

**Bay Area Toll Authority  
Oversight Committee**

**June 11, 2025**

**Agenda Item 4d-25-0774**

**FasTrak® Customer Education and Outreach Contract Actions:**

- i. Contract Amendment – Polytechnic Marketing LLC (\$2,700,000)**
  - ii. Contract Amendment – Caribou Public Relations, Inc. (\$450,000)**
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**Subject:**

A request to approve a contract amendment with Polytechnic Marketing LLC (Polytechnic) to conduct FasTrak® marketing and customer education and a contract amendment with Caribou Public Relations, Inc. (Caribou) to provide FasTrak® event-based outreach services, subject to the approval of the FY 2025-26 Bay Area Toll Authority (BATA) budget.

**Background:**

BATA conducts marketing and customer education to get more drivers into FasTrak® and to help drivers understand how to pay their tolls. This involves advertising, material development and production, management of social media, customer education and other content on the FasTrak® website, and event-based marketing. Recent and current activities in Fiscal Year 2024-25 include planning for a campaign notifying the public about Richmond-San Rafael Bridge construction for open-road tolling and a high-occupancy vehicle lane extension, a campaign notifying the public of a toll increase, development of a two-year strategic plan, development of educational videos, development and production of signage and printed materials, tabling at community events, distribution of tags at events, customer research, and new navigation of a refreshed website.

**Contract Actions:**

Staff recommends that the BATA Oversight Committee authorize the Executive Director or his designated representative to enter into the following contract amendments to support further FasTrak® marketing, website and outreach activities:

- i. Marketing: Polytechnic Marketing LLC (\$2,700,000)**

Polytechnic has provided marketing services to BATA for the last five fiscal years. Their work has included developing a comprehensive campaign to promote the new regional payment plan and one-time BATA waiver, managing FasTrak®'s Facebook and Twitter pages, developing concepts for a campaign to encourage customers to swap non-switchable toll tags to switchable

ones, updating the FasTrak® handbook, developing multilingual and accessible educational videos, and other tasks. Under the proposed contract amendment, Polytechnic will continue to conduct marketing and customer education in support of FasTrak®, including the Richmond-San Rafael Bridge campaign, a campaign to educate drivers about the bridge toll increase effective January 1, 2026, and a campaign to educate drivers about proposed changes in the High-Occupancy Vehicle policies for the BATA toll bridges. Polytechnic will also finalize plans and manage the campaign to support BATA's proactive replacement of aging tags. This contract is the result of a competitive procurement from the MTC 2020 Electronic Payments Bench and this Committee's approval of an award to Polytechnic on July 14, 2021. The amendment would add a not to exceed amount of \$2,700,000. Polytechnic is a Small Business Enterprise. Attachment A includes a summary of the small business and disadvantaged business enterprise status of Polytechnic.

**ii. FasTrak® Event-Based Outreach: Caribou Public Relations, Inc. (\$450,000)**

Caribou services in Fiscal Year 2024-25 as of early May included outreach at 68 community outreach events (some of them multi-day events, for a total of 109 separate days). Caribou was selected through a competitive procurement from the MTC 2020 Electronic Payments Consultant Assistance Bench. On September 14, 2022, this Committee approved a contract with Caribou. This amendment would add a not to exceed amount of \$550,000 and extend Caribou support through June 30, 2026. This amendment will allow Caribou to conduct a greater number of ambassador outreach events to promote adoption of FasTrak® in Fiscal Year 2025-26. Caribou is a Disadvantaged Business Enterprise but not a Small Business Enterprise and has no subcontractors. Attachment B includes a summary of the small business and disadvantaged business enterprise status of Caribou.

**Issues:**

None identified.


**Recommendations:**

- i. Staff recommends that this Committee authorize the Executive Director or designee to negotiate and enter into a contract amendment with Polytechnic in an amount not to exceed \$2,700,000 to provide services as described herein, subject to the approval of the FY 2025-26 BATA budget.

- ii. Staff recommends that this Committee authorize the Executive Director or designee to negotiate and enter into a contract amendment with Caribou in an amount not to exceed \$450,000 to provide services as described herein, subject to the approval of the FY 2025-26 BATA budget.

**Attachments:**

- Attachment A – Polytechnic Marketing LLC Disadvantaged Business Enterprise and Small Business Enterprise Status
- Attachment B – Caribou Public Relations, Inc. Disadvantaged Business Enterprise and Small Business Enterprise Status
- Summary of Proposed Contract Amendment – Polytechnic Marketing LLC
- Summary of Proposed Contract Amendment – Caribou Public Relations, Inc.



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Andrew B. Fremier

Attachment A

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**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.

**Attachment B**

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**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 Amendment**

Work Item No.:	1252
Consultant:	Polytechnic Marketing LLC Berkeley, CA
Work Project Title:	FasTrak® Marketing and Customer Education
Purpose of Project:	Provide marketing and customer education in support of FasTrak®
Brief Scope of Work:	Contractor shall provide advertising, material development and production, social media management and other services.
Project Cost Not to Exceed:	\$2,700,000 (this amendment)  Total Contract value including amendments before this amendment is \$9,400,000  Total Contract amount with this amendment is \$12,100,000
Funding Source:	BATA Operating Funds
Fiscal Impact:	Funding to be included in the FY 2025-26 BATA Operating budget, subject to approval
Motion by Committee:	That the Executive Director or designee is authorized to negotiate and enter into a contract amendment with Polytechnic Marketing LLC for the services described above and in the Bay Area Toll Authority Oversight Committee Summary Sheet dated June 11, 2025 and that the Chief Financial Officer is authorized to set aside \$2,700,000 for such amendment, subject to the approval of the FY 2025-26 BATA budget.
Operations Committee:	<div>blank</div> <hr/> Margaret Abe-Koga, Chair
Approved:	June 11, 2025

**Request for Committee Approvalb8**

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**Summary of Proposed Contract Amendment**

Work Item No.:	1252
Consultant:	Caribou Public Relations, Inc. Martinez, CA
Work Project Title:	FasTrak® Event-Based Outreach
Purpose of Project:	Provide event-based outreach services in support of FasTrak®
Brief Scope of Work:	Contractor shall schedule and staff outreach at public and community events and other services.
Project Cost Not to Exceed:	\$450,000 (this amendment)  Total Contract value including amendments before this amendment is \$950,000  Total Contract amount with this amendment is \$1,400,000
Funding Source:	BATA Operating Funds
Fiscal Impact:	Funding to be included in the FY 2025-26 BATA Operating budget, subject to approval
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 the services described above and in the Bay Area Toll Authority Oversight Committee Summary Sheet dated June 11, 2025 and that the Chief Financial Officer is authorized to set aside \$450,000 for such amendment, subject to the approval of the FY 2025-26 BATA budget.
Operations Committee:	blank
blank	<hr/> Margaret Abe-Koga, Chair
Approved:	June 11, 2025