



BAY AREA TOLL AUTHORITY  
Bay Area Metro Center  
375 Beale Street  
San Francisco, CA 94105  
TEL 415.778.6700  
WEB [www.mtc.ca.gov](http://www.mtc.ca.gov)

## *Memorandum*

TO: BATA Oversight Committee

DATE: July 6, 2016

FR: Executive Director

W. I. 1252

RE: Contract Amendment – FasTrak® Customer Communications: OneWorld Communications, Inc. (\$300,000)

This item would authorize Committee approval of a contract amendment with OneWorld Communications, Inc. (OneWorld) in an amount not to exceed \$300,000 to provide continued customer information services for the FasTrak® program.

### **Background**

At its July 11, 2014 meeting, the MTC Operations Committee approved a pre-qualified bench of consultants to provide on-call consultant support for customer information services for operational programs, including FasTrak®, Clipper®, and the Bay Area Express Lanes Network for a three-year period ending on June 30, 2017.

OneWorld was selected in September 2014 in response to a competitive procurement of firms on the bench to develop and implement customer communications for the FasTrak® program. The initial period of performance for this contract ended June 2015. At BATA's sole option, the contract may be renewed for up to two additional years in one-year increments. This contract amendment would exercise the second option year.

Under the current contract totaling \$585,000, OneWorld supported the temporary relocation of the FasTrak® Customer Service Center to 62 First Street and the final relocation to 375 Beale Street, the launch of a new FasTrak® website, the production of new switchable toll tag materials, and customer communication for the opening of the I-580 Express Lanes.

The additional \$300,000 will be used to support customer communications for FasTrak® operations in the I-580 and I-680 express lanes and general service information. These activities fall within the scope of work outlined in the procurement. Attachment A includes a summary of One World's small business and disadvantaged business enterprise status.

### **Recommendation**

Staff recommends that the Committee authorize the Executive Director or his designee to negotiate and enter into a contract amendment with OneWorld in an amount not to exceed \$300,000 for continuing support of FasTrak® program customer information needs.

  
Steve Heminger

SH:sc/bz

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**Attachment A**  
**Small Business and Disadvantaged Business Enterprise Status**

	Firm Name	Role on Project	DBE* Firm			SBE** Firm		
			Yes	If Yes, List #	No	Yes	If Yes, List #	No
Prime Contractor	OneWorld Communications	Creative Development, Online Services, Strategic Planning			X	X	18824	

\*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.:	1252
Consultant:	OneWorld Communications, Inc., San Francisco, CA
Work Project Title:	FasTrak® Customer Information Services
Purpose of Project:	Customer Information Services
Brief Scope of Work:	Consultant assistance in the areas of strategic planning, creative development and online services for the FasTrak® program.
Project Cost Not to Exceed:	This Amendment - \$300,000 Current contract amount before this amendment - \$585,000 Maximum contract amount after this amendment - \$885,000
Funding Source:	BATA Operating Budget
Fiscal Impact:	Funds are included in the FY 2016-17 BATA Operating Budget.
Motion by Committee:	That the Executive Director or his designee is authorized to negotiate and enter into a contract amendment with OneWorld Communications, Inc. for consultant assistance for customer information services as described above and in the Executive Director's memorandum dated July 6, 2016, and the Chief Financial Officer is directed to set aside funds in the amount of \$300,000 for such contract amendment.
BATA Oversight Committee:	<hr/> Amy Rein Worth, Chair
Approved:	Date: July 13, 2016