

Ambassador Program NTE Adjustment

November 29, 2023



What is the Ambassador Program?

The Ambassador Program utilizes a mix of employee volunteers and contractors to:

- Accustom riders to general service changes
- Familiarize them with improvements
- Guide them through disruptions, and
- Support staffing of Caltrain events (e.g., EMU Tours).



Background: Contract Awarded

- In August 2021, Board Resolution 2021-43 awarded JBR Partners an on-call ambassador services contract.
- The original contract and project scope **did not encompass provisions** for on-call ambassador services related to extensive shutdowns.
- As awarded, the contract not-to-exceed (NTE) amount is \$557,513 plus a \$150k contingency, for a five-year term through August 17, 2026.

Background: PCEP Needs

- In December 2022, the Customer Experience (CX) team was made aware of the preliminary schedule for PCEP weekend and weekday shutdowns throughout 2023.
- PCEP budgeted for a total cost **estimated at ~\$1.64M.**
- On September 12, 2023 Caltrain exercised the use of the contingency to increase the compensation amount by \$150,000.
- Due to the extensive Ambassador deployments required by PCEP, there is only a remaining capacity of \$24,000 through August 2026 (\$683,513 spent).

PCEP Ambassador Deployments: Feb to Present

FY23

- February to June 2023
- JBR staff hours worked: **5,228 Hours**

FY24

- July to Present
- JBR staff hours worked: **2,865 Hours**

Over 15,000 customer contacts made and thousands of additional hours from employee volunteers, with multilingual support.



Recommendations

Due to:

- PCEP's **ongoing need** for extensive Ambassador deployments relating to planned shutdowns;
- The continued need for staff support for **future general service changes and events**;
- Anticipated **intensive customer communications efforts** expected at the start of electrified service in 2024; and
- The **success** of previous Ambassador Deployments in achieving communications and customer experience goals;

Staff recommends increasing the not-to-exceed (NTE) amount of the contract with JBR Partners from \$707,513 to a new NTE amount of \$1,457,513.

THANK YOU!

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FOR MORE INFORMATION

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