

## Bay Area Toll Authority Oversight Committee

September 4, 2019

Agenda Item 4d

### Contract – FasTrak® Communications Services: Caribou Public Relations, Inc. (\$650,000)

**Subject:** This item request Committee approval to enter into a contract with Caribou Public Relations, Inc. (Caribou) in an amount not to exceed \$650,000 to provide FasTrak® communications services.

**Background:** On June 20, 2019, MTC issued a Request for Proposals (RFP) to pre-qualified firms from the On-Call Consultant Assistance for Electronic Payment Implementation and Operations Bench for Service Category E (Communications and Customer Information Services) to support the rollout of new express lanes and toll tags and to promote use of the FasTrak® toll collection system. The evaluation criteria included: 1) understanding of the project, project objective and approach to completing the work (30%); 2) firm's ability to complete work specified in the scope of work (30%); 3) qualifications and availability of key personnel (20%); 4) cost effectiveness (10%); and written and oral presentation (10%).

Three firms submitted proposals, but one firm withdrew its proposal. A panel of BATA staff evaluated the proposals of the remaining two firms: Moore Iacofano Goltsman, Inc. (MIG) and Caribou. Both have strong experience in providing similar services. After reviewing the proposals, BATA staff determined Caribou to be most advantageous based on the evaluation criteria stated in the RFP. Specifically, Caribou demonstrated a thorough understanding of the scope of work and provided a comprehensive and cost-effective approach to completing the work. Additionally, Caribou and its project team have demonstrated strong project qualifications and experience working on similar outreach and marketing projects with MTC such as the recent FasTrak® consumer awareness campaign to inform residents of a toll increase and to encourage non- FasTrak® customers to open an account.

The recommended funds in the amount of \$650,000 being requested will be used to:

- 1) Provide communication strategies to support changes to the FasTrak® program, such as the extension of and changes to the State Route 237 express lanes, the roll out of the I-880 express lanes and distribution of new toll tags. Tasks would include identifying affected audiences, conducting research on target audiences, creating the appropriate level of message and tone, identifying appropriate channels of communication, and recommending strategies to implement messages; and
- 2) Provide general support to FasTrak® communications and customer education. This would include assisting with website management,

developing collateral such as the FasTrak® handbook, managing FasTrak® social media, developing graphics for the website and other venues, producing signage and other tasks.

Attachment A includes a summary of Caribou and its project team's small business and disadvantaged business enterprise status.

**Recommendation:** Staff recommends that the Committee authorize the Executive Director or designee to negotiate and enter into a contract with Caribou in an amount not to exceed \$650,000 to provide FasTrak® Communications Services.

**Attachments:** Attachment A – Small Business and Disadvantaged Business Enterprise Status; and  
Request for Committee Approval – Summary of Proposed Contract

  
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Therese W. McMillan

## 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	Caribou Public Relations	Communications Services	X	41619				X
Subcontractor	Polytechnic Marketing	Communications 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:	Caribou Public Relations, Inc. Martinez, CA
Work Project Title:	FasTrak <sup>®</sup> Communications Services
Purpose of Project:	To provide communications services for the FasTrak <sup>®</sup> program.
Brief Scope of Work:	Consultant shall assist staff in implementing public awareness, customer communication, customer education, outreach, and other information services for the FasTrak <sup>®</sup> program with the goals to enhance the public's understanding and perception of FasTrak <sup>®</sup> and improve existing customers' experiences engaging with FasTrak <sup>®</sup> 's products and services.
Project Cost Not to Exceed:	\$650,000
Funding Source:	BATA Toll Bridge Program Operating Funds
Fiscal Impact:	Funds are included in the 2019-20 BATA Toll Bridge Program Operating Budget.
Motion by Committee:	That the Executive Director or designee is authorized to negotiate and enter into a contract with Caribou Public Relations, Inc. to provide ad hoc communications services as described above and in the BATA Oversight Committee Summary Sheet dated September 4, 2019, and the Chief Financial Officer is authorized to set aside funds in the amount of \$650,000 for such contract.
BATA Oversight Committee:	<hr/> Amy Worth, Chair
Approved:	September 4, 2019