



RESOLUTION AWARDING THREE-YEAR PROFESSIONAL SERVICES CONTRACTS, WITH AN OPTION TO EXTEND FOR TWO ADDITIONAL ONE-YEAR PERIODS, TO CIVIC EDGE CONSULTING AND CONVEY, INC. IN A COMBINED AMOUNT NOT TO EXCEED \$300,000 FOR ON-CALL STRATEGIC COMMUNICATIONS, MEDIA AND COMMUNITY RELATIONS SERVICES, AND AUTHORIZING THE EXECUTIVE DIRECTOR TO NEGOTIATE CONTRACT PAYMENT TERMS AND NON-MATERIAL CONTRACT TERMS AND CONDITIONS

WHEREAS, The Transportation Authority has regular needs to communicate with the public, the media, policymakers, and key stakeholders in partner agencies and the private and non-profit sectors on a wide range of agency and project-specific matters; and

WHEREAS, Given the wide range of desired proficiencies and experience, the amount and complexity of the Transportation Authority's work program, and occasional conflicts of interest or availability that arise for specific efforts, there is a need for broad and deep access to communications, media, and community relations skills; and

WHEREAS, Staff propose to contract with two consultant teams with whom the Transportation Authority may call upon on a task order basis; and

WHEREAS, On November 1, 2018, the Transportation Authority and the Treasure Island Mobility Management Agency (TIMMA) issued a Request for Qualifications (RFQ) on-call strategic communications, media and community relations services to support the Transportation Authority's and TIMMA's work program over the next three years; and

WHEREAS, The Transportation Authority received ten Statements of Qualifications in response to the RFQ by the due date of December 5, 2018; and

WHEREAS, A selection panel comprised of San Francisco Environment and Transportation



Authority staff evaluated the Statements of Qualifications based on qualifications and other criteria identified in the RFQ and interviewed six firms between January 8-9, 2019; and

WHEREAS, Based on the competitive process defined in the evaluation criteria of the RFQ document, the selection panel recommended awarding contracts to the two highest-ranked firms: Civic Edge Consulting and Convey, Inc.; and

WHEREAS, The selection panel recommended that the Transportation Authority and TIMMA both award contracts to the same two firms as the agencies' share communications staff resources which will enhance staff efficiency in issuing task orders and supporting project needs; and

WHEREAS, The Transportation Authority's portion of the scope of work described in the RFQ is anticipated in the Transportation Authority's adopted Fiscal Year 2018/19 work program and budget through relevant projects and studies, and sufficient funds will be included in future fiscal year budgets to cover the cost of these contracts; and

WHEREAS, The professional services contracts will be funded by a combination of federal Surface Transportation Planning grants, federal and/or state grants from Caltrans and the Metropolitan Transportation Commission, local agency contributions and Prop K sales tax funds; and

WHEREAS, At its January 23, 2019 meeting, the Citizens Advisory Committee considered the subject and unanimously adopted a motion of support for the staff recommendation; now, therefore, be it

RESOLVED, That the Transportation Authority hereby awards three-year professional services contracts, with an option to extend for two additional one-year periods, to Civic Edge Consulting and Convey, Inc. in a combined amount not to exceed \$300,000 for on-call strategic communications, media and community relations services; and be it further

RESOLVED, That the Executive Director is hereby authorized to negotiate contract payment terms and non-material contract terms and conditions; and be it further



RESOLVED, That for the purposes of this resolution, “non-material” shall mean contract terms and conditions other than provisions related to the overall contract amount, terms of payment, and general scope of services; and be it further

RESOLVED, That notwithstanding the foregoing and any rule or policy of the Transportation Authority to the contrary, the Executive Director is expressly authorized to execute agreements and amendments to agreements that do not cause the total agreement value, as approved herein, to be exceeded and that do not expand the general scope of services.

Attachment:

1. Scope of Services



The foregoing Resolution was approved and adopted by the San Francisco County Transportation Authority at a regularly scheduled meeting thereof, this 12th day of February 2019, by the following votes:

Ayes: Commissioners: Fewer, Haney, Mandelman, Mar, Peskin, Ronen, Stefani, Walton and Yee (9)

Absent: Commissioners: Brown and Safai (2)

Aaron Peskin 2-26-19

Aaron Peskin
Chair

Date

ATTEST:

Tilly Chang 2/28/19

Tilly Chang
Executive Director

Date

Attachment 1

Scope of Services

The Transportation Authority has regular needs to communicate with policymakers, the media, key stakeholders, the general public, partner agencies and the private and non-profit sectors, on a wide range of agency and project-specific matters. The below areas of expertise and example task types are representative of the Transportation Authority needs in the coming three years – additional undetermined task types are anticipated to be needed and not all task types listed below will necessarily be produced under this contract in the next three years. Example tasks include: 1) agency-wide outreach/communications, and 2) project-specific outreach/communications.

Areas of Expertise

In seeking assistance with communications, outreach and engagement efforts, the Transportation Authority seeks to advance the following goals and objectives:

- Raise awareness about our roles, purpose, and operations to the general public;
- Provide consistent and easy-to-understand public communication regarding our work;
- Maintain a common communications voice and strengthen quality assurance/quality control, while maintaining the flexibility for rapid responses;
- Collaborate with the community to develop shared visions and action plans for improving transportation in San Francisco; and
- Engage with, and solicit input from, policymakers, the general public, and stakeholder groups in our initiatives and projects, and in particular develop methods to obtain meaningful input from hard-to-reach-population segments.

To achieve these goals, we will need expertise in the following communications and outreach areas:

1. Strategic Communications
2. Message Framing
3. Public Relations
4. Media Relations
5. Public Outreach
6. Marketing
7. Public Opinion Surveys/Market Research/Focus groups
8. Crisis Communications
9. Graphic Design
10. Meeting Facilitation and/or Design Thinking
11. Event planning
12. Photography/videography
13. Online and/or Technology Engagement/Outreach Tools (examples could include webinars, online data visualization tools, online engagement tools, telephone town halls, etc.)

Attachment 1

Scope of Services

14. Translation (both verbal and written). Translation services must also include interpretation to culturally relevant terms.

Details of Scopes of Work

We anticipate that Task Orders will be developed to address the following areas of work during the duration of the contract(s):

A. Agency-wide Outreach/Communications

1. Media/Public Relations Services

- a. Support communications with the media, including development of communications materials
- b. Demonstrate experience with all media formats, including print/radio/television from local to national level, bloggers, advertising, social media, etc.
- c. Demonstrate experience placing media stories/opinion-editorials/letters to the editor

Deliverables: press list and kit; media plan; media advisories; press kit development and distribution; press events; log of media hits

2. Opinion/Market Research

- a. Administer opinion research such as focus groups, polls, surveys conducted via a range of methodologies (intercept, mail, phone, online) or other types of opinion research as needed

Deliverables: focus group/polling results; development and administration of focus groups/polling

3. Events

- a. Support communications with the planning and execution of events, including ribbon cutting ceremonies, press events, networking events, celebratory events, etc.

Deliverables: event plan; invitation list; event logistics including catering/food/beverage service/entertainment

4. Branding, Messaging, Images

- a. Develop messaging/branding/images/graphics to support Transportation Authority initiatives

Deliverables: messaging, branding, and images that support agency initiatives

5. Relationship Building and Management Support

- a. Track partner agency and policymaker initiatives and suggest ways for the Transportation Authority to provide cross support or to collaborate on relevant initiatives
- b. Facilitate meetings with key groups/individuals related to the Transportation Authority's initiatives

Deliverables: proposals on communications initiatives/events that advance Transportation Authority goals and align with relevant initiatives

Attachment 1

Scope of Services

6. Administration and Reporting

- a. Project phone calls/in-person meetings, including agendas and meeting minutes
- b. Management of overall project tasks and invoice preparation

Deliverables: meeting notes; progress updates; project reporting and monthly invoices by task

B. Project-Specific Outreach/Communications

1. Communications Plan Development

- a. Develop and implement robust outreach and communications strategies - which will include strategies to reach non-English speaking and/or other hard to reach communities - to support advancement of agency plans, programs or efforts
- b. Be proficient in taking complicated technical material and translating it into readily digestible and publicly understandable concepts
- c. Identify innovative public engagement and involvement methods and processes
- d. Identify strategies for developing projects and recommendations that gain the support of/respond to the needs of all project stakeholders
- e. Develop and/or review communications collateral and/or plans

Deliverables: draft and final communications plans; draft and final versions of communications collateral

2. Communications Plan Execution

- a. Implement outreach plan, working with any combination of the project team, communications staff and potentially outside agencies reporting to the Transportation Authority
- b. Secure venues for meetings
- c. Reach out to relevant audiences online and in-person to participate in meetings and events
- d. Oversee logistics to arrange for food/beverage, child care, or other needed services at public events
- e. Staff meetings, open houses or other events as appropriate
- f. Arrange for translation of materials or arrange for live translation services
- g. Arrange for notification to the public of open house or other public outreach events

Deliverables: venues secured for meetings with appropriate services provided; translation services; advance public notification of events

3. Administration and Reporting

- a. Project phone calls/in-person meetings, including agendas and meeting minutes
- b. Management of overall project tasks and invoice preparation

Deliverables: meeting notes; progress updates; project reporting and monthly invoices by task