

Bay Area Infrastructure Financing Authority (BAIFA)

October 13, 2021

Agenda Item 2b - 21-1237

Contract – Express Lanes Toll Discount Pilot Marketing and Communications Services: Polytechnic Marketing LLC (\$325,000)

Subject: This item would authorize a contract with Polytechnic Marketing LLC in an amount not to exceed \$251,000 for marketing and communications services for the Express Lanes Toll Discount Pilot 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 Request for Qualifications (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 BAIFA, to obtain services from the bench contractors at the same terms and conditions provided to MTC.

In August 2021, BAIFA staff solicited proposals for consultant assistance related to the Express Lanes Toll Discount Pilot Program from all nine firms qualified under Category 5: Communications and Customer Information Services. BAIFA received two proposals on September 14, 2021 from Polytechnic Marketing LLC and MIG Inc in response to the Request for Qualifications. 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.

The overall scores were as follows:

	Total out of 100
Polytechnic Marketing LLC	94.0
MIG Inc.	91.33

The work contemplated under this contract includes:

- 1) Communications strategies to support the launch and implementation of the Toll Discount Pilot 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 the Toll Discount Pilot Program in the I-880 corridor.
- 3) Providing ongoing support of the Toll Discount Pilot Program in the areas of communications and customer education, including assistance with digital content, development of printed and other materials, and managing the Toll Discount Pilot Program's social media through the duration of the pilot.

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 \$325,000 for communications services through October 31, 2023.

Attachment A includes a summary of Polytechnic Marketing LLC's small business and disadvantaged business enterprise status.

Issues: None identified.

Recommendation: Staff recommends that the Committee authorize the Executive Director or designee to negotiate and enter into a contract with Polytechnic Marketing LLC in an amount not to exceed \$251,000 to provide marketing and communications services for the Express Lanes Toll Discount Pilot Program through October 31, 2023.

Attachments: Attachment A: Disadvantaged Business and Small 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.:	6854
Consultant:	Polytechnic Marketing LLC Berkeley, CA
Work Project Title:	Express Lanes Toll Discount Pilot Program Marketing & Communications Services
Purpose of Project:	To provide marketing and communications services for the Express Lanes Toll Discount Pilot Program
Brief Scope of Work:	To develop and implement campaigns to educate people about the Toll Discount Pilot Program, to prepare updates to online and printed materials, and to conduct program research.
Project Cost Not to Exceed:	\$325,000
Funding Source:	BAIFA Capital Program Budget
Fiscal Impact:	Funds are included in the FY 2021-22 BAIFA Capital Program Budget
Motion by Committee:	That the Executive Director or designee is authorized to negotiate and enter into a contract with Polytechnic Marketing LLC for marketing and communications services for the Express Lanes Toll Discount Pilot Program as described above and in the BAIFA Summary Sheet dated October 13, 2021 and the Chief Financial Officer is authorized to set aside \$325,000 for such contract.

BAIFA Operations
Committee:

Alfredo Pedroza, Chair

Approved: Date: October 13, 2021