



METROPOLITAN  
TRANSPORTATION  
COMMISSION  
SERVICE AUTHORITY  
FOR FREEWAYS  
AND EXPRESSWAYS

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## *Memorandum*

Agenda item 2c

TO: Operations Committee

DATE: October 3, 2014

FR: Executive Director

W.I.: 6031

RE: Contract – 511 Freeway Assist: Customer Information Services – OneWorld Communications, Inc. (\$150,000)

This item would authorize a contract with OneWorld Communications (OneWorld Communications) in an amount not to exceed \$150,000 to provide customer information services for the 511 Freeway Assist program over period ending June 30, 2015. OneWorld Communications is recommended based on its experience and pre-qualification for specific areas as a consultant for the MTC Customer Information Services bench.

### **Background**

For decades, the Metropolitan Transportation Commission Service Authority for Freeways and Expressways (MTC SAFE) has provided assistance to Bay Area motorists by maintaining a nine-county call box system. While the boxes have become a visual reminder of safety on the freeways, their use has continued to decline with the increasing ubiquity of cell phone services. MTC SAFE acknowledged this change and responded with a phone accessed Freeway Assist service. By dialing 511 and speaking the words “Freeway Assist”, motorists are immediately connected to the call answering center that handles the call box calls without leaving the safety of their vehicle.

MTC SAFE staff want to increase awareness of this service. A multi-language radio advertising campaign is an important component to ensuring motorist awareness of this program.

The MTC SAFE program plans to communicate awareness of the Freeway Assist option via radio advertisements aired during FY 2014-15. This new contract to provide customer communication services is needed in order to remind motorist of the benefits of this program as the call boxes in the urban core are being reduced.

### **Consultant Selection**

At the MTC Operations Committee meeting on July 11, 2014, a pre-qualified bench of consultants was approved to provide consultant support for customer information services to MTC, the Bay Area Toll Authority (BATA), Bay Area Infrastructure Financing Authority (BAIFA) and MTC SAFE for operational programs. On August 2, 2014, MTC SAFE invited firms on the customer information services bench in the prequalified areas of Creative Development and Outreach and Community-Based Services to submit proposals for tasks within the following areas: (1) Development of new content, including copywriting, illustration, photography, art direction, graphic design/production, television and radio production, video production, and photography; and (2) Translation and production as requested of advertising and collateral material into designated foreign languages. MTC SAFE indicated that the selected contractor would write copy for ten, fifteen, and thirty second radio ads, as well as make the media buys and necessary spot production. MTC SAFE further indicated that it would assess proposals on the basis of price and experience.

MTC SAFE received a single response from OneWorld Communications. Staff determined that OneWorld Communications, a local firm, is qualified to provide the services MTC SAFE is seeking under this contract. The firm has extensive experience in the development of radio advertisements, translating material into foreign languages, customer communications and education, media buys, and multimedia production. On the basis of prior experience working with the contractor, staff believes that OneWorld Communications also has sufficient staff and resources as well as effective approaches to project delivery and quality assurance. OneWorld Communications' hourly rates for the project are reasonable and within the budget established by MTC SAFE.

### **Recommendation**

Staff recommends that the Committee authorize the Executive Director or his designee to negotiate and enter into a contract with One World Communications in an amount not to exceed \$150,000 for 511 Freeway Assist Customer Information Services for a contract period ending on June 30, 2015.



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Steve Heminger

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## REQUEST FOR COMMITTEE APPROVAL

### Summary of Proposed Contract

Work Item No.: 6031

Contractor: OneWorld Communications, Inc.  
San Francisco, CA

Work Project Title: 511 Freeway Assist Customer Information Services

Purpose of Project: Provide marketing services for 511 Freeway Assist.

Brief Scope of Work: Write copy for ten, fifteen, and thirty second radio ads in various languages, and execute the media buys and necessary spot production.

Project Cost Not to Exceed: \$150,000

Funding Source: MTC SAFE

Fiscal Impact: Funds are included in the MTC SAFE budget for FY 2014-15

Motion by Committee: That the Executive Director or his designee is authorized to negotiate and enter into a contract with OneWorld Communications, Inc. to provide 511 Freeway Assist marketing services as described above and in the Executive Director's October 3, 2014 Memorandum, and that the Chief Financial Officer is directed to set aside funds in an amount of \$150,000 for FY 2014-15 for such contract.

Operations  
Committee:

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Jake MacKenzie, Chair

Approved:

Date: October 10, 2014