



METROPOLITAN
TRANSPORTATION
COMMISSION

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Memorandum

TO: Operations Committee

DATE: July 3, 2008

FR: Deputy Executive Director, Policy

W.I.: 1235

RE: Contract Amendment – Motorist Education Campaign/Outreach Strategy: Swirl, Inc.

Background

At the February 8, 2008 Operations Committee meeting, staff provided an update on the incident management efforts planned or currently underway in the region. As part of the I-880 Corridor Demonstration Project, we propose to implement a Clear the Way Campaign to educate motorists on the “Quick Clearance” legislation (SB 681, 1999) that requires motorists involved in minor, non-injury collisions to move their vehicles to the shoulder or off the highway. The Clear the Way Campaign is a joint effort sponsored by MTC SAFE, CHP, and Caltrans, reduce incident-related traffic congestion, decrease air pollution, and improve overall motorist safety. Staff is requesting approval for an amendment to an existing marketing contract to implement this educational campaign.

Project Description

The boundaries of the I-880 demonstration area extend from the MacArthur Maze in Alameda County to SR 237 in Santa Clara County. Informational brochures and motorist surveys are currently being distributed along the I-880 corridor by Freeway Service Patrol tow truck drivers to assess the current level of awareness about the “Quick Clearance” legislation. In the upcoming month, advisory road signs (example at right) will be installed along the corridor to communicate

the message to motorists. MTC has been granted conditional approval of these new signs by the California Traffic Control Devices Committee (CTCDC). Simultaneously with the installation of the signs, MTC, the CHP and Caltrans propose to launch a motorist education/public outreach campaign. The planned evaluation of both the effectiveness of these signs and the success of the overall campaign will help inform the CHP’s decision for statewide deployment and the CTCDC’s decision on whether the signs should be permanently adopted.



MTC has contracted with Swirl, Inc. to provide marketing, web, and communications services for MTC, MTC SAFE and BATA. This contract amendment would support the following activities:

1. Develop a public outreach strategy to educate motorists using the I-880 corridor about the Quick Clearance legislation (~\$50,000).
2. Implement motorist education campaign for the Clear the Way Campaign (~\$150,000).

Funding for this contract amendment is included in the approved MTC SAFE FY 2008-09 budget.

Recommendation

Staff recommends that the Operations Committee authorize the Executive Director or his designee to negotiate and enter into a contract amendment with Swirl, Inc. in an amount not to exceed \$200,000.

Therese W. McMillan

SH:DS

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REQUEST FOR COMMITTEE APPROVAL

Summary of Proposed Contract Amendment

Work Item No.: 1235

Consultant: Swirl, Inc.
San Francisco, CA

Work Project Title: Clear the Way Campaign

Purpose of Project: Create a motorist education/public outreach campaign to increase awareness of the Quick Clearance legislation in California.

Brief Scope of Work: Develop and implement a public information strategy to promote the new Clear the Way Campaign.

Project Cost Not to Exceed: \$200,000; Previous Contract = \$6,121,475

Funding Sources: SAFE

Fiscal Impact: Funds included in FY 2008-09 SAFE budget.

Motion by Committee: That the Executive Director or his designee is authorized to negotiate and enter into a contract amendment with Swirl, Inc. to assist with the development and implementation of the Clear the Way Public Information Campaign and the Chief Financial Officer is directed to set aside funds up to \$200,000 for such contract amendment.

Operations Committee:

Sue Lempert, Chair

Approved:

Date: July 11, 2008