



METROPOLITAN
TRANSPORTATION
COMMISSION

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Memorandum

TO: Administration Committee

DATE: October 3, 2012

FR: Executive Director

W.I.: 1121

RE: Contract Amendments — Public Participation Program for Plan Bay Area

- i. *MIG, Inc. (\$160,000)*
- ii. *Davis & Associates (\$50,000)*
- iii. *Corey, Canapary & Galanis (\$125,000)*

This memorandum requests this Committee’s approval of three contract amendments with MIG, Inc.; Davis & Associates; and Corey, Canapary & Galanis in the amounts shown above. The three firms are part of a panel of pre-qualified consultants, selected in response to a competitive procurement and approved by this Committee in October 2010 to provide assistance on an as-needed basis with public involvement work related to the development of the regional transportation plan and sustainable communities strategy (Plan Bay Area).

a.) Contract Amendment: MIG, Inc. (\$160,000)

Under the current contract totaling \$420,000, MIG, Inc. is providing general outreach assistance including program design, messaging, facilitation services, graphics support, analysis and summary of public comment, and documentation. MIG, Inc. has provided this support for two rounds of public workshops held around the region. The contract provides for these services through the adoption of Plan Bay Area in 2013.

Under the proposed amendment, an additional \$95,000 will be used to provide general outreach support during this fiscal year with Plan Bay Area public involvement efforts, including nine meetings to be held throughout the region to take comment on the Draft Plan Bay Area and at least nine briefings with elected officials (one per county) as required by SB375. Additionally, the amendment would provide up to \$65,000 to MIG, Inc. and its sub-consultant, Stamen Design to develop one or more web tools to visually communicate to the public the findings from the Plan Bay Area EIR process and improve the transparency of MTC’s modeling tools. The public will access the tools at the OneBayArea.org website. The funds for this amendment are included in the FY 2012-13 agency budget.

b.) Contract Amendment: General outreach support — Davis & Associates (\$50,000)

Under the current contract totaling \$195,000, Davis & Associates is providing general outreach assistance, specifically with the engagement of communities of color and low-income communities in coordination with community-based organizations. Their work includes program design, meeting facilitation services, liaison work with the thirteen community organizations under contract with MTC,

analysis and summary of public comment, and documentation. The contract provides for these services through the adoption of Plan Bay Area in 2013.

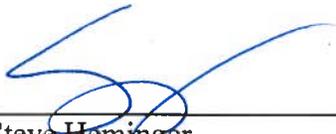
With the proposed \$50,000 contract amendment, Davis & Associates will continue their work to assist and coordinate the engagement efforts of the community-based organizations with the upcoming release of the Draft Plan Bay Area. Davis & Associates also will design and implement a proposal to engage youth in an essay contest to raise awareness about long-range regional planning and gain insights into the kinds of communities youth envision for their future. The funds for this amendment are included in the FY 2012-13 agency budget.

c.) Contract Amendment: Public opinion poll and focus groups — Corey, Canapary & Galanis (\$125,000)

Under the current contract totaling \$225,000, Corey, Canapary & Galanis has planned, designed and conducted two Bay Area-wide public opinion polls to assess attitudes, preferences, priorities and trade-offs on key regional land-use and transportation issues. Staff is recommending a contract amendment in the amount of \$125,000 to allow the firm to plan, design and conduct a follow-up public opinion poll and focus groups. The poll will test residents' attitudes, preferences, priorities and trade-offs on outstanding issues in the Draft Plan. The focus groups provide an opportunity to further evaluate some of the issues that are identified in the public opinion poll. The funds for this amendment are included in the FY 2012-13 agency budget.

Recommendation

To assist with public outreach and involvement for Plan Bay Area, staff recommends the Committee authorize the Executive Director or his designee to enter into a contract amendment with MIG, Inc. in an amount not to exceed \$160,000; a contract amendment with Davis & Associates in an amount not to exceed \$50,000; and a contract amendment with Corey, Canapary & Galanis in an amount not to exceed \$125,000 for the purposes described herein.



Steve Heminger

SH:CA

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REQUEST FOR COMMITTEE APPROVAL

Summary of Proposed Consultant Contract Amendment

Work Item No.: 1121

Consultant: MIG, Inc. (Berkeley, CA)

Work Project Title: Public Participation Program for the 2013 Plan Bay Area

Purpose of Project: To assist in implementing a multi-year comprehensive public participation program for development of Plan Bay Area.

Brief Scope of Work: Task order-based assistance with public engagement for public meetings planned around the region; development of web tools to visually communicate findings from the Plan Bay Area scenario analysis.

Project Cost Not to Exceed: \$160,000 this amendment
Previously approved contract amount = \$420,000
Total approved contract amount based on this action = \$580,000

Funding Source: TDA

Fiscal Impact: Funds are included in the FY 2012-13 agency 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 provide the consulting services described above and the Executive Director's memorandum dated October 3, 2012. The Chief Financial Officer is directed to set aside funds in the amount of \$160,000 for such amendment.

Administration Committee:

Dave Cortese, Chair

Approved:

October 10, 2012

REQUEST FOR COMMITTEE APPROVAL

Summary of Proposed Consultant Contract Amendment

Work Item No.: 1121

Consultant: Davis & Associates (San Francisco, CA)

Work Project Title: Public Participation Program for the 2013 Plan Bay Area

Purpose of Project: To assist in implementing a multi-year comprehensive public participation program for development of Plan Bay Area.

Brief Scope of Work: Assist community based organizations with outreach to communities of color and low-income communities; implement youth outreach essay contest.

Project Cost Not to Exceed: \$50,000 this amendment
Previously approved contract amount = \$195,000
Total approved contract amount based on this action = \$245,000

Funding Source: TDA

Fiscal Impact: Funds are included in MTC FY 2012-13 budget.

Motion by Committee: That the Executive Director or his designee is authorized to negotiate and enter into a contract amendment with Davis & Associates to provide the consulting services described above and the Executive Director's memorandum dated October 3, 2012. The Chief Financial Officer is directed to set aside funds in the amount of \$50,000 for such amendment.

Administration Committee: _____
Dave Cortese, Chair

Approved: October 10, 2012

REQUEST FOR COMMITTEE APPROVAL

Summary of Proposed Consultant Contract Amendment

Work Item No.: 1121

Consultant: Corey, Canapary & Galanis (San Francisco, CA)

Work Project Title: Public Participation Program for the 2013 Plan Bay Area

Purpose of Project: To assist in implementing a multi-year comprehensive public participation program for development of Plan Bay Area.

Brief Scope of Work: Plan, design, and conduct a Bay Area wide public opinion poll; plan, design and conduct up to three focus groups.

Project Cost Not to Exceed: \$125,000 this amendment
Previously approved contract amount = \$225,000
Total approved contract amount based on this action = \$350,000

Funding Source: TDA

Fiscal Impact: Included in MTC FY 2012-13 budget

Motion by Committee: That the Executive Director or his designee is authorized to negotiate and enter into a contract amendment with Corey, Canapary & Galanis to provide the consulting services described above and in the Executive Director's memorandum dated October 3, 2012. The Chief Financial Officer is directed to set aside funds in the amount of \$125,000 for such amendment.

Administration Committee: _____
Dave Cortese, Chair

Approved: October 10, 2012