

## **VRPA Technologies, Inc., Contract Amendment Measure T Renewal Investment Plan**

VRPA Technologies, Inc. (VRPA) is currently under contract with the Madera County Transportation Commission (MCTC) to provide support services for the Measure T Renewal Effort.

As MCTC staff is aware, the VRPA Team has been working with its staff since June 2021 to prepare the Measure T Renewal Investment Plan and Implementing Guidelines, including significant work with the Measure T Renewal Steering Committee beyond what was originally envisioned, significant coordination with MCTC staff in weekly status calls and other related meetings, and research and analysis not envisioned in the original contract. VRPA Technologies' contract capacity will be reached soon and will require additional resources to continue to provide education, research and analysis, and other support services including legal environmental and public transit research between now and the election in November 2022. A total increase of just under \$140,000 is sought with this contract amendment. The additional contract amount and tasks are described below.

### ***Task 0.3 – Project Management - Attend Project Coordination Meetings***

VRPA staff and its subconsultants have attended weekly Project Team status calls over the past 13 months. The amount of time originally allocated to this task was utilized and additional budget is needed to continue to meet weekly or at least bi-weekly with MCTC/Madera County Transportation Authority (MCTA) staff to ensure that materials, research, meetings, presentations, and other research and analysis is reviewed by the Project Team between July and November 2022.

***Deliverables:*** Weekly or as-needed Project Team meetings.

### ***Task 8.1 - Educational Presentations***

VRPA has utilized budget originally allocated to this task to address staff time associated with additional Steering Committee meetings and additional Project Team meetings, as well as other related research and analysis.

The additional budget allocation to this task will allow VRPA staff to prepare PowerPoint Presentations to be presented to a maximum of thirty-five (35) stakeholder groups, special event participation, interested agencies and other groups focused educating participants on the contents of the Measure T Investment Plan and Implementing Guidelines. This task will also include staff time to research stakeholder group meetings, special events and to schedule such meetings/events as well as direct costs associated with travel.

***Deliverables:*** Preparation for, schedule of, and conduct of a maximum of 35 presentations at appropriate meetings or events.

### ***Task 8.2: Build Consensus***

VRPA will develop public information and outreach program materials to educate the community about Measure T including the Investment Plan and Implementing Guidelines. Flyers and Frequently Asked

Questions (FAQs), Talking Points and other materials will be prepared to provide for consistency in the presented information.

**Deliverables:** VRPA will prepare the following education materials including the printing of such materials:

- ✓ Develop informational messaging
- ✓ Provide talking points, answers to frequently asked questions and message training for anyone helping to conduct outreach or speak to the media regarding the tax extension
- ✓ Provide information to be added to the MCTC/MCTA website, the website of affiliated groups and organizations, distributed through social media and included in newsletters
- ✓ Write, design, and produce informational flyers

***New Task A – Research and Analysis of Measure T Issues Raised During the Education Process:***

In order to allow existing MCTA staff to remain focused on the day-to-day operations of managing the Measure T program, VRPA will need to assist with Measure T Renewal related correspondence, conduct related research, and respond to requests for Measure T Renewal information and answer related questions.

**Deliverables:** Required Measure T Renewal research and analysis.

***New Task B - Legal Environmental Process Review and Research***

VRPA and its subconsultant – BB&K will be available to address legal challenges or to provide legal analysis should MCTC/MCTA be challenged by outside stakeholders or other individuals or groups. VRPA and BB&K will research the California Environmental Quality Act provisions and provide detailed review and assessment of related legal findings.

**Deliverables:** Required Measure T Renewal legal environmental review, research, and analysis.