



METROPOLITAN
TRANSPORTATION
COMMISSION

Joseph P. Bort MetroCenter
101 Eighth Street
Oakland, CA 94607-4700
TEL 510.817.5700
TDD/TTY 510.817.5769
FAX 510.817.5848
E-MAIL info@mtc.ca.gov
WEB www.mtc.ca.gov

Memorandum

TO: Administration Committee

DATE: May 4, 2011

FR: Executive Director

W. I. 1412

RE: Contract Amendment: Climate Initiatives Public Outreach: Riezebos
Holzbaur Group, LLC (RHDG)

Staff recommends that this Committee authorize a contract amendment with Riezebos Holzbaaur Group, LLC (RHDG) in the maximum amount of \$100,000 for consultant support for the Climate Initiatives Public Outreach Program. Requested funds will go to continued development of Phase I of the program, including development of the campaign plan and corresponding tactics. Next month, staff will come back to this Committee to request funds to implement Phase I of the program.

Contract Amendment: RHDG (\$100,000)

In July 2010, this Committee approved a pre-qualified consultant list to assist MTC in developing and implementing the Climate Initiatives Public Outreach Program. MTC selected RHDG as the lead firm to assist MTC in developing and implementing the Climate Initiatives Public Outreach Program in partnership with the Bay Area Air Quality Management District.

The Climate Initiatives Outreach Program includes two phases to be implemented over the next two and a half years. We are currently in the process of finalizing the Phase I campaign plans, which will include a technology, media and outreach strategy. In order to continue the work needed for development of the Phase I campaign plan, we are requesting funds for RHDG to be able to continue work to refine and improve behavior change strategies and outreach tactics for Phase I. Next month, we will come back to this Committee to request approval for the Phase I campaign plan implementation.

Recommendation

Staff recommends that the Committee authorize the Executive Director or his designee to negotiate and enter into a contract amendment with RHDG in the maximum amount of \$100,000 to continue work on the Climate Initiatives Public Outreach Program.

Steve Heminger

REQUEST FOR COMMITTEE APPROVAL

Summary of Proposed Consultant Contract Amendment

Work Item No.: 1412

Consultant: Riezebos Holzbaur Group, LLC (RHDG)
San Francisco, CA

Work Project Title: Climate Initiatives Public Outreach Program

Purpose of Project: Implement a branded, Bay Area climate program involving many partners and develop tools that the public can use to reduce their transportation-related greenhouse gas emissions.

Brief Scope of Work: Continued development of Phase I of the program, including development of a website, the campaign plan and corresponding tactics

Project Cost Not to Exceed: \$100,000 (this amendment)
Original Contract + Am. ##1-3: \$375,000

Fiscal Impact: 100% CMAQ; all funds are included in MTC FY 2010-11 budget.

Motion by Committee: That the Executive Director or his designated representative is authorized to negotiate and enter into a contract amendment with RHDG for an amount not to exceed \$100,000 and the Chief Financial Officer is authorized to set aside funds up to \$100,000 for such amendment.

Administration Committee: _____
Scott Haggerty, Chair

Date: May 11, 2011