Bay Area Infrastructure Financing Authority
Network and Operations Committee

October 10, 2025 **Agenda Item 4c**

Contract Amendment – Marketing and Outreach for Express Lanes START Program: Polytechnic Marketing LLC ($1,165,000)

Subject:

Request for approval of an amendment to the contract with Polytechnic Marketing LLC for an amount not to exceed $1,165,000 for Express Lanes START pilot program marketing and communications services.

Background:

Express Lanes START is a first-of-its-kind effort to address affordability of express lane tolls for residents earning a low income. The pilot was borne from MTC's goal of advancing equity throughout the region in accordance with Plan Bay Area 2050 and MTC's Equity Platform, and it is identified as an action in the Express Network 2021 Strategic Plan to analyze how providing reduced toll rates to low-income users delivers equitable benefits and affects express lanes operations.

Qualified participants receive at least 50% off toll trips on the Interstate 880 (I-880) Express Lanes as well as on the Interstate 80 (I-80) Express Lanes when it opens in the late fall 2025. Pilot participants must provide proof of identity and household income at or below 200% of the Federal poverty level as well as have a Bay Area mailing address and a FasTrak® account. As a reminder, these eligibility criteria and the enrollment process are consistent with those for Clipper START, except that the FasTrak account requirement is unique to the Express Lanes program.

The Express Lanes START program launched in April 2023. In July 2025, BAIFA voted to expand the pilot to the new I-80 Express Lanes in Solano County when they open in late fall 2025 and to extend the timeframe of the pilot from its previous end date of March 2026 to March 2029.

In October 2021, BAIFA authorized a contract with Polytechnic Marketing LLC (Polytechnic) for marketing and communications services for the pilot. Polytechnic was selected from a mini-procurement from a technical assistance bench that included Communications and Customer Information Services. For the pilot, Polytechnic provided communications strategies to support the launch, development and implementation of marketing campaigns to raise awareness of tolling and promote the pilot, and ongoing support in areas of communications and customer education.

Staff recommends adding $1,165,000 to the current contract amount of $1,110,000 to provide additional marketing and communications services for one year. This amount will support both greater visibility of the pilot on the existing I-880 corridor beyond March 2026, with a goal to increase enrollment, as well as a robust marketing and outreach campaign that will launch later this year to raise awareness of the pilot in Solano County to help eligible residents and I-80 corridor users learn about and sign up for the pilot. Methods to be used include those found to be successful: billboard advertising, digital advertising, social media (free and paid), outreach events, and outreach through community-based organizations, among other tactics.

Attachment A includes a summary of Polytechnic's small business and disadvantaged business enterprise status.

Fiscal Impact:

The amount of the contract amendment is included in the BAIFA FY 2025-26 Capital Program Budget.

Recommendation:

That the Committee authorize the executive director or designee to negotiate and enter into a contract amendment with Polytechnic Marketing LLC for an amount to exceed $1,165,000.

Attachments:

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

Andrew B. Fremie

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	Polytechnic Marketing LLC	Communications Services	No	blank	Yes	2013608

*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.:	6854
Consultant:	Polytechnic Marketing LLC Berkeley, CA
Work Project Title:	Express Lanes Toll Discount Pilot Program Marketing & Communications Services
Purpose of Project:	To provide marketing and communications services for the Express Lanes Toll Discount Pilot Program
Brief Scope of Work:	To develop and implement campaigns to educate people about the Toll Discount Pilot Program, to prepare updates to online and printer materials, and to conduct program research
Project Cost Not to Exceed:	This Amendment: $1,165,000 Previous Contract: $1,110,000 Total Contract with this Amendment: $2,265,000
Funding Source:	BAIFA Capital Program Budget
Fiscal Impact:	Funding is included in the Fiscal Year 2025-26 BAIFA Express Lanes Capital Budget
Motion by Committee:	That the Executive Director or designee is authorized to negotiate and enter into a contract amendment with Polytechnic Marketing LLC for providing the services described above and in the Bay Area Infrastructure Financing Authority Network and Operations Committee Summary Sheet dated October 10, 2025 and that the Chief Financial Officer is authorized to set aside $1,165,000 for such amendment.
BAIFA Network and Operations Committee:	Sue Noack, Chair
Approved:	October 10, 2025