

**Metropolitan Transportation Commission  
Operations Committee**

September 13, 2019

Agenda Item 4d

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**Contract Amendment – Bay Area Carpool Program: WSP USA Inc. (\$4,106,000)**

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**Subject:** Contract Amendment – Bay Area Carpool Program: WSP USA Inc.

**Background:** To address congestion on the Bay Area’s regional highway network, MTC employs near-term transportation solutions that focus on increasing person throughput via modes like carpooling and vanpooling.

Through the Bay Area Carpool Program contract with WSP USA Inc. (WSP), MTC promotes carpooling and vanpooling and provides tools to facilitate carpool matching through marketing and outreach to commuters and employers. The program is also responsible for employer outreach to encourage compliance with the Bay Area Commuter Benefits Program.

On September 2, 2016, after a competitive procurement process, this committee approved a three and one-half year contract with WSP for the Bay Area Carpool Program in the amount of \$6,150,000, plus \$617,531 of additional contract authority to support the Commuter Benefits Program, for a total contract value of \$6,767,531. The contract expires June 30, 2020; however, the procurement process allows for an extension of two years to June 30, 2022.

MTC staff recommends exercising the contract extension for the full two-years. The recommendation is supported for the following reasons:

- 1) The WSP team has demonstrated outstanding performance by bringing creativity and passion to the work, developing excellent relationships with public and private partners, expertly following the strategic direction set by MTC, and being highly responsive to MTC needs. The WSP team exceeded its Disadvantaged Business Enterprise (DBE) goal of 8% in the contract’s first two and one-half years, with 12% of invoiced costs being spent on DBE firms.
- 2) MTC will rely on this contract to conduct marketing and outreach to encourage carpooling in the I-880 corridor in advance of the summer 2020 opening of the I-880 express lanes. A new procurement would occur simultaneous to this critical event, undermining the work.
- 3) After years of promoting private-sector carpool matching apps, MTC staff have concluded that a government-provided ridematching tool continues to be necessary for reasons of equity and regional mobility. As such, the WSP team is implementing a new ridematching and rewards system. Maintaining contractor consistency will ensure an effective launch and longer-term efficacy of new strategies to reward carpoolers and engage employers through the tool.

The total budget for the recommended two-year extension is \$4,106,000, broken down on an annual average basis as follows:

Carpool and Vanpool Marketing & Outreach, Evaluation & Data Analysis, Administration and Emergency Response Reserve	\$1,300,000
Direct-to-Commuter Carpool Incentives	\$400,000
Technology Costs (Ridematch Tool, Hosting, etc.)	\$150,000
Commuter Benefits Program Support	\$203,000
<b>Average Annual Total</b>	<b>\$2,053,000</b>
<b>Total 2-Year Budget</b>	<b>\$4,106,000</b>

Attachment A includes a summary of the WSP team's disadvantaged business and small business enterprise status.

**Issues:** None identified.

**Recommendation:** Staff recommends that the Operations Committee authorize the Executive Director or designee to negotiate and enter into a two-year contract amendment with WSP USA Inc. in an amount not to exceed \$4,106,000 for the above-described work.

**Attachments:** Attachment A: WSP Team DBE and SBE Status



Therese W. McMillan

**Attachment A**

	Firm Name	Role on Project	DBE* Firm			SBE** Firm		
			Yes	If Yes, List #	No	Yes	If Yes, List #	No
Prime Contractor	WSP USA Inc.	Prime			X			X
Subcontractor	Kazoo Studios East	Outreach Events	X	46100				X
Subcontractor	Media Beef	Ridematch System Maintenance	X	42265				X
Subcontractor	Transportation Analytics	Evaluation & Data Analysis	X	36177		X	42967	
Subcontractor	Convey	Outreach	X	38411		X	1367600	
Subcontractor	ACCEL Employment	Temporary Staffing Services	X	31992			1237760	
Subcontractor	Switchpoint Planning***	Carpool App partnership support	X	39464				

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

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

\*\*\*Will not be on the contract once amended

## REQUEST FOR COMMITTEE APPROVAL

### Summary of Proposed Contract Amendment

Work Item No.: 1222

Consultant: WSP USA Inc.  
San Francisco, CA

Work Project Title: Bay Area Carpool Program

Purpose of Project: Form and maintain carpools and vanpools in the Bay Area.

Brief Scope of Work:

- Provide ridematching services.
- Work with and leverage private-sector carpool apps.
- Support Commuter Benefits Program compliance.
- Encourage commuter carpooling through employers.
- Leverage and support the opening of express lanes to help carpools and potential carpools.
- Provide vanpool support services.
- Evaluate data to understand outcomes and opportunities.
- Maintain all carpooling and vanpooling information on 511.org.
- Coordinate with local agencies.

Project Cost Not to Exceed: \$4,106,000 this amendment  
Previously approved agreement = \$6,767,531  
Total approved contract amount based on this action = \$10,873,531

Funding Source: Federal Congestion Mitigation and Air Quality (CMAQ) and local Transportation Fund for Clean Air (TFCA)

Fiscal Impact: \$2,980,000 in CMAQ funding has been secured through grant CML-6084(209) and \$406,000 in CMAQ funding has been secured through grant CML 6084(211). Of \$3,000,000 in TFCA funding secured from BAAQMD per the [April 2019 Mobile Source Committee](#), \$720,000 is intended to be used to fund this contract extension. Funding is subject to inclusion in the FY 2020-21 and FY 2021-2022 budgets.

Motion by Committee: That the Executive Director or designee is authorized to negotiate and enter into a two-year contract amendment with WSP USA Inc. for the Bay Area Carpool Program as described above and in the Operations Committee Summary Sheet dated September 13, 2019, and that the Chief Financial Officer is authorized to set aside \$4,106,000 for such amendment, subject to budget approval as referenced above.

Operations Committee:

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Dave Cortese, Chair

Approved: September 13, 2019