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## *Memorandum*

TO: BATA Oversight Committee

DATE: September 5, 2012

FR: Executive Director

W. I. 1252

RE: Contract Amendment – FasTrak<sup>®</sup> Public Awareness & Customer Communication Services: MIG, Inc. (\$250,000)

### Background:

In September 2011, after a competitive procurement, the BATA Oversight Committee authorized the Executive Director to enter into a contract with MIG, Inc. to provide public awareness and customer communication services for the FasTrak<sup>®</sup> Program. The initial period of performance for the contract was one year through September 30, 2012, with an option to renew for up to two additional years in one-year increments.

Staff is requesting to exercise the option to renew the contract for an additional year and to add \$250,000 in budgeted toll funds for MIG, Inc. to continue providing public awareness and customer communication services for the FasTrak<sup>®</sup> Program. The additional services will include a public awareness campaign to increase FasTrak<sup>®</sup> enrollment among the following population groups: 1) customers crossing during the off-peak periods, 2) infrequent customers, and 3) cash-dependent bridge customers.

### Recommendation

Staff recommends that the Committee authorize the Executive Director or his designee to negotiate and enter into a contract amendment with MIG, Inc. to continue providing public awareness and customer communication services for the FasTrak<sup>®</sup> Program through September 30, 2013 in an amount not to exceed \$250,000.



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Steve Heminger

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REQUEST FOR COMMITTEE APPROVAL  
Summary of Proposed Contract Amendment

Work Item No.: 1252

Vendor: MIG, Inc.  
Berkeley, CA

Work Project Title: FasTrak<sup>®</sup> Public Awareness and Customer Communication Services

Purpose of Project: Provide public awareness of new tolling initiatives, website updates and improvements, customer collateral re-designs and updates, cost-effective marketing strategies, market research, etc.

Brief Scope of Work: Provide consulting services for a public awareness campaign to increase FasTrak<sup>®</sup> enrollment among off-peak, infrequent, and cash-dependent customers of the bridges.

Project Cost Not to Exceed: This Amendment - \$250,000. (Current contract - \$250,000; maximum contract amount after this amendment \$500,000.)

Funding Source: \$250,000 – FY12/13 BATA Operating Budget

Fiscal Impact: Project costs are consistent with funds budgeted in the operating budget.

Motion by Committee: That the Executive Director or his designee is authorized to negotiate and enter into a contract amendment with MIG, Inc. to continue providing public awareness and customer communication services for the FasTrak<sup>®</sup> Program for an additional one-year period through September 30, 2013, and the Chief Financial Officer is directed to set aside funds in an amount up to \$250,000 for such contract amendment.

BATA Oversight Chair: \_\_\_\_\_  
Bill Dodd

Approved: Date: September 12, 2012