

Metropolitan Transportation Commission Administration Committee

December 11, 2019

Agenda Item 2e

Contract Amendment- Regional Campaigns for Bike to Work Day and Bay Trail Social Media, Outreach, and Web Support: Circlepoint (\$100,000)

Subject: This item requests Committee approval to enter into a contract amendment in an amount not to exceed \$100,000 with Circlepoint to provide ongoing support for the Regional Campaigns: Bike to Work Day and Bay Trail for social media, outreach and web services.

Background: In November 2017, MTC issued a Request for Qualifications (RFQ) a launch of firms to provide services 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 Circlepoint, which qualified for the bench for both the first category (Public Engagement) and the second category (Digital Engagement and Promotion).

In October 2018, MTC issued a Mini-Request for Proposal (RFP) to firms on the bench and through this process selected Circlepoint. In December 2018, MTC entered into a contract with Circlepoint to support regional campaigns to celebrate and elevate the presence of Bike to Work Day during its 25th anniversary year and Bay Trail during its 30th anniversary year. As part of this effort, Circlepoint created logos for both anniversaries, which were featured on materials promoting the events. Online presence was enhanced with website refinements, and further development of a social media presence and following for both Bike to Work Day and Bay Trail, which is key in 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 interaction with one another. A major initiative in the overall Bay Trail campaign was the "30 on 30" contest which Circlepoint helped conceptualize, and that asked participants to do 30 activities along the Bay Trail and capture and highlight them on social media to celebrate its 30th anniversary.

Over the coming year, staff proposes Circlepoint to have a narrower focus that will further grow and improve the social media presence of Bike to Work Day and Bay Trail, with a continued equity focus through an increasing presence in all Bay Area communities. Circlepoint will also provide event outreach and website optimization support.

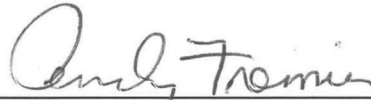
Circlepoint is neither a small business nor a disadvantaged business enterprise and has no subcontractors.

The proposed contract amendment would fund the ongoing social media, outreach and web support for MTC. The proposed amendment would add \$100,000 to the current contract with Circlepoint, 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 Circlepoint 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



Andrew B. Fremier

REQUEST FOR COMMITTEE APPROVAL

Summary of Proposed Contract Amendment

Work Item No.:	1112
Consultant:	Circlepoint Oakland, CA
Work Project Title:	Regional Campaigns: Bike to Work Day and Bay Trail
Purpose of Project:	Provide ongoing support for the Regional Campaigns: Bike to Work Day and Bay Trail for social media, outreach and web services
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 Fund/RM2 Marketing
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 Circlepoint for social media, outreach and web support services described above and in the Administration Committee Summary Sheet dated December 11, 2019 and the Chief Financial Officer is authorized to set aside \$100,000 for such contract amendment.
Administration Committee:	<hr/> Federal D. Glover, Chair
Approved:	Date: December 11, 2019