

Bay Area Toll Authority Oversight Committee

July 14, 2021

Agenda Item 4c - 21-0936

Contract – FasTrak® Communications Services: Polytechnic Marketing LLC (\$2,000,000)

Subject: This item would authorize a contract with Polytechnic Marketing LLC in an amount not to exceed \$2,000,000 for communications services for the FasTrak® electronic toll collection program.

Background: In December 2020, the Metropolitan Transportation Commission (MTC) Operations Committee approved an on-call bench of prequalified consultants to provide technical assistance for six categories: 1) Program Management, 2) Planning, 3) Operational Monitoring and Reporting, 4) Technology Oversight, 5) Communications and Customer Information Services, and 6) Compliance and Risk Management Services. The RFQ that governed the selection specified that MTC could directly assign work to a particular firm based on the nature of the work, expertise and availability of the firm(s) and staff of those firm(s) or could conduct informal solicitations among qualified firms to assist in assigning work. This bench may be utilized for a three-and-a-half-year period ending June 30, 2024, with an option to extend for an additional two years. The RFQ authorized other public agencies, such as BATA, to obtain services from the bench contractors at the same terms and conditions provided to MTC.

In May 2021, BATA staff solicited proposals for FasTrak® consultant assistance from all nine firms qualified under Category 5: Communications and Customer Information Services. BATA received two proposals on June 16, 2021, from Polytechnic Marketing LLC and WSP USA Inc. in response to the Request for Proposals. The proposals were evaluated by a panel of agency staff based on the following criteria: 1) Qualifications and Team Experience; 2) Approach to Completing the Project; 3) Cost effectiveness, including reasonableness of hourly rates; and 4) Presentation, as evidenced in the written proposal. Following are the overall scores:

	Total out of 100
Polytechnic Marketing LLC	97.67
WSP USA Inc.	87.00

The selected proposer is particularly strong in the areas of qualifications and team experience and approach to completing the project.

This item seeks approval to enter into a contract in the amount of \$2,000,000 for communications services through FY 2021-22.

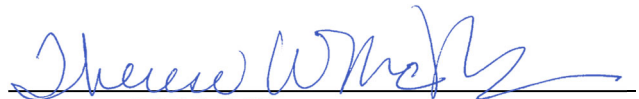
Work contemplated under this Contract includes:

- 1) Communications strategies to support changes to the FasTrak[®] program including affected audiences, appropriate level of message and tone, appropriate channels of communication, and recommended strategies to implement messages;
- 2) Development and implementation of marketing campaigns to raise awareness of tolling and to promote FasTrak[®], including three anticipated campaigns for the opening of the San Mateo 101 express lanes, the extension of the VTA express lanes, and a regionwide bridge toll increase; and
- 3) Providing ongoing support to FasTrak[®] operations in the areas of communications and customer education, including assistance with website content, development of printed and other materials, and managing Bay Area FasTrak[®] social media.

Attachment A includes a summary of Polytechnic Marketing LLC's 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 in an amount not to exceed \$2,000,000 with Polytechnic Marketing LLC to provide marketing and communications services for the FasTrak[®] program through June 30, 2022.

Attachments: Attachment A: Disadvantaged Business Enterprise Status; and
Summary of Proposed Contract


Therese W. McMillan

Attachment A

		DBE* Firm			SBE** Firm			
	Firm Name	Role on Project	Yes	If Yes, List #	No	Yes	If Yes, List #	No
Prime Contractor	Polytechnic Marketing LLC	Consultant services			X	X	2013608	
Subcontractor								
Subcontractor								

*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

Consultant: Polytechnic Marketing LLC
Berkeley, CA

Work Project Title: FasTrak[®] Communications Services

Purpose of Project: To provide marketing and communications services for the FasTrak[®] electronic payments program

Brief Scope of Work: Consultant will provide assistance with developing communications strategies, developing and implementing marketing campaigns to promote FasTrak[®], providing ongoing communications and customer information support, and other tasks.

Project Cost Not to Exceed: This contract: \$2,000,000

Funding Source: Toll Bridge Program Operating Funds

Fiscal Impact: Funds are included in the FY 2021-22 Toll Bridge Program Operating Budget.

Motion by Committee: That the Executive Director or designee is authorized to negotiate and enter into a contract with Polytechnic Marketing LLC for communications services for FasTrak[®] as described above and in the BATA Oversight Committee Summary Sheet dated July 14, 2021 and the Chief Financial Officer is authorized to set aside \$2,000,000 for such Contract.

BATA Operations Committee:

Amy Rein Worth, Chair

Approved: Date: July 14, 2021