

**Metropolitan Transportation Commission
Regional Network Management Committee**

July 12, 2024

Agenda Item 3c

**Contract - Salesforce Program Management and Strategic Advice Services: Jacobs
Engineering Group, Inc. (\$550,000)**

Subject:

A request for Committee approval for a contract with Jacobs Engineering Group, Inc. (Jacobs) in the amount of \$550,000 for Salesforce program management and strategic advice services to support MTC's Salesforce program evolution.

Background:

The Metropolitan Transportation Commission (MTC) implemented the Salesforce platform in 2019 with a customer service case management system for MTC staff to manage escalated FasTrak® Program cases. Since that time, the MTC Salesforce platform has developed additional internal facing applications to support MTC business operations, such as the MTC/ABAG Contacts Center for staff to maintain agency contacts and distribution lists, as well as the MTC Help Desk that serves as the IT support and building services request ticketing system.

MTC's Salesforce Program has also developed several systems that support public-facing equity-based programs with front-end applications and back-end eligibility and verification systems. These programs include the Regional Transit Connection (RTC) discount card for transit riders with qualifying disabilities, and four means-based transportation benefits programs: Clipper START, Express Lanes START, Richmond San Rafael Bridge e-Bike Rebate Pilot, and the Bay Area Toll Payment Plan Program.

Given the quick pace of Salesforce growth in past years, and anticipated needs in the future staff is seeking program management and strategic support for the Salesforce program to:

- provide staff augmentation/resources to support program management, operations, and oversight of projects,
- further define a vision and strategy for Salesforce as an enterprise system that will best serve MTC's internal and external customers, and
- advise on current and future organizational and resourcing models as part of MTC's overall enterprise technology suite.

Contract Actions:

Under the proposed contract, Jacobs would provide Salesforce program management, strategic planning, resourcing recommendations, project support, and other as-needed strategic and technical advice. Jacobs' services will be procured using the Federal General Services Administration (GSA) Multiple Award Schedule, a collaborative intergovernmental procurement vehicle, which satisfies MTC's competitive procurement requirements. Jacobs is an authorized vendor under GSA. Jacobs is neither a small business nor a disadvantaged business enterprise and currently has no subcontractors.

Issues:

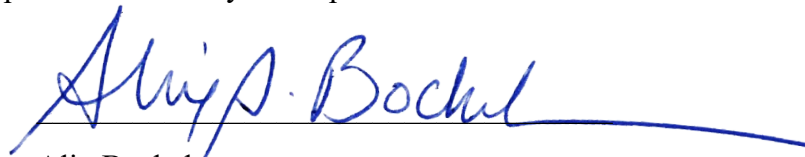
None identified.

Recommendations:

Staff recommends that the Regional Network Management Committee authorize the Executive Director or designee to negotiate and enter into a contract with Jacobs in an amount not to exceed \$550,000 to provide Salesforce program management and strategic advice services as described herein.

Attachments:

- Attachment A: Request for Committee Approval – Summary of Proposed Contract



Alix Bockelman

Attachment A: Request for Committee Approval

Summary of Proposed Contract

Work Item No.: 1161, 1239

Consultant: Jacobs Engineering Group, Inc.
Arlington, VA

Work Project Title: Salesforce Program Management and Strategic Advice Services

Purpose of Project: To provide Salesforce program management and strategic advice services.

Brief Scope of Work: Provide Salesforce program management and strategic advice services to support MTC's Salesforce program evolution.

Project Cost Not to Exceed: \$550,000

Funding Source: General Funds, BATA

Fiscal Impact: \$550,000 is approved in the FY 2024-25 MTC budget.

Motion by Committee: That the Executive Director or designee is authorized to negotiate and enter into a contract with Jacobs Engineering Group, Inc. for Salesforce program management and strategic advice services described above and in the Regional Network Management Committee Summary Sheet dated July 12, 2024, and that the Chief Financial Officer is authorized to set aside \$550,000 for such contract.

Regional Network Management Committee:

David Rabbitt, Chair

Approved: July 12, 2024