

**Metropolitan Transportation Commission  
Administration Committee**

May 11, 2022

Agenda Item 2c - 22-0659

**Contract Amendment – Digital Engagement and Support Services: Craft & Commerce,  
LLC (\$220,000)**

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**Subject:**

Request for approval of contract amendment with Craft & Commerce, LLC in the amount of \$220,000 for digital communications and promotions support of the regional Bike to Work Day program, as well as ongoing, as-needed digital engagement and promotion services for fiscal year 2022-23.

**Background:**

In December 2021, the MTC Administration Committee approved the 2021 Public Engagement, Digital Engagement and Promotion, and Market Research Support Consultant Bench (“the Bench”), comprised of 13 pre-qualified firms. The 2021 Bench procurement contained three service categories:

- A. Public engagement
- B. Digital engagement and promotion
- C. Market research

In addition to establishing the Bench, the request for qualifications also requested proposals from consultants for a direct select contract under Service Category B: Digital Engagement and Promotion to continue MTC’s digital engagement and promotion activities, including the development and implementation of the ongoing All Aboard Bay Area Transit campaign. In December 2021, the MTC Administration Committee approved a three-year contract with Craft & Commerce, LLC for this work. The committee approved the contract in an amount not to exceed \$175,000 for the initial work on the All Aboard campaign and other digital engagement tasks.

In February 2022, the Executive Director approved a contract amendment to increase the budget by \$200,000 for a new not to exceed total contract amount of \$375,000 to create and launch the second phase of the All Aboard Bay Area Transit campaign and provide digital engagement support for BAIFA-related projects. The All Aboard Bay Area Transit campaign, created at the

behest of the Blue Ribbon Transit Recovery Task Force and in concert with the Bay Area's 27 transit agencies, aims to encourage the public to return to Bay Area transit. The first phase of the campaign, created in mid-2021, ran in late summer 2021. The second phase is scheduled to run in May and June 2022.

**Contract Amendment for Ongoing Work**

The proposed contract amendment would fund digital communications and promotions support for the regional Bike to Work Day program, as well as ongoing, as-needed digital engagement and promotion services for the agencies for fiscal year 2022-23. This amendment would add \$220,000, bringing the contract to a new total not to exceed \$595,000. Of the amended amount, \$35,000 is available in the FY 2021-22 MTC budget. The remaining \$185,000 would be subject to approval of the MTC FY 2022-23 budget. Neither Craft & Commerce, LLC nor its subcontractors are small or disadvantaged business enterprises.

**Issues:**

None identified.

**Recommendations:**

Staff recommends that the Committee authorize the Executive Director or designee to negotiate and enter into a contract amendment with Craft & Commerce, LLC in an amount not to exceed \$220,000 for a new contract total not to exceed \$595,000, to perform digital engagement and promotion services, subject to the approval of the FY 2022-23 MTC budget.

**Attachments:**

- Attachment A: Request for Committee Approval – Summary of Proposed Contract Amendment



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Therese W. McMillan

## **Request for Committee Approval**

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### **Summary of Proposed Contract Amendment**

Work Item No.: 1112

Consultant: Craft & Commerce, LLC

Work Project Title: Digital Engagement and Promotion Services

Purpose of Project: Deliver agency digital engagement and promotion services

Brief Scope of Work: Provide digital communications and promotions support of the regional Bike to Work Day program, as well as ongoing, as-needed digital engagement and promotion services.

Project Cost Not to Exceed: \$220,000 (this amendment)

Total contract before this amendment: \$375,000

Total authorized contract after this amendment: \$595,000

Funding Source: General Funds

Fiscal Impact: \$35,000 is available in MTC's FY 2021-22 budget.

\$185,000 is subject to approval of the MTC FY 2022-23 budget.

Motion by Committee: That the Executive Director or designee is authorized to negotiate and enter into a contract amendment with Craft & Commerce, LLC for digital engagement and promotion services described above and in the Administration Committee Summary Sheet dated May 11, 2022, and that the Chief Financial Officer is authorized to set aside \$220,000 for such amendment subject to approval of the FY 2022-23 agency budget.

Administration Committee:

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Federal D. Glover, Chair

Approved: May 11, 2022