

**Bay Area Toll Authority  
Oversight Committee**

November 13, 2024

Agenda Item 5b-24-0842

**BATA Outreach Contract Actions:**

- i. Contract Amendment – Davis & Associates Communications, Inc. (\$300,000); and**
  - ii. Contract Amendment – HNTB Corporation (\$300,000)**
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**Subject:**

A request to approve a contract amendment with Davis & Associates Communications, Inc. (Davis & Associates) to conduct community engagement and a contract amendment with HNTB Corporation (HNTB) to support project management activities for BATA’s outreach efforts.

**Background:**

The Bay Area Toll Authority (BATA) launched its Bay Area Tolling Equity Action Plan in 2021. Changes have already been made to make it easier for people to pay violations by lowering penalty amounts. BATA also made it easier for cash and check customers to open and fund a FasTrak® account by eliminating cash payment network fees, reducing the amount cash and check payers must deposit to open a FasTrak® account and reducing the toll tag deposit amount from \$25 to \$5. BATA implemented a low-income payment plan on behalf of the region and also implemented a one-time BATA waiver.

BATA has continued to pursue efforts to support Equity Priority Communities on an ongoing basis. BATA intends to review and implement additional changes to increase access to FasTrak® for all drivers, especially as the agency considers a toll increase for toll bridge operations and preservation and a tiered pricing based on payment method. As presented at the October 23, 2024 Authority meeting, staff has developed a phased work plan to expand access to FasTrak® tags, further reduce remaining barriers to opening and maintaining accounts, increase options for managing accounts with cash, and provide incentives to open and maintain FasTrak® accounts. We anticipate phasing in these work plan elements, as feasible, throughout 2025.

**Contract Actions:**

Staff recommends that the BATA Oversight Committee authorize the Executive Director or his designated representative to enter into the following contract amendments to support further development of BATA’s outreach efforts:

**i. Contract Amendment - Bay Area Tolling Equity Action Community**  
**Engagement: Davis & Associates Communications, Inc. (\$300,000)**

Davis & Associates has supported BATA's Equity Action Plan in the past by conducting community engagement to assist BATA with the deployment of the payment plan. This has included conducting surveys, targeted interviews and focus groups to gain an understanding about policy changes that could assist low-income drivers. Under the proposed contract amendment, Davis & Associates will continue to conduct community engagement to support BATA, including programs to encourage low-income drivers to get FasTrak toll tags. This contract is the result of a competitive procurement from the MTC Equity Bench and this Committee's approval of an award to Davis & Associates on June 8, 2022. The amendment would add a not to exceed amount of \$300,000 and extend operations through June 30, 2026. Based on their previous work on community engagement, Davis & Associates brings a strong understanding of the tasks required to promote FasTrak® within Equity Priority Communities. Attachment A includes a summary of the small business and disadvantaged business enterprise status of Davis & Associates and its subcontractors.

**ii. Bay Area Tolling Equity Project Management Support: HNTB Corporation**  
**(\$300,000)**

Under the proposed contract amendment, HNTB would continue to provide project management support for the BATA initiatives to promote FasTrak® adoption in preparation for a potential toll differential. Under the contract for which this amendment is being requested, HNTB was selected as a direct selection from the 2020 Electronic Payments Consultant Assistant Bench. Selection for entry into a contract with one of the pre-qualified consultants may take place by direct selection or via a mini-procurement, pursuant to the terms of the solicitation governing the bench. In December 2021, this Committee approved a contract amendment with HNTB to extend the work being performed and in June 2023 approved an amendment extending the contract and adding funds. This current amendment would add a not to exceed amount of \$300,000 and extend HNTB support through June 30, 2026. Under the scope of work, HNTB will provide support to BATA to manage individual initiatives of the broader effort to increase access to

FasTrak. HNTB is neither a Disadvantaged Business Enterprise nor a Small Business Enterprise and has no subcontractors.

**Issues:**

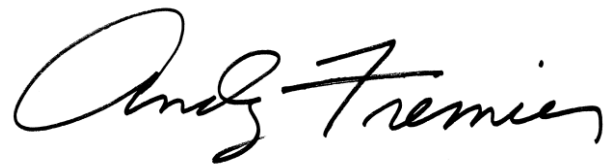
None identified.

**Recommendations:**

- i. Staff recommends that this Committee authorize the Executive Director or designee to negotiate and enter into a contract amendment with Davis & Associates in an amount not to exceed \$300,000 to provide n community engagement support as described herein
- ii. Staff recommends that this Committee authorize the Executive Director or designee to negotiate and enter into a contract amendment with HNTB in an amount not to exceed \$300,000 to provide services as described herein.

**Attachments:**

- Attachment A: Davis & Associates Disadvantaged Business Enterprise and Small Business Enterprise Status
- Summary of Proposed Contract Amendment – Davis & Associates
- Summary of Proposed Contract Amendment – HNTB



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Andrew B. Fremier

**Attachment A**

**Disadvantaged Business Enterprise and Small Business Enterprise Status**

	<b>Firm Name</b>	<b>Role on Project</b>	<b>DBE* Yes</b>	<b>If DBE Yes, List #</b>	<b>DBE No</b>	<b>SBE** Yes</b>	<b>If SBE Yes, List #</b>	<b>SBE No</b>
Prime Contractor	Davis & Associates Communications, Inc.	Project Lead	X	26344		X	1785923	
Subcontractor	Tamika L. Butler Consulting	Project Support			X			X
Subcontractor	Estolano Advisors	Project Support	X	42483		X	2002042	
Subcontractor	Better World Group	Project Support	X	46330		X	2017586	
Subcontractor	Fehr & Peers	Project Support			X			X

\*Denotes certification by the California Unified Certification Program (CUCP).

\*\*Denotes certification by the State of California.

**Request for Committee Approval**

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**Summary of Proposed Contract Amendment**

Work Item No.: 1252

Consultant: Davis & Associates Communications, Inc.  
San Francisco, CA

Work Project Title: Bay Area Tolling Equity Action Plan Community Engagement

Purpose of Project: Provide community engagement in support of the Bay Area Tolling Equity Action Plan

Brief Scope of Work: Contractor shall provide community engagement services

Project Cost Not to Exceed: \$300,000 (this amendment)  
Total Contract value including amendments before this amendment is \$900,000  
Total Contract amount with this amendment is \$1,200,000

Funding Source: BATA Toll Revenue

Fiscal Impact: Funding is included in the FY 2024-25 BATA Operating budget.

Motion by Committee: That the Executive Director or designee is authorized to negotiate and enter into a contract amendment with Davis & Associates Communications, Inc. for the services described above and in the Bay Area Toll Authority Oversight Committee Summary Sheet dated November 13, 2024 and that the Chief Financial Officer is authorized to set aside \$300,000 for such amendment.

Operations Committee: blank

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Approved: November 13, 2024

**Request for Committee Approval**

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**Summary of Proposed Contract Amendment**

Work Item No.: 1252

Consultant: HNTB Corporation.  
San Francisco, CA

Work Project Title: Bay Area Tolling Equity Action Plan Project Management

Purpose of Project: Provide project management services in support of the Bay Area Tolling Equity Action Plan

Brief Scope of Work: Contractor shall provide project management support services

Project Cost Not to Exceed: \$300,000 (this amendment)

Total Contract value including amendments before this amendment is \$950,000

Total Contract amount with this amendment is \$1,250,000

Funding Source: BATA Toll Revenue

Fiscal Impact: Funding is included in the FY 2024-25 BATA Operating budget.

Motion by Committee: That the Executive Director or designee is authorized to negotiate and enter into a contract amendment with HNTB Corporation for the services described above and in the Bay Area Toll Authority Oversight Committee Summary Sheet dated November 13, 2024 and that the Chief Financial Officer is authorized to set aside \$300,000 for such amendment.

Operations Committee: blank

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blank Federal D. Glover, Chair

Approved: November 13, 2024