

**Metropolitan Transportation Commission  
Regional Network Management Committee**

**June 14, 2024**

**Agenda Item 3f**

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

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**Subject:**

A request for approval of an amendment to add \$400,000 to the Caribou contract to provide Clipper START outreach assistance.

**Background:**

Clipper contracts with a firm to conduct community-based outreach in support of 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 2024-25, we anticipate the following specific tasks for the outreach contractor:

- Contact community-based organizations (CBOs) to schedule participation in existing events or schedule special Clipper START-specific events to educate participants about the program and how to apply.
- 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, provide brochures to libraries for distribution.
- Subcontract with up to 20 community-based organizations to have them conduct targeted outreach to their service populations. Clipper piloted this approach in Fiscal Year (FY) 2022-23 with Roots Community Health Center, added 13 CBOs in FY 2023-24 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 select process approved by the MTC Executive Director. Caribou is on the Consultant Bench: 2020 Electronic Payments Consultant Assistance – Cycle 1.

Caribou is a Disadvantaged Business Enterprise (#41619) but is not a Small Business Enterprise; Caribou has no subcontractors. The Clipper Executive Board approved this proposed contract amendment at its May 20, 2024 meeting.

**Issues:**

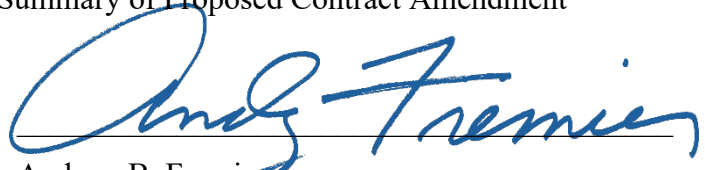
None identified.

**Recommendation:**

Staff recommends the Regional Network Management Committee authorize the Executive Director or designee to negotiate and enter into a contract amendment with Caribou in an amount not to exceed \$400,000 for Clipper START outreach services.

**Attachment:**

- Request for Committee Approval – Summary of Proposed Contract Amendment



Andrew B. Fremier

## Request for Committee Approval

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### Summary of Proposed Contract Amendment

Work Item No.: 1311

Consultant: Caribou Public Relations, Inc.  
Berkeley, CA

Work Project Title: Clipper START Outreach Services

Purpose of Project: To conduct outreach to educate people about the Clipper START program and to encourage enrollment

Brief Scope of Work: Conduct outreach through community-based organizations, schedule and staff outreach events, and post information about program

Project Cost Not to Exceed: \$400,000 (this amendment)  
Total contract amount including amendments before this amendment = \$520,000  
Total contract amount with this amendment = \$920,000

Funding Source: State Transit Assistance, Low Carbon Transit Operations Program

Fiscal Impact: Pending approval of the MTC Fiscal Year 2024-25 budget

Motion by Committee: That the Executive Director or designee is authorized to negotiate and enter into a contract with Caribou Public Relations, Inc. for customer education services described above and in the Regional Network Management Committee Summary Sheet dated June 14, 2024 and that the Chief Financial Officer is authorized to set aside \$400,000 for such contract, subject to approval of the FY 2024-25 agency budget.

Regional Network  
Management Committee:

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Approved: June 14, 2024