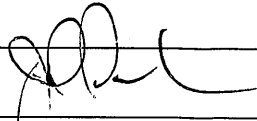


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Alameda Corridor Transportation Authority

February 12, 2020

To:	Governing Board
From:	James P. Preusch, Interim Chief Executive Officer 
Subject:	<i>Approval of Amendment No. 1 to Agreement No. C0866 with Courtney Torres Consulting, Inc. for Media Relations Services (APPROVAL)</i>

Recommendations:

Approve the proposed amendment to Agreement No. C0866 with Courtney Torres Consulting, Inc. (CTCI) for media relations services to add \$250,000 and exercise the option to extend the term of the Agreement for three years through June 30, 2023; and authorize the Interim Chief Executive Officer to execute said amendment.

Discussion:

Following a competitive solicitation process, and Board approval in June 2017, ACTA entered into Agreement No. C0866 (“Agreement”) with Ek, Torres & Molina, Inc. for media relations support. When Ek Torres & Molina, Inc. dissolved, the Agreement was assigned to one of the original partners, Courtney Torres and her firm CTCI. The Board approved the assignment in March 2019 and the Consent to Amendment and Assignment and Assumption of the Agreement was fully executed in May 2019. The Agreement has an initial three-year term to June 30, 2020 with a three-year extension to be utilized at the option of the Governing Board.

ACTA continues to require media relations support services. CTCI’s work includes providing the latest press clippings on port and goods movement matters, providing crisis communication support, drafting and issuing press releases, and coordinating media coverage for ACTA’s annual emergency drill. CTCI has performed effectively since taking over the Agreement last year, providing information and responding to media inquiries. Recent examples include responding to media inquiries during the January 2020 Henry Ford crossing derailment and during two July 2019 trespasser incidents.

CTCI is a certified small business enterprise (SBE). In addition, the firm subcontracts approximately thirty percent of its monthly work to another SBE firm, Milagro Strategy Group.

The Agreement provides for a fixed monthly fee of \$6,000 (\$72,000 per annum) beginning July 1, 2018 along with annual 3% increases to the fees and hourly rates. These annual 3% increases will continue through the three-year extension. The initial contract value was \$250,000 for the



three-year term through June 30, 2020. An additional \$250,000 in funding for services will be required for the three-year extension. The Agreement also allows for the issuance of as-needed task orders for on-call work using hourly rates contained in the Agreement. There is adequate contract value available to pay for such services should they be required.

ACTA's Interim Chief Executive Officer recommends that the Board approve the proposed amendment to Agreement No. C0866, exercising the option to extend the Agreement for three years through June 30, 2023 and increasing the total contract value from \$250,000 to \$500,000.

Budget Impact:

Appropriate funds will be included in ACTA's Program Budget each fiscal year.

Co-General Counsel:

ACTA's Co-General Counsel has reviewed and approved the proposed agreement as to form.

Transmittals:

Transmittal 1 – Amendment No. 1 to CTCI Agreement No. C0866