

**Metropolitan Transportation Commission**

**Administration Committee**

**November 13, 2024**

**Agenda Item 2f-24-1374**

**Contract – Equity Bench – Communications, User Experience Design, and Change Strategy Support: Moore Iacofano Goltsman, Inc. (\$300,000)**

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**Subject:**

A request for approval of a contract between the Metropolitan Transportation Commission (MTC) and Moore Iacofano Goltsman, Inc. (MIG) in the not to exceed amount of \$300,000, with a one year term ending November 30, 2025, to provide communications, user experience design, and change strategy support for the Office of the Chief Operating Officer (COO).

**Background:**

Following a direct select process from the 2020 Equity Consultant Assistance Bench, staff recommends entering into a contract with MIG to provide communications, user experience design, and change strategy support for the Office of the COO. In 2023, MTC created a new role of COO at the deputy executive director level to oversee internal business operations. With the newly aligned organization of internal operations, the Office of the COO intends to provide a less bureaucratic environment, a more engaged service organization, and unified communications and experiences in delivery of services to MTC staff overall.

Each section within the Office of the COO currently performs communications, change management, and user experience duties that enable the overall business of MTC and are crucial to effectively implement new projects, solutions, programs, and policies to staff. The success of internal operations requires near-term consultant guidance to ensure each section delivers clear, timely, aligned, and actionable communications; engages with key stakeholders and delivers smooth transformational activities; and designs user experiences that are friendly, engaging, productive, and dignified.

Under the proposed contract, MIG will perform a foundational discovery to understand the current state of communications, user experiences, and change strategy efforts in the Office of the COO. Based upon the findings and resulting recommendations, MIG will create and implement a strategic action plan to guide internal operations and business teams in standardizing communications, user experience design, and change management processes, tools, and ongoing execution. MIG will also work with staff to optimize and streamline content and interfaces, including a redesigned Metro Portal intranet, create friendly and dignified staff engagement opportunities, and measure staff interactions and adoption.

MIG's brings significant expertise and experience in organizational development, stakeholder engagement, training and capacity building, and process improvement and evaluation, which are key to the success of this project. Based in the Bay Area and with a depth of resources in communications, design, and technology, staff believe that this will enable them to support both the strategic implementation efforts as well as emerging, critical initiatives.

MIG is not certified as a Small Business Enterprise or a Disadvantaged Business Enterprise. MIG expects to subcontract a portion of this project requiring SharePoint expertise, but the subcontracted firm has yet to be determined and will be included at contract execution or via amendment.

**Issues:**

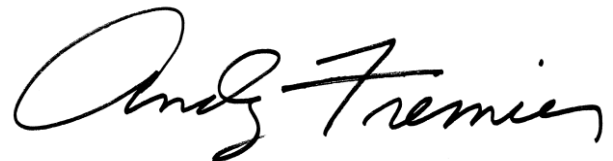
None identified.

**Recommendations:**

Staff recommends that the Committee authorize the Executive Director or designee to negotiate and enter into a contract with MIG for a total contract not to exceed amount of \$300,000 to provide communications, user experience design, and change strategy support for the Office of the COO.

**Attachment:**

- Request for Committee Approval – Summary of Proposed Contract



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Andrew B. Fremier

**Request for Committee Approval**

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**Summary of Proposed Contract**

Work Item No.: 1167

Consultant: Moore Iacofano Goltsman, Inc.  
Berkeley, CA

Work Project Title: Support for Communications, User Experience (UX), and Change Strategy

Purpose of Project: To support internal communications, user experience and change management strategy.

Brief Scope of Work: Provide communications, user experience design, and change strategy support for the Office of the COO.

Project Cost Not to Exceed: \$300,000

Funding Source: General Funds

Fiscal Impact: \$300,000 is included in the FY 2024-25 Agency Budget.

Motion by Committee: That the Executive Director or designee is authorized to negotiate and enter into a contract with MIG, Inc. for communications, user experience, and change strategy support for the Office of the COO as described above and in the Administration Committee Summary Sheet dated November 13, 2024 and that the Chief Financial Officer is authorized to set aside \$300,000 for such contract.

Administration Committee:

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Gina Papan, Chair

Approved: November 13, 2024