

## Metropolitan Transportation Commission Operations Committee

October 9, 2020

Agenda Item 4c

### Clipper® Contract Amendment – Public Education and Outreach: MIG, Inc. (\$1,800,000)

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**Subject:** Request for approval of contract amendment for MIG, Inc. for Clipper public education and outreach (\$1,800,000).

**Background:** This amendment would provide funds for two initiatives: public outreach for the new Clipper mobile app and public education for the Clipper START program. This contract amendment was contemplated in and is included in the Two Year Clipper Budget and Work Plan. MIG, Inc. is part of the pre-qualified Electronic Payment Implementation and Operations consultant bench competitively selected by MTC in May 2016.

i. **Mobile App Public Outreach (\$1,500,000)**

The new Clipper mobile app will actively be in testing with a representative group of transit riders before the end of 2020, and it will roll out to the public when testing is complete. For the public launch, both handset providers will partially fund launch activities, and MTC will need to fund remaining activities. These will include design and production of ads placed in out-of-home space donated by the transit operators – interior car cards; king-, queen- and tail-sized advertising; and transit shelter advertising. MTC will supplement donated space with paid space, ensuring some portion of the advertising flows back to some transit operators in the form of paid advertising. Out-of-home advertising will be supplemented by digital advertising. MTC may also be required by our partners to place stickers on some or all card readers indicating that they accept new payment methods.

ii. **Clipper START Public Education (\$300,000)**

MTC planned for extending the advertising for the four initial operators through the end of 2020. With 17 new operators joining the program, MTC will roll out launch advertising for the new operators in two groups: Group 1 in October/November 2020 and Group 2 in January 2021. This will include design and production of ads placed in out-of-home space donated by the transit operators – interior car cards; king-, queen- and tail-sized advertising; and transit shelter advertising. This will be supplemented by digital advertising to run through the end of the fiscal year – June 30, 2021. The advertising will be supplemented by outreach to social service agencies and community-based organizations, as well as press releases by MTC and the participating agencies and promotion through MTC's and transit agencies' other assets, such as social media.

These funds are required for Clipper to promote these important programs and will also help Clipper meet Title VI requirements. The app, in particular, is critical to the program's and transit agencies' ability to promote an additional contactless form of payment to address concerns posed by COVID-19. Clipper START will help people facing financial hardship in these difficult times.

The Clipper Executive Board approved this contract amendment on September 21, 2020.

MIG, Inc.'s and its subcontractors' small business enterprise and disadvantaged business enterprise status is set forth in Attachment A.

**Issues:** None

**Recommendation:** Staff recommends approval of a contract amendment with MIG, Inc. in an amount not to exceed \$1,800,000.

**Attachments:** Attachment A: Contractor Small Business and Disadvantaged Business Enterprise Status

  
Therese W. McMillan

**Contractor 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	MIG, Inc.	Implement customer research and education activities			X		X
Subcontractor	Zeba Media	Advertising purchasing	X	44627			
Subcontractor	EMC	Research			X		X

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

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

## REQUEST FOR OPERATIONS COMMITTEE APPROVAL

### Summary of Proposed Contract Amendment

Work Item No.: 1221

Contractor: MIG, Inc.  
Berkeley, CA

Work Project Title: Public Education and Outreach Services

Purpose of Amendment: Provide assistance with Clipper communications efforts

Brief Scope of Work: Provide public education and outreach through print, online and paid media, i.e., advertisements.

Project Cost Not to Exceed: \$1,800,000 (this amendment)

Total Contract value including amendments before this amendment = \$4,830,000

Total contract amount with this amendment = \$6,630,000

Funding Source: Regional Measure 2 Marketing and Operations, STA, STP, Senate Bill 1 State of Good Repair

Fiscal Impact: Funds are included in the FY 2020-21 MTC agency budget.

Motion by Committee: That the Executive Director or designee is authorized to negotiate and enter into a contract amendment with MIG, Inc., for the purposes described herein and in the Operations Committee Summary Sheet dated October 9, 2020 and the Chief Financial Officer is authorized to set aside \$1,800,000 for such amendment.

Operations Committee:

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Dave Cortese, Chair

Approved:

Date: October 9, 2020