

Metropolitan Transportation Commission
Regional Network Management Committee

November 3, 2023

Agenda Item 2g

Contract Amendment – Clipper® START Marketing Services: Moore Iacofano Goltsman, Inc. (\$300,000)

Subject:

Recommendation to approve a contract amendment for Moore Iacofano Goltsman, Inc. (MIG, Inc.) in the amount of \$300,000 for the purpose of conducting customer education and marketing for Clipper START.

Background:

Clipper contracts with a firm to conduct marketing to promote participation in the Clipper START means-based transit fare discount program. Since July 2022, the contractor serving in this capacity has been MIG, Inc.

For fiscal year 2023-24, staff has already added \$300,000 to the MIG, Inc. contract for the purposes of Clipper START marketing. This is a request for an additional \$300,000. Campaigns will be based on the results of a marketing assessment analyzing the effectiveness of past and potential future campaigns. Elements of the analysis include an online survey of 500 people, eight focus groups, and 25 individual interviews with representatives of health and human service agencies as well as community-based organizations. The survey and focus groups are complete.

Based on the results of the analysis, the scope of work is expected to include, but not be limited to, the following specific tasks for the marketing contractor:

- Transit property advertising (paid and donated)
- Billboards in low-income neighborhoods
- Digital advertising targeting individuals with a low income
- Digital out-of-home advertising (such as at grocery stores with digital signs) in low-income neighborhoods
- Direct mail to zip codes in Equity Priority Communities

In 2022, MTC selected MIG, Inc. through a mini procurement process for a new contractor after issuing a Request for Proposals to nine firms who had qualified for MTC's Consultant Bench: 2020 Electronic Payments Consultant Assistance – Cycle 1. Their contract was approved by the Clipper Executive Board and the MTC Operations Committee. The contract is set to expire June 30, 2024, with an option to extend for up to two years.

Based on feedback from the Clipper Executive Board, staff recommend increasing the current small contract amount to enable MIG, Inc. to expand marketing efforts with the goal of increasing applications to the program. The amount for this amendment is included in the fiscal year 2023-24 MTC budget.

Issues:

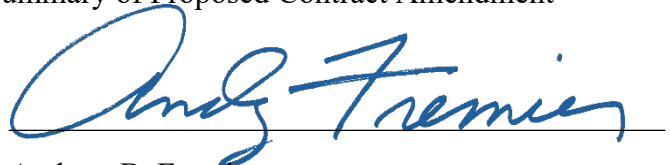
None identified.

Recommendation:

Staff recommends that the Regional Network Management Committee authorize the Executive Director or designee to negotiate and enter into a contract amendment with MIG, Inc. in an amount not to exceed \$300,000 to conduct customer education and marketing activities for Clipper® START.

Attachments:

- Attachment A: Disadvantaged Business Enterprise and Small Business Enterprise Status
- Request for Committee Approval - Summary of Proposed Contract Amendment



Andrew B. Fremier

Disadvantaged Business Enterprise and Small Business Enterprise Status

	Firm Name	Role on Project	DBE* Yes / No	If DBE Yes, List #	SBE** Yes / No	If SBE Yes, List #
Prime Contractor	MIG, Inc.	Prime contractor	No		No	
Subcontractor	Zeba Media	Media buying	No		No	
Subcontractor	Digital Mark Group	Media buying	No		No	
Subcontractor	Center for Accessible Technology	Accessibility	No		No	
Subcontractor	Bombilla	Creative Design	No		No	
Subcontractor	Caribou Public Relations	Outreach	Yes	41619	No	
Subcontractor	EMC Research	Research	No		Yes	SLEB 06- 90866 SBE 541910
Subcontractor	Ion Translations	Translation	No		Yes	SLEB 07- 90991

*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.: 1311

Consultant: Moore Iacofano Goltsman, Inc.
Berkeley, California

Work Project Title: Clipper START Marketing

Purpose of Project: To increase participation in the Clipper START program

Brief Scope of Work: Provide advertising, material development, social media management, research, presentations, training and other tasks for the Clipper START program as needed

Project Cost Not to Exceed: \$300,000

Funding Source: Low Carbon Transit Operations Program

Fiscal Impact: Included in the FY 2023-24 MTC budget

Motion by Committee: That the Executive Director or designee is authorized to negotiate and enter into a contract amendment with MIG, Inc. for Clipper START marketing described above and in the Regional Network Management Committee Summary Sheet dated November 3, 2023, and that the Chief Financial Officer is authorized to set aside \$300,000 for such amendment.

Regional Network
Management Committee:

David Rabbitt, Chair

Approved: November 3, 2023