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Memorandum

TO: BATA Oversight Committee

DATE: June 3, 2015

FR: Executive Director

W. I. 1252

RE: Contract Amendment – FasTrak® Customer Communications: OneWorld Communications, Inc. (\$310,000)

This item requests Committee approval of a contract amendment with OneWorld Communications, Inc. (OneWorld) in an amount not to exceed \$310,000 to provide continued customer information services for the FasTrak® program. The funds for the amendment are to be included in the FY 2015-16 BATA Operating Budget.

Background

At its July 11, 2014 meeting, the MTC Operations Committee approved a competitively procured, pre-qualified bench of consultants to provide on-call consultant support for customer information services for operational programs, including FasTrak®, Clipper®, and the Bay Area Express Lanes Network for a three-year period ending on June 30, 2017.

OneWorld was selected in September 2014 in response to a competitive procurement of firms on the bench to develop and implement customer communications for the FasTrak® program. The initial period of performance for this contract is one year and will end June 2015. At BATA's sole option, the contract may be renewed for up to two additional years in one-year increments. This contract amendment would exercise the first option year.

Under the current contract totaling \$275,000, OneWorld supported the temporary relocation of the FasTrak® Customer Service Center to 62 First Street, the launch of a new FasTrak® website, and the production of a new switchable toll tag.

The additional \$310,000 will be used to support customer communications for FasTrak® operations in the new I-580 express lanes, the relocation of the Customer Service Center to 375 Beale Street, and general service information. These activities fall within the scope of work outlined in the procurement. The funds for this amendment are included in the FY 2015-16 agency budget. OneWorld is a local, certified small business enterprise as shown in Attachment A.

Recommendation

Staff recommends that the Committee authorize the Executive Director or his designee to negotiate and enter into a contract amendment with OneWorld in an amount not to exceed \$310,000 for continuing support of the FasTrak® program customer information needs, subject to the approval of the FY 2015-16 BATA Operating Budget.

Steve Heminger

Attachment A

Firm Name	Role on Project	DBE* Firm		SBE** Firm				
		Yes	If Yes, List #	No	Yes	If Yes, List #	No	
OneWorld Communications	Creative Development, Online Services, Strategic Planning			X		X	18824	

Prime Contractor

*Denotes certification by the California Unified Certification Program (CUCP).

**Denotes certification by the State of California.

REQUEST FOR COMMITTEE APPROVAL
Summary of Proposed Contract Amendment

Work Item No.: 1252

Consultant: OneWorld Communications, Inc., San Francisco, CA

Work Project Title: FasTrak[®] Customer Information Services

Purpose of Project: Customer Information Services

Brief Scope of Work: Consultant assistance in the areas of strategic planning, creative development and online services for the FasTrak[®] program.

Project Cost Not to Exceed: \$310,000 (this amendment)
Total Contract Amount: \$275,000
Total Authorized Contract Amount after this amendment: \$585,000

Funding Source: BATA Operating Budget

Fiscal Impact: Funds to be included in the FY 2015-16 BATA Operating Budget.

Motion by Committee: That the Executive Director or his designee is authorized to negotiate and enter into a contract amendment with OneWorld Communications, Inc. for consultant assistance for customer information services as described above and in the Executive Director's memorandum dated June 3, 2015, and the Chief Financial Officer is directed to set aside funds in the amount of \$310,000 for such amendment, subject to the approval of the FY 2015-16 BATA Operating Budget.

BATA Oversight Committee:

Amy Rein Worth, Chair

Approved: Date: June 10, 2015