

Metropolitan Transportation Commission Administration Committee

January 13, 2021

Agenda Item 2d - 21-0034

Contract Amendment – Digital Engagement Support Services: Craft & Commerce, LLP (\$292,000)

Subject: This item requests Committee approval to enter into a contract amendment in an amount not to exceed \$292,000 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 for a contract 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. Digital communications have become doubly important during the COVID-19 pandemic, when staff have relied on online and social media platforms to engage with Bay Area residents and inform them of the work that MTC is doing.

Since 2018 Craft & Commerce has worked on projects such as the Proposition 6 public information effort, January 2019's toll increase awareness campaign, all phases of Plan Bay Area 2050's public engagement efforts, and the recent opening of the I-880 express lanes.

Staff proposes to work with Craft & Commerce's team for the remainder of the contract, which expires on June 30, 2021 to develop a communications toolkit for the Return to Transit Plan, inform Bay Area residents about the final phase of Plan Bay Area 2050, and provide ongoing, as-needed digital communications and engagement support.


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

The proposed contract amendment would fund digital engagement support for MTC.

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 \$292,000 for a total new not to exceed amount of \$692,000 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, 1514
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, data analysis, paid promotion
Project Cost Not to Exceed:	This amendment: \$292,000 Current contract amount before this amendment: \$400,000 Maximum contract amount after the amendment: \$692,000
Funding Source:	General Funds, STA
Fiscal Impact:	\$292,000 is included in the FY 2020-21 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 January 13, 2021, and the Chief Financial Officer is authorized to set aside \$292,000 for such amendment.
Administration Committee:	<hr/> Federal D. Glover, Chair
Approved:	Date: January 13, 2021