



METROPOLITAN
TRANSPORTATION
COMMISSION

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Memorandum

TO: Administration Committee

DATE: January 7, 2015

FR: Executive Director

W. I. 1121

RE: Contract Amendment — Communications Assistance for Regional Planning Activities:
Barbary Coast Consulting (\$100,000)

Staff seeks Committee approval of a contract amendment with Barbary Coast Consulting in an amount not to exceed \$100,000 for continued communications assistance for regional planning activities, including work on the update to Plan Bay Area.

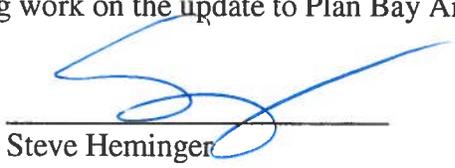
Background:

Barbary Coast Consulting was selected in June 2014 in response to a Request for Proposals to assist MTC with communications for regional planning activities which was released on May 2, 2014. Nine responsive proposals were received. A panel that included MTC and ABAG staff members selected Barbary Coast Consulting and a contract for \$75,000 was executed under the Executive Director's contract authority. Under the current contract Barbary Coast Consulting is assisting with developing a communications strategy for the Plan Bay Area update.

With the additional funds, the consultant will assist with writing and production of display boards for upcoming public open houses this spring that kick-off the update to Plan Bay Area, as well as provide communications assistance with the Plan Bay Area website, fact sheets, presentations and other materials as needed. The funds for this amendment are included in the FY 2014-15 agency budget amendment and are contingent upon approval of the MTC budget amendment by the Commission later this month.

Recommendation

Staff recommends this Committee authorize the Executive Director or his designee to negotiate and enter into a contract amendment with Barbary Coast Consulting not to exceed \$100,000, contingent upon approval of the MTC FY 2014-15 budget amendment, for continued communications assistance for regional planning activities, including work on the update to Plan Bay Area.



Steve Heminger

REQUEST FOR COMMITTEE APPROVAL

Summary of Consultant Contract Amendment

Work Item No.: 1121

Consultant: Barbary Coast Consulting, San Francisco, CA

Work Project Title: Communications Assistance for Regional Planning Activities

Purpose of Project: Provide communications assistance for regional planning activities, including the Plan Bay Area update.

Brief Scope of Work: Task order-based assistance in areas that include writing text and producing display boards and other materials for upcoming public open houses for the update to Plan Bay Area; and other communications assistance such as with the Plan Bay Area website, fact sheets, presentations, and customizable tool kits.

Project Cost Not to Exceed: \$100,000 (this amendment)
Total Contract before this amendment: \$75,000
Total Authorized Contract after this amendment: \$175,000

Funding Source: TDA

Fiscal Impact: Included in the MTC FY 2014-15 budget amendment, contingent upon approval of the agency budget amendment

Motion by Committee: That the Executive Director or his designee is authorized to negotiate and enter into a contract amendment with Barbary Coast Consulting to provide the consulting services described above and in the Executive Director's memorandum dated January 7, 2015, and the Chief Financial Officer is directed to set aside funds in the amount of \$100,000 for such amendment, contingent upon approval by the Commission of the MTC FY 2014-15 budget amendment adding such funds.

Administration Committee:

Adrienne J. Tissier, Chair

Approved: Date: January 14, 2015