



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

TO: BATA Oversight Committee

DATE: July 3, 2018

FR: Executive Director

W. I. 1252

RE: Contract Amendment – FasTrak<sup>®</sup> Customer Information Services: OneWorld Communications, Inc. (\$950,000)

This item would authorize a contract amendment with OneWorld Communications, Inc. (OW) in an amount not to exceed \$950,000 for continued support of Bay Area FasTrak<sup>®</sup> customer communications.

### **Background**

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.

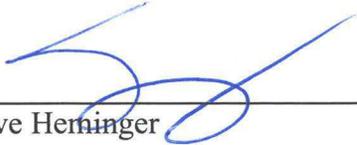
OW was selected from the bench in December 2017 in response to a competitive procurement to assist BATA in communicating changes to the FasTrak<sup>®</sup> program. Under the current contract totaling \$500,000, OW will perform market research on the Title 6C protocol and brand messaging, provide updates to the FasTrak<sup>®</sup> website and official Bay Area FasTrak<sup>®</sup> Facebook page, deliver updates and translations to printed materials, and design the new 6C toll tag art work and packaging. The contract is through June 30, 2019. The initial budget of \$200,000 has been expended and the remaining budget of \$300,000 will continue these efforts through year two.

The additional \$950,000 now being requested will be used to advertise the toll rate increase and the two-bridge FasTrak<sup>®</sup> discount approved by Regional Measure 3 (RM3). The effort will include market research and the advertisement of the toll increase to the region using multiple media channels, including web, social media, radio, television, roadside and toll plaza signage, and print ads translated into multiple languages. The FasTrak<sup>®</sup> website will be re-evaluated and updated to promote all payment options to customers. These activities fall within the scope of work outlined in the procurement

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 this Committee authorize the Executive Director or his designee to negotiate and enter into a contract amendment with OW for FasTrak® Customer Information Services for FY 2018-19 in an amount not to exceed \$950,000.

  
\_\_\_\_\_  
Steve Heminger

SH:sc

**Attachment**

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

	Firm Name	Role on Project	DBE* Firm			SBE** Firm			Utilized on existing contract	Utilized on Amendment
			Yes	DBE #	No	Yes	SBE #	No		
Prime Contractor	OneWorld Communications, Inc.	Consultant Services	X	43145		X	18824		X	X
Subcontractor										

\*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

Vendor: OneWorld Communications, Inc.  
San Francisco, California

Work Project Title: Contract Amendment – FasTrak® Customer Information Services

Purpose of Project: To provide communications support to BATA staff.

Brief Scope of Work: The assignment will include market research, communications and outreach, and media buys for the RM3 toll increase and the FasTrak® program.

Project Cost Not to Exceed: This amendment - \$950,000  
Current contract amount before this amendment - \$500,000  
Maximum contract amount after the amendment - \$1,450,000

Funding Source: BATA Toll Bridge Program Operating Funds

Fiscal Impact: Funds are included in the FY 2018-19 BATA Toll Bridge Program 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. to provide communications support, as described above and in the Executive Director’s memorandum dated July 3, 2018, and the Chief Financial Officer is authorized to set aside funds in the amount \$950,000 for such contract amendment.

BATA Oversight Committee: \_\_\_\_\_  
Amy R. Worth, Chair

Approved: July 11, 2018