

**Metropolitan Transportation Commission**  
**Administration Committee**

February 14, 2024

Agenda Item 2d - 24-0172

**Contract Amendment – Public Engagement Support: Kearns & West, Inc. (\$200,000)**

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**Subject:**

Authorization to negotiate and to enter into a contract amendment in an amount not to exceed \$200,000 with Kearns & West, Inc. to provide public engagement support for major MTC initiatives, including Plan Bay Area 2050+ and Transit 2050+, for a new contract not to exceed the amount of \$400,000.

**Background:**

The Plan Bay Area engagement program is a massive, multi-year effort that includes general public engagement, as well as outreach to youth, community based organizations, Tribal governments, local jurisdiction staff, agency partners and many other stakeholders. MTC staff requires the support of an experienced firm with expert public engagement and planning professionals to be able to execute and deliver the myriad of public engagement activities for Plan Bay Area and related projects, including Transit 2050+.

**Contract Overview:**

In October 2021, MTC issued a Request for Qualifications (RFQ) to establish an on-call bench of pre-qualified firms to provide services for Public Engagement, Digital Engagement and Promotion, and Market Research support. The RFQ included three service categories including 1) public engagement, 2) digital engagement and promotion, and 3) market research expertise. In December 2021, this Committee approved thirteen firms for placement on an on-call bench through December 31, 2024, with an option to extend for an additional two years to December 31, 2026. The on-call bench included Kearns & West, Inc., which qualified in the public engagement category.

In June 2023, MTC entered into a contract with Kearns & West, Inc. for public engagement support to plan and execute public engagement activities related to Plan Bay Area 2050+. Under this contract, Kearns & West, Inc. supported implementation of Round 1 of Plan Bay Area 2050+ engagement. In addition to this work, Kearns & West, Inc. also supported implementation

of Transit 2050+ and transportation revenue measure engagement, which was conducted jointly with Plan Bay Area 2050+ engagement over summer and fall 2023.

**Next Steps:**

The proposed contract amendment with Kearns & West, Inc. would focus on Rounds 2 and 3 of Plan Bay Area 2050+ engagement and related efforts. MTC staff will work with Kearns & West, Inc. to develop and implement the engagement strategy for the next two rounds of engagement. Later this year, MTC staff will update the Commission on the status and next steps of the aforementioned projects.

Kearns & West, Inc. is not a Disadvantaged Business Enterprise (DBE), however they are a Small Business Enterprise (SBE) and have no subcontractors. Kearns & West, Inc. is a certified SBE with the Santa Clara Valley Transportation Authority, certification No. 21-0871.

**Issues:**

None identified.

**Recommendations:**

Staff recommends that the Committee authorize the Executive Director or designee to negotiate and enter into a contract amendment with Kearns & West, Inc. in an amount not to exceed \$200,000 for a new contract not to exceed the amount of \$400,000 for the work described above.

**Attachments:**

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



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Andrew B. Fremier

Attachment A

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Disadvantaged Business Enterprise and Small Business Enterprise Status

	<b>Firm Name</b>	<b>Role on Project</b>	<b>DBE* Yes / No</b>	<b>If DBE Yes, List #</b>	<b>SBE** Yes / No</b>	<b>If SBE Yes, List #</b>
Prime Contractor	Kearns & West, Inc.	Project Lead	No	N/A	Yes	VTA 210871

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

\*\*Denotes certification by the State of California.

**Request for Committee Approval**

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**Summary of Proposed Contract Amendment**

Work Item No.: 1121

Consultant: Kearns & West, Inc.,  
San Francisco, CA

Work Project Title: Public Engagement Support

Purpose of Project: Provide public engagement support for Plan Bay Area 2050+ and related initiatives.

Brief Scope of Work: Provide public engagement support for Rounds 2 and 3 of Plan Bay Area 2050+ engagement and related initiatives.

Project Cost Not to Exceed: This amendment: \$200,000  
Current contract amount before this amendment: \$200,000  
Maximum contract amount after the amendment: \$400,000

Funding Source: General Fund

Fiscal Impact: \$200,000 is 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 Kearns & West, Inc. for public engagement support described above and in the Administration Committee Summary Sheet dated February 14, 2024, and that the Chief Financial Officer is authorized to set aside \$200,000 for such amendment.

Administration Committee:

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Gina Papan, Chair

Approved: February 14, 2024