

Metropolitan Transportation Commission Administration Committee

October 9, 2019

Agenda Item 2e

Contract Amendment – Digital Engagement Support Services: Craft & Commerce, LLP (\$100,000)

Subject: This item requests Committee approval to enter into a contract amendment in an amount not to exceed \$100,000 with Craft & Commerce, LLP (Craft & Commerce) to offer ongoing digital engagement support services.

Background: In November 2017, MTC issued a Request for Qualifications (RFQ) for Public Engagement, Digital Engagement and Market Research Support. The RFQ contained three service categories in which firms were invited to submit qualifications: 1) Public Engagement; 2) Digital Engagement and Promotion; and 3) Market Research. In February 2018, this Committee approved eight firms for placement on an on-call bench for a period ending June 30, 2021. The bench included Craft & Commerce, which qualified for the bench for the second category (Digital Engagement and Promotion) to provide ongoing, as-needed digital communications and engagement support based on its strong expertise in digital engagement planning, audience development and digital content innovation.

In September 2018, MTC directly selected Craft & Commerce from the bench and entered into a contract with Craft & Commerce in connection with a new concerted effort to inform the public about Bay Area policy issues and MTC's role in the region via social media and other digital communication platforms. Digital communications and engagement are key to reaching residents of the Bay Area's diverse communities, as so many rely on social media and mobile communications as their primary means of gathering information and interacting with one another. In order to create a fully robust and effective social media presence, MTC engaged Craft & Commerce to help assess and improve social media channels. Craft & Commerce has been the lead consultant on the project for the last year, assisting staff with identifying MTC's target audiences and their interests as well as developing content strategies for the various social channels. Craft & Commerce has worked on projects ranging from public information about Proposition 6 on the Nov. 2018 ballot and a toll increase awareness campaign to promoting the Horizon youth art contest.

Over the coming year, staff proposes to work with Craft & Commerce's team to introduce Plan Bay Area 2050 to youth and underserved communities in the Bay Area and to encourage them to participate in the process, whether by attending a public event or engaging online via the digital tool. With Craft & Commerce's assistance, staff also plans to conduct a qualitative and quantitative study to better understand which

issues are most important to Bay Area women so that we can learn how to serve them better through our communications, as those who engage with current social media messaging are disproportionately male.

Craft & Commerce is neither a small business nor a disadvantaged business enterprise and has no subcontractors.

The proposed contract amendment would fund the ongoing digital engagement support for MTC. The proposed amendment would add \$100,000 to the current contract with Craft & Commerce, bringing the total to \$300,000.

Issues: None

Recommendation: Staff recommends that the Committee authorize the Executive Director or designee to negotiate and enter into a contract amendment with Craft & Commerce in an amount not to exceed \$100,000 to fund ongoing digital engagement support services for MTC.

Attachments: Request for Committee Approval – Summary of Proposed Contract Amendment



Therese W. McMillan

REQUEST FOR COMMITTEE APPROVAL

Summary of Proposed Contract Amendment

Work Item No.:	1112, 1121
Consultant:	Craft & Commerce, LLP New York, NY
Work Project Title:	Digital Engagement Support Services
Purpose of Project:	To continue providing ongoing, as-needed digital communications and engagement support
Brief Scope of Work:	Content creation, social strategy, audience research, data analysis
Project Cost Not to Exceed:	This amendment: \$100,000 Current contract amount before this amendment: \$200,000 Maximum contract amount after the amendment: \$300,000
Funding Source:	General Funds
Fiscal Impact:	\$100,000 is included in the FY 2019-20 Agency Budget
Motion by Committee:	That the Executive Director or designee is authorized to negotiate and enter into a contract amendment with Craft & Commerce, LLP for ongoing, as-needed digital communications and engagement support described above and in the Administration Committee Summary Sheet dated October 9, 2019, and the Chief Financial Officer is authorized to set aside \$100,000 for such amendment.
Administration Committee:	<hr/> Federal D. Glover, Chair
Approved:	Date: October 9, 2019