

**Metropolitan Transportation Commission
Administration Committee**

August 12, 2026

Agenda Item 3d-26-0821

**Contract Amendment - BayArea Bike to Work/Wherever Days Program Implementation:
Silicon Valley Bicycle Coalition (\$60,000)**

Subject:

Authorization to amend and extend the current Silicon Valley Bicycle Coalition (SVBC) contract to support the Bay Area Bike to Work/Wherever Day(s) (BTWD) Program Implementation through June 30, 2029, and add an additional \$60,000 in existing federal funds. The proposed amendment would increase the total contract value to an amount not to exceed \$1.5 million.

Background:

The Bay Area BTWD Program is the region's premiere bicycling event. Since 2014, when BTWD was brought under the Climate Initiatives program, the contract has been awarded through a competitive process using CMAQ funds. The contract was previously awarded to the Silicon Valley Bicycle Coalition (SVBC). The SVBC has managed the project since January 2015 through the most recent contract, which ended on June 30, 2026 with an option to extend the contract by an additional three years.

Contract Overview:

On October 28, 2022, MTC issued a Request for Proposal (RFP) for consultant assistance for the above-described project. An email advertising the availability of the RFP on MTC's website was sent to over 4,500 individuals/firms. MTC received one proposal, submitted by SVBC, which was evaluated by a panel of representatives from MTC. The evaluation criteria, listed in order of importance, included: 1) Individual and team expertise (30%); 2) Coordination experience (20%); 3) Approach (15%); 4) Cost effectiveness (15%); 5) Cost (15%); and 6) Communication (5%).

In January 2023, the Administration Committee authorized MTC to enter into a multi-year contract with SVBC for implementation of the BTWD Program for the period of January 2023–June 30, 2026, with an option to extend the contract for up to three additional years.

In March 2024, the Administration Committee approved a contract amendment designating Next Steps Marketing (NSM) as the primary subconsultant. Since that time, SVBC and NSM have successfully expanded participation in the annual BTWD program, achieving continued year-over-year growth and demonstrating effective program delivery throughout the region.

Given the program's success and continued regional demand, staff recommends exercising the contract extension option to ensure continuity in planning, coordination, marketing, and implementation of future BTWD events.

This proposed amendment would add \$60,000 in existing federal One Bay Area Grant (OBAG 3) funds. Upon approval, the overall contract value would increase to an amount not to exceed \$1.5 million.

Next Steps:

Upon authorization, staff will execute a contract amendment extending the contract term through June 30, 2029, and increase the contract value to support continued planning and implementation of the annual Bay Area Bike to Work/Wherever Day(s) Program.

Issues:

None identified.

Recommendations:

Staff recommends that the Committee authorize the Executive Director or designee to amend the contract with Silicon Valley Bicycle Coalition, increasing the contract amount by \$60,000 for an overall contract amount not to exceed \$1.5 million and extending the contract terms through June 30, 2029, to continue implementation of the Bay Area Bike to Work/Wherever Day(s) Program.

Attachments:

- Request for Committee Approval: Summary of Proposed Contract Amendment



Andrew B. Fremier

Request for Committee Approval

Summary of Proposed Contract Amendment

Work Item No.:	1413
Consultant:	Silicon Valley Bicycle Coalition San José, CA 95112
Work Project Title:	Bay Area Bike to Work Day/Bay Area Bike to Wherever Days Program Implementation
Purpose of Project:	Implement Bay Area Bike to Work Day/Bay Area Bike to Wherever Days Program events and related Bike Month activities.
Brief Scope of Work:	Extend current contract to coordinate, promote and implement all Bay Area Bike to Work Day/Bay Area Bike to Wherever Days Program activities for 2026-2029.
Amount of Amendment:	\$60,000
Project Cost Not to Exceed Before Amendment:	\$1,440,000
Total Project Cost Not to Exceed:	\$1,500,000
Funding Source:	OBAG 3/ Toll Credits
Fiscal Impact:	Funds included in the FY 2026-27 agency budget for Bay Area Bike to Work Day/ Bay Area Bike to Wherever Days
Motion by Committee:	That the Executive Director or designee is authorized to negotiate and enter into a contract amendment with Silicon Valley Bicycle Coalition (SVBC) to implement the Bay Area Bike to Work Day/Bay Area Bike to Wherever Days Program activities described above and in the Administration Committee Summary Sheet dated August 12, 2026 and that the Chief Financial Officer is authorized to set aside \$60,000 for such amendment.
Administration Committee:	Gina Papan, Chair
Approved:	August 12, 2026