

Award Contracts for On-Call Ambassador Services

**JPB Finance Committee
August 24, 2026**



Proposed Actions

1. **Award a bench of contracts to**

- **Civic Edge Consulting, LLC of San Francisco, CA**
- **Omnia Associates, LLC of Oakland, CA**

to provide the Services on an as-needed basis for an **aggregate not-to-exceed amount of \$615,000 for a five-year term.**

2. **Authorize the Executive Director** or designee to **execute contracts** with each of the above firms in full conformity with the terms and conditions of the solicitation documents and negotiated agreements, and in forms approved by legal counsel.

Contracts Goal

- **Goal:** To provide the JPB with a bench of qualified and experienced firms to perform customer outreach and ambassador support on an as-needed basis.
- The Services:
 - **will enhance the JPB's ability** to support service changes, construction activities, special events, promotional campaigns, planning initiatives, and emergency response
 - **by providing** timely, multilingual customer assistance and collecting feedback to improve future customer communications and service delivery.

Solicitation Process

- On March 11, 2026, the JPB, the San Mateo County Transit District, and the San Mateo County Transportation Authority issued Joint Request for Proposals (RFP) 26-S-J-T-S-132 for On-Call Ambassador Services.
- The RFP was advertised on the Agencies' eProcurement website.
- In response to the RFP, the Agencies received three responsive proposals.
- A Selection Committee, composed of the Agencies' staff, reviewed, scored, and ranked the proposals in accordance with the evaluation criteria set forth in the RFP.

Solicitation Process (cont...)

- The Committee scored all three proposals and determined two firms to be in the competitive range, which were interviewed.
- The Committee determined that the two highest-ranked firms possess the requisite experience, qualifications, and competitive rates required for successful performance of the services:
 - **Civic Edge**
 - **Omnia**

Budget Impact

- Work Directives issued through the on-call bench will be funded by local revenues from approved and future operating and capital budgets.
- Staff will issue Work Directives on a project-by-project and as-needed basis. Award of these contracts will not obligate the JPB to purchase any specific level of service from any particular firm.
- Staff conducted a price analysis and determined the negotiated labor rates to be fair, reasonable, and consistent with those charged for similar services in the Bay Area.

Motion for Consideration

1. **Award a bench of contracts to**

- **Civic Edge Consulting, LLC** of San Francisco, CA
- **Omnia Associates, LLC** of Oakland, CA

to provide the Services on an as-needed basis for an **aggregate not-to-exceed amount of \$615,000 for a five-year term.**

2. **Authorize the Executive Director** or designee to **execute contracts** with each of the above firms in full conformity with the terms and conditions of the solicitation documents and negotiated agreements, and in forms approved by legal counsel.

FOR MORE INFORMATION

WWW.CALTRAIN.COM

