

Clipper® Executive Board

June 26, 2023

Agenda Item 3a

Contract Amendment – Clipper® STARTSM Outreach Services: Caribou Public Relations, Inc. (\$200,000)

Subject:

Recommendation to approve a contract amendment for Caribou Public Relations, Inc. (Caribou) in the amount of \$200,000 for the purpose of conducting outreach for Clipper® STARTSM.

Background:

Clipper annually contracts with a firm to conduct different types of outreach to support Clipper® STARTSM and promote program uptake. In past years:

- We formed partnerships with the social service and related agencies, such as workforce development boards, in all Bay Area counties.
- For Community Based Organization (CBO) outreach, we contacted CBO lists provided by transit agencies and expanded to include other community locations such as libraries. We successfully reached more than 200 CBOs and community partners who agreed to promote the program.
- We had great success working with unions who represent low-income wage earners.
- We expanded in 2022-23 to hold in-person tabling at CBO locations and community events.
- We contracted directly with one CBO to provide outreach in the East Oakland area.

In FY 2023-24, we will continue to conduct in-person tabling. We also will expand to establish more formal partnerships with key CBOs in the neighborhoods where potential Clipper® STARTSM applicants are most likely to live and travel. This would involve working through our contractor to provide stipends to the participating CBOs to have them conduct direct outreach to their client populations.

In 2022, MTC selected Caribou through a direct select process from MTC's 2020 Electronic Payments Consultant Assistance bench. This bench was approved by the MTC Operations Committee on December 11, 2020. The initial Caribou contract was approved by MTC's Executive Director under Executive Director signature authority pursuant to MTC's contracting

procedures. The \$200,000 for the contract amendment is subject to approval of MTC's Fiscal Year 2023-24 budget.

Issues:


None identified.

Recommendation:

Staff recommends that the Board approve a contract amendment with Caribou in an amount not to exceed \$200,000 and to extend the contract period to June 30, 2024, to provide outreach services for the Clipper® STARTSM program, as described above.

Attachment:

- Request for Committee Approval – Summary of Proposed Contract Amendment



Carol Kuester

Request for Board Approval

Summary of Proposed Contract Amendment

Contractor (or “Consultant”): Caribou Public Relations, Inc.
Martinez, CA

Work Project Title: Clipper® STARTSM Outreach

Purpose of Project: To increase enrollment in the Clipper® STARTSM program

Brief Scope of Work: Work with social service and related agencies, community-based organizations, libraries and other organizations to promote the Clipper® STARTSM program

Project Cost Not to Exceed: Existing Contract: \$120,000
This Amendment \$200,000
Total Contract Value After This Amendment: \$320,000

Funding Source: Low Carbon Transportation Operations Program, State Transit Assistance

Fiscal Impact: Funding is subject to inclusion in the FY 2023-24 MTC budget.

Motion by Board: That a contract amendment with Caribou Public Relations, Inc. for the purposes described above and in the Clipper Executive Director’s summary sheet dated June 26, 2023, is hereby approved by the Clipper Executive Board.

Clipper Executive Board:

Robert Powers, Chair

Approved: June 26, 2023