

Metropolitan Transportation Commission
Regional Network Management Committee

June 13, 2025

Agenda Item 2c

Clipper® Customer Education and Outreach Contract Actions:

- i. Contract Amendment – Moore Iacofano Goltsman, Inc. (MIG) (\$3,100,000);**
 - ii. Contract Amendment – Caribou Public Relations, Inc. (Caribou) (\$400,000)**
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Subject:

Request for approval of the listed consultant contract actions to i. add \$3,100,000 to the MIG contract to provide customer education support to the Next Generation Clipper program and Clipper START program and ii. add \$400,000 to the Caribou contract to provide Clipper START outreach assistance, subject to approval of the fiscal year (FY) 2025-26 MTC Budget.

Background:

i. Moore Iacofano Goltsman, Inc.

MTC contracts with a customer education firm to develop and implement advertising campaigns, produce materials, manage the Clipper website, produce signage, manage Clipper social media, and conduct customer research. The contractor also plans, develops and implements customer education and marketing for both Clipper generally and the Clipper START program, among other tasks. The current contract for this work expires June 30, 2026.

In 2022, MTC selected MIG, Inc. through a mini procurement process for a new contractor after issuing a Request for Proposals to nine firms who had qualified for MTC's Consultant – 2020 Electronic Payments Consultant Assistance – Cycle 1. Their contract was approved by the Clipper Executive Board and MTC's Operations Committee.

For the coming fiscal year, staff anticipates the customer education contractor will develop and implement a wide range of tactics to educate current customers, new customers, specially targeted groups (such as families) and stakeholders about the Next Generation Clipper system.

Tasks will include but are not limited to:

- Social media campaigns;
- A minimum of 15 educational videos;
- Brochures for customers;
- Large-scale advertising campaigns;

- Training materials for the operator marketing and customer service staff to serve as quick reference guides and remind them of changes in Clipper;
- Customer education materials transit operators can use to educate their customers;
- Presentations to citizen advisory committees and other groups as needed;
- Media events and other media relations; and
- Continued marketing of Clipper mobile payment including ambassador outreach as needed.

The customer education contractor also provides all advertising services to promote growth of the Clipper START program. In 2025-26, that will include but not be limited to:

- Videos of testimonials and personal stories reflecting actual and potential customers;
- Social media campaigns on Facebook, Instagram and TikTok featuring videos;
- Social media influencer campaign;
- Direct mail;
- Community-based organization and transit agency toolkits; and
- Updates to the program website.

Attachment A lists MIG's subcontractors on this contract, including those subcontractors' small business and disadvantaged business enterprise status. The Clipper Executive Board approved this proposed contract action at its June 2, 2025 meeting.

ii. Caribou Public Relations, Inc.

Clipper also contracts with a firm to conduct community-based outreach in support of the Clipper START means-based transit fare discount program. Since May 2023, the contractor service in this capacity has been Caribou Public Relations, Inc. (Caribou). This contract is set to expire June 30, 2026.

For fiscal year 2025-26, we anticipate the following specific tasks for the outreach contractor:

- Contact community-based organizations (CBOs) to schedule participation in existing events or schedule special Clipper START-specific events to educate participants about the program and how to apply.

- Post flyers and posters about Clipper START in public places such as grocery stores, laundromats and other locations in equity priority communities. At the same time, distribute brochures to libraries for distribution.
- Subcontract with up to 16 CBOs to have them conduct targeted outreach to their service populations.

In April 2023, MTC selected Caribou through a direct select process approved by the MTC Executive Director. Caribou is on the Consultant Bench: 2020 Electronic Payments Consultant – Cycle 1. As noted in Attachment B, Caribou is a disadvantaged business enterprise. The Clipper Executive Board approved this proposed contract action at its June 2, 2025 meeting.

Issues:

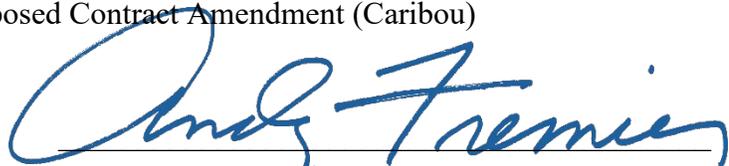
None identified.

Recommendations:

Staff recommends the Regional Network Management Committee authorize the Executive Director or designee to i. negotiate and enter into a contract amendment with MIG in an amount not to exceed \$3,100,000 for customer education consultant services to the Clipper program and ii. to enter into a contract amendment with Caribou in an amount not to exceed \$400,000 for Clipper START outreach, subject to approval of the FY 2025-26 MTC Budget.

Attachments:

- Attachment A: Disadvantaged Business Enterprise and Small Business Enterprise Status (MIG)
- Attachment B: Disadvantaged Business Enterprise and Small Business Enterprise Status (Caribou)
- Attachment C: Summary of Proposed Contract Amendment (MIG)
- Attachment D: Summary of Proposed Contract Amendment (Caribou)



Andrew B. Fremier

Disadvantaged Business Enterprise and Small Business Enterprise Status (MIG)

	Firm Name	Role on Project	DBE* Yes / No	If DBE Yes, List #	SBE** Yes / No	If SBE Yes, List #
Prime Contractor	MIG, Inc.	Prime contractor	No		No	
Subcontractor	Zeba Media	Media buying	No		No	
Subcontractor	Digital Mark Group	Media buying	No		No	
Subcontractor	Center for Accessible Technology	Accessibility	No		No	
Subcontractor	Bombilla	Creative Design	No		No	
Subcontractor	Caribou Public Relations	Outreach	Yes	41619	No	
Subcontractor	EMC Research	Research	No		Yes	SLEB 06- 90866 SBE 541910
Subcontractor	Ion Translations	Translation	No		Yes	SLEB 07- 90991

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

**Denotes certification by the State of California.

Disadvantaged Business Enterprise and Small Business Enterprise Status (Caribou)

	Firm Name	Role on Project	DBE* Yes / No	If DBE Yes, List #	SBE** Yes / No	If SBE Yes, List #
Prime Contractor	Caribou Public Relations	Outreach	Yes	41619	No	

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

**Denotes certification by the State of California.

Request for Committee Approval

Summary of Proposed Contract Amendment

Work Item No.: 1220/1311

Consultant: Moore Iacofano Goltsman, Inc. (MIG).
Berkeley, CA

Work Project Title: Clipper Customer Education

Purpose of Project: To provide customer education and marketing for Clipper and Clipper START

Brief Scope of Work: Provide advertising, social media management, research, training, ambassador outreach and other tasks for Clipper and Clipper START

Project Cost Not to Exceed: \$3,100,000 (this amendment)
Total contract amount including amendments before this amendment = \$8,500,000
Total contract amount with this amendment = \$11,600,000

Funding Source: SB1 State of Good Repair, Clipper Card Fee Account, Clipper Float Account, Clipper Inactive Card Funds, Regional Measure 2 Marketing, Regional Measure 2 Operating, State Transit Assistance, Low Carbon Transit Operations Program

Fiscal Impact: Funding is included in the FY 2025-26 MTC Budget

Motion by Committee: That the Executive Director or designee is authorized to negotiate and enter into a contract amendment with MIG for the purposes described above and in the Regional Network Management Committee Summary Sheet dated June 13, 2025, and that the Chief Financial Officer is authorized to set aside \$3,100,000 for such contract amendment, subject to the approval of the FY 2025-26 agency budget.

Regional Network
Management Committee:

Alicia John-Baptiste, Chair

Approved: June 13, 2025

Request for Committee Approval

Summary of Proposed Contract Amendment

Work Item No.: 1311

Consultant: Caribou Public Relations, Inc.
Berkeley, CA

Work Project Title: Clipper START Outreach Services

Purpose of Project: To conduct outreach to educate people about the Clipper START program and to encourage enrollment

Brief Scope of Work: Conduct outreach through community-based organizations, schedule and staff outreach events, and post information about program

Project Cost Not to Exceed: \$400,000 (this amendment)

Total contract amount including amendments before this amendment = \$920,000

Total contract amount with this amendment = \$1,320,000

Funding Source: State Transit Assistance, Low Carbon Transit Operations Program

Fiscal Impact: Pending approval of the MTC Fiscal Year 2025-2026 budget

Motion by Committee: That the Executive Director or designee is authorized to negotiate and enter into a contract amendment with Caribou Public Relations, Inc. for Clipper START outreach services described above and in the Regional Network Management Committee Summary Sheet dated June 13, 2025 and that the Chief Financial Officer is authorized to set aside \$400,000 for such contract amendment, subject to approval of the FY 2025-26 agency budget.

Regional Network
Management Committee:

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Alicia John-Baptiste, Chair

Approved: June 13, 2025