

**Bay Area Toll Authority
Oversight Committee**

June 10, 2026

Agenda Item 5g-26-0723

FasTrak® Customer Education and Outreach Contract Actions:

- i. Contract Amendment – Polytechnic Marketing LLC (\$1,500,000)**
 - 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 2026-27 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 2025-26 include a campaign about new high-occupancy vehicle (HOV) lane policy changes, a campaign notifying the public about Richmond-San Rafael Bridge construction for open road tolling, opening a new express lane in Solano County, a campaign notifying the public of a toll increase, development of a two-year strategic plan, updating of educational videos, development and production of signage and printed materials, tabling at community events, distribution of tags at events, and customer research.

Contract Actions:

Staff recommend that this Committee authorize the Executive Director or designee to enter into the following contract amendments to support further FasTrak® marketing and outreach activities:

i. Marketing: Polytechnic Marketing LLC (Polytechnic) (\$1,500,000)

Polytechnic has provided marketing services to BATA for the last six fiscal years. Their work has included developing a comprehensive campaign to promote the new regional payment plan and one-time BATA waiver, managing the FasTrak® Facebook and Twitter pages, 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 a campaign to educate invoice payers about the new toll differential going into effective January 1, 2027, and a campaign to educate drivers about the bridge toll increase effective January 1, 2027. Polytechnic will also support BATA's proactive replacement of aging toll tags. This contract is the result of a competitive procurement from the MTC 2020 Electronic Payments Consultant Assistance Bench and this Committee's approval of an award to Polytechnic on July 14, 2021. Because the 2020 Electronic Payments Consultant Assistance Bench is expiring June 30, 2026, the new amendment will be under a sole source extension approved by the executive director. The amendment would add a not to exceed amount of \$1,500,000 and extend the term of contract to June 30, 2027. A new procurement for FasTrak marketing and education will take place in spring 2027. Polytechnic is a Small Business Enterprise. Attachment A includes a summary of the small business enterprise status of Polytechnic.

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

As of early May, Caribou's services included outreach at 88 community outreach events and distribution of 5,007 toll tags in fiscal year 2025-26. 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. Because the 2020 Electronic Payments Consultant Assistance Bench expires June 30, 2026, this amendment is enabled through a sole source extension. This amendment would add a not to exceed amount of \$450,000 and extend Caribou support through June 30, 2027. A new procurement for event-based outreach will take place in spring 2027. Caribou is a Small Business Enterprise. Attachment B includes a summary of the small business enterprise status of Caribou.

Issues:

None identified.

Recommendations:

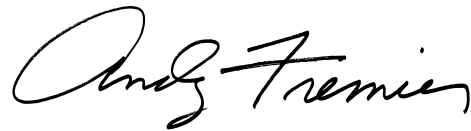
- i. Staff recommends that this Committee authorize the Executive Director or designee to negotiate and enter into a contract amendment with Polytechnic in an amount not

to exceed \$1,500,000 to provide services as described herein, subject to the approval of the FY 2026-27 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 2026-27 BATA budget.

Attachments:

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



Andrew B. Fremier

Attachment A

Small Business Enterprise Status

Prime Contractor

Firm Name	Role on Project				SBE** Yes	If SBE Yes, List #	SBE No
Polytechnic Marketing, LLC	Communications Services				X	2013608	

**Denotes certification by the State of California.

Attachment B

Small Business Enterprise Status

Prime Contractor

Firm Name	Role on Project				SBE** Yes	If SBE Yes, List #	SBE No
Caribou Public Relations, Inc.	Project Lead				Yes	2051038	

**Denotes certification by the State of California.

Request for Committee Approval

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: \$1,500,000 (this amendment)
Total Contract value including amendments before this amendment is \$12,100,000
Total Contract amount with this amendment is \$13,600,000

Funding Source: BATA Operating Funds

Fiscal Impact: Funding to be included in the FY 2026-27 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 10, 2026 and that the Chief Financial Officer is authorized to set aside \$1,500,000 for such amendment, subject to the approval of the FY 2026-27 BATA budget.

Operations Committee: blank

blank Margaret Abe-Koga, Chair

Approved: June 10, 2026

Request for Committee Approvalb8

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 \$1,400,000
Total Contract amount with this amendment is \$1,850,000

Funding Source: BATA Operating Funds

Fiscal Impact: Funding to be included in the FY 2026-27 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 10, 2026 and that the Chief Financial Officer is authorized to set aside \$450,000 for such amendment, subject to the approval of the FY 2026-27 BATA budget.

Operations Committee: blank

blank Margaret Abe-Koga, Chair

Approved: June 10, 2026