Metropolitan Transportation Commission
Administration Committee

May 13, 2026 **Agenda Item 2e-26-0446**

Contract Amendment – Digital Engagement and Support Services: Craft & Commerce, LLC ($125,000)

Subject:

Request for authorization to negotiate and execute a contract amendment with Craft & Commerce, LLC (Craft & Commerce) in an amount not to exceed $125,000 for a new total not to exceed amount of $2,186,460 for digital communications and promotions support for FIFA World Cup transit communications through December 31, 2026.

Background:

In December 2021, the MTC Administration Committee approved the 2021 Public Engagement, Digital Engagement and Promotion, and Market Research Support Consultant Bench ("the Bench"), comprised of 13 pre-qualified firms. The 2021 Bench procurement contained three service categories:

1. Public engagement
2. Digital engagement and promotion
3. Market research

In addition to establishing the Bench, the Request for Qualifications (RFQ) also requested proposals from consultants for a direct select contract under Service Category 2: Digital Engagement and Promotion to continue MTC's digital engagement and promotion activities, including the development and implementation of the All Aboard Bay Area Transit (All Aboard) campaign. In December 2021, the MTC Administration Committee approved a three-year contract through December 31, 2024, in the amount of $175,000 with Craft & Commerce for the initial work on the All Aboard campaign and other digital engagement tasks.

In February 2022, the Executive Director approved a contract amendment to increase the budget by $200,000 to create and launch the second All Aboard campaign and provide the Bay Area Infrastructure Financing Authority with digital engagement support. The All Aboard Bay Area Transit campaign, created at the behest of the Blue Ribbon Transit Recovery Task Force and in

concert with the Bay Area's 27 transit agencies, aims to encourage the public to return to Bay Area transit. The campaign's first phase ran in late summer 2021 and the second in spring 2022.

In May 2022, the MTC Administration Committee authorized a contract amendment to perform ongoing digital engagement and promotion services. The Executive Director in June 2022 approved a contract amendment with Craft & Commerce for $35,000 to provide support for the regional Bike to Wherever Day program and in September 2022 approved a contract amendment for $185,000 to provide support for the third regional All Aboard campaign as well as ongoing digital support services for Fiscal Year (FY) 2022-23.

In March 2023, the Executive Director approved a $200,000 contract amendment to support work already in progress, including the All Aboard campaign (May-June 2023) and promotion of the draft Public Participation Plan (March-April 2023).

In April 2023, the MTC Administration Committee authorized a contract amendment for $112,460 to perform ongoing digital communications and promotions support for the regional Bike to Wherever Day program (May 2023); Plan Bay Area 2050+ (June 2023); and ongoing, as-needed digital engagement support.

In August 2023, the Executive Director approved a $200,000 contract amendment to support work already in progress, including the All Aboard campaign (Sept. 2023), Plan Bay Area 2050+ public engagement (Aug.-Sept. 2023), and BAHFA public event promotion (Aug. 2023).

In October 2023, the MTC Administration Committee authorized a contract amendment for $443,000 for ongoing digital communications and promotions support for Plan Bay Area 2050+; Return to Transit marketing; the San Francisco Bay Trail; and ongoing, as-needed digital engagement support.

In November 2024, the MTC Administration Committee authorized a contract amendment exercising the option to extend the contract terms for two years through December 31, 2026, and add an amount not to exceed $315,000 for digital communications and promotions support and media budget for transit marketing, Regional Network Management projects, Plan Bay Area 2050+, Bay Wheels and ongoing, as-needed digital engagement support.

In April 2026, the Executive Director approved a $196,000 contract amendment to support work already in progress, including Regional Network Management projects and preparations FIFA World Cup transit communications.

The contract amendment under consideration will bring the contract budget total to nearly $2.18 million, however, only a portion of these funds are being paid to the consultant and its subcontractor. As of April 1, 2026, $1,660,800.40 has been encumbered in contract task orders, only $540,569.46 (33%) has been paid to Craft & Commerce LLC and its subconsultant, InterEthnica Inc. The remaining funds, $1.1 million, has been spent to buy media advertising on social platforms, digital displays, local and digital audio, etc. on behalf of MTC.

Craft & Commerce nor its subcontractor, InterEthnica Inc., are a Small Business Enterprises.

Next Steps:

Staff will seek to amend the existing contract.

Issues:

None identified.

Recommendations:

Staff recommends the Committee authorize the Executive Director to negotiate and enter into a contract amendment with Craft & Commerce in an amount not to exceed $125,000 for a new contract total not to exceed $2,175,377 to perform ongoing digital engagement and promotion services as described above through December 31, 2026.

Attachments:

- Request for Committee Approval — Summary of Proposed Contract Amendment

Andrew B. Fremier

Request for Committee Approval

Summary of Proposed Contract Amendment

Work Item No.:	1112
Consultant:	Craft & Commerce, LLC New York, NY
Work Project Title:	Digital Engagement and Promotion Services
Purpose of Project:	Deliver agency digital engagement and promotion services
Brief Scope of Work:	Provide digital communications and promotions support for FIFA World Cup transit communications.
Project Cost Not to Exceed:	$125,000 (this amendment) Total contract before this amendment: $2,061,460 Total authorized contract after this amendment: $2,186,460
Funding Source:	RM2 Marketing
Fiscal Impact:	$125,000 is available in MTC's FY2025-26 budget.
Motion by Committee:	That the Executive Director or designee is authorized to negotiate and enter into a contract amendment with Craft & Commerce, LLC for the purpose described above and in the Administration Committee Summary Sheet dated May 13, 2026, and that the Chief Financial Officer is authorized to set aside $125,000 for such amendment.
Administration Committee:	_____ Gina Papan, Chair
Approved:	May 13, 2026