticipated adding funds through the 2017 adoption of Plan Bay Area 2040. The funds for this amendment are included in the FY 2016-17 agency budget. Barbary Coast has one subcontractor; neither firm is a small business nor a disadvantaged business enterprise.

Recommendation

Staff recommends that this Committee authorize the Executive Director or his designee to negotiate and enter into a contract amendment with Barbary Coast in an amount not to exceed \$140,000 for continuing communications assistance for regional planning activities, including work on the update to Plan Bay Area.

Alex A. Bockelman

AB:ca

Attachment

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REQUEST FOR COMMITTEE APPROVAL

Summary of Proposed Consultant Contract Amendment

Work Item No.: 1121

Consultant: Barbary Coast Consulting, San Francisco, CA

Work Project Title: Communications Assistance for Regional Planning Activities

Purpose of Project: Provide communications assistance for regional planning activities, including Plan Bay Area 2040.

Brief Scope of Work: Task order-based assistance in areas that include writing text and producing display boards and other materials for upcoming public engagement for Plan Bay Area 2040; and other communications assistance such as with the Plan Bay Area website, fact sheets, presentations, customizable tool kits, and online tools.

Project Cost Not to Exceed: \$140,000 (this amendment)
Total Contract before this amendment: \$375,000
Total Authorized Contract after this amendment: \$515,000

Funding Source: TDA

Fiscal Impact: Included in the MTC FY 2016-17 budget

Motion by Committee: That the Executive Director or his designee is authorized to negotiate and enter into a contract amendment with Barbary Coast Consulting to provide the consulting services described above and in the Executive Director's memorandum dated September 7, 2016, and the Chief Financial Officer is directed to set aside funds in the amount of \$140,000 for such amendment.

Administration Committee: _____
Adrienne Tissier, Chair

Approved: Date: September 14, 2016