



**BAY AREA TOLL AUTHORITY**  
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## ***Memorandum***

TO: BATA Oversight Committee

DATE: December 6, 2017

FR: Executive Director

W. I. 1252

RE: Contract – On-Call Consultant Services – FasTrak<sup>®</sup> Customer Information Services: OneWorld Communications, Inc. (\$500,000)

This item would authorize the Executive Director or his designee to negotiate and enter into a contract with OneWorld Communications, Inc. for on-call customer information consultant services for the Bay Area FasTrak<sup>®</sup> program in an amount not to exceed \$500,000 over a period ending June 30, 2019. OneWorld Communications, Inc. is recommended based on proposals solicited from pre-qualified on-call consultants.

### **Background**

The FasTrak<sup>®</sup> program customer communication needs include offerings and changes to program policies, such as toll rate changes, new services, and service alerts. In the coming year, the FasTrak<sup>®</sup> program plans to communicate information regarding changes to the program's Terms and Conditions, the availability and use of new 6c protocol toll tags, toll rate changes, promotions to encourage new account enrollment, and general customer service information. The sum of \$200,000 is included in the FY 2017-18 BATA Toll Bridge Operations Budget to begin this work and \$300,000 will be subject to FY2018-19 BATA Operations Budget approval.

In May 2016, after a competitive procurement, the Operations Committee approved a bench of consultants through the Request for Qualifications (RFQ) for On-Call Consultant Assistance for Electronic Payment Implementation and Operations. The consultants on this bench are available to support the Clipper<sup>®</sup> fare card program and the FasTrak<sup>®</sup> tolling programs through June 30, 2019 with options to extend for up to an additional two-year term. The RFQ that governed the selection specified that BATA could directly assign work to a particular firm based on the nature of the work, expertise and availability of the firm(s) and staff of those firm(s) or could conduct informal solicitations among qualified firms to assist in assigning work.

On October 4, 2017, BATA staff solicited proposals for FasTrak<sup>®</sup> consultant assistance from all eighteen firms available to assist with communications and customer information under the on-call bench.

**Evaluation Process**


BATA received two proposals on November 1, 2017 from OneWorld Communications, Inc. and Wilson, Sparling and Associates in response to the RFP. The proposals were evaluated by a panel composed of BATA staff based on the following criteria: 1) Demonstrated understanding of the project and approach to completing the work; 2) Qualifications of firm's ability to complete work; 3) Qualifications and availability of key personnel; 4) Cost effectiveness; and 5) Written and oral presentation.

Out of a possible 100 points, OneWorld Communications, Inc. received an overall score of 89 points and Wilson, Sparling and Associates received an overall score of 71 points.

Attachment A includes a summary of OneWorld Communications, Inc.'s and its project team's small business (SBE) and disadvantaged business enterprise (DBE) status. OneWorld Communications, Inc. is a certified SBE and DBE.

**Recommendation**

Staff recommends that the Committee authorize the Executive Director or his designee to negotiate and enter into a contract with OneWorld Communications, Inc. to perform on-call consultant technical assistance to support the FasTrak<sup>®</sup> program in an amount not to exceed \$500,000 for a period ending June 30, 2019.



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Steve Heminger

SH:sc

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

		DBE* Firm			SBE** Firm				
Firm Name		Role on Project		Yes	DBE #	No	Yes	SBE #	No
Prime Contractor	OneWorld Communications, Inc.	Consultant Services		X			X		

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

\*\*Denotes certification by the State of California.

REQUEST FOR COMMITTEE APPROVAL  
Summary of Proposed Contract

Work Item No.: 1252

Vendor: OneWorld Communications, Inc.

Work Project Title: On-Call Consultant Services – FasTrak<sup>®</sup> Customer Information Services

Purpose of Project: To provide communications assistance to support the FasTrak<sup>®</sup> program

Brief Scope of Work: Consultant shall provide communication services to support changes to the FasTrak<sup>®</sup> program over a period ending June 31, 2019

Project Cost Not to Exceed: \$500,000

Funding Source: BATA Operating Budget

Fiscal Impact: \$200,000 in funds are included in the Operating Budget for FY 2017-18 and \$300,000 is pending FY2018-19 Operating Budget approval.

Motion by Committee: That the Executive Director or his designee is authorized to negotiate and enter into a contract with OneWorld Communications, Inc. to perform services as described above and in the Executive Director’s memorandum dated December 6, 2017; and the Chief Financial Officer is directed to set aside funds in the amount of \$500,000 for such contract, subject to budget approval as specified above.

BATA Oversight Committee: \_\_\_\_\_  
Amy Rein Worth, Chair

Approved: Date: December 13, 2017