

Metropolitan Transportation Commission
Regional Network Management Committee

November 3, 2023

Agenda Item 2h

**Contract Amendment – Clipper® START Outreach Services: Caribou Public Relations,
Inc. (\$400,000)**

Subject:

Recommendation to approve a contract amendment with Caribou Public Relations, Inc. (Caribou) in the amount of \$400,000 for the purpose of conducting outreach for Clipper START.

Background:

Clipper contracts with a firm to conduct outreach to support the Clipper START means-based transit fare discount program. Since May 2023, the contractor serving in this capacity has been Caribou Public Relations, Inc. (Caribou). This contract is set to expire June 30, 2024, but may be extended for up to two years.

For fiscal year 2023-24, we anticipate the following specific tasks for the outreach contractor:

- Contact community-based organizations to schedule participation in existing events or schedule special Clipper START-specific events to educate participants about the program and how to apply. Locations will include food banks, community events, CalWORKs, health and human services offices, shelters, adult education programs, and others.
- Provide training and presentations to staff of health and human services agencies and community-based organizations to educate them about how their clients can benefit from Clipper START.
- Post flyers and posters about Clipper START in public places such as grocery stores, laundromats, and other locations in equity priority communities. At the same time, distribute brochures to libraries for distribution.
- Subcontract with up to 10 community-based organizations to have them conduct targeted outreach to their service populations. Clipper piloted this approach in FY 2022-23 with Roots Community Health Center and would like to expand this effort based on recommendations in the Clipper START evaluation report.

In April 2023, MTC selected Caribou through a direct selection process approved by the MTC Executive Director. Caribou is on the Consultant Bench: 2020 Electronic Payments Consultant Assistance – Cycle 1. The funding for this amendment is included in the Fiscal Year 2023-24 MTC budget.

Issues:

None identified.

Recommendation:

Staff recommends the Regional Network Management Committee authorize the Executive Director or designee to negotiate and enter into a contract amendment with Caribou Public Relations, Inc. in an amount not to exceed \$400,000 for the purpose of conducting outreach 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	Caribou Public Relations, Inc.	Prime contractor	Yes	41619	No	

*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: Caribou Public Relations, 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 outreach services for the Clipper START program as needed

Project Cost Not to Exceed: \$400,000

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 Caribou Public Relations, Inc. for Clipper START marketing as described above and in the Regional Network Management Summary Sheet dated November 3, 2023, and that the Chief Financial Officer is authorized to set aside \$400,000 for such amendment.

Regional Network
Management Committee:

David Rabbitt, Chair

Approved: November 3, 2023