



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 Treasure Island Mobility Management Agency (TIMMA) 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; and

WHEREAS, Given the wide range of desired proficiencies and experience, the amount and complexity of TIMMA'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 TIMMA may call upon on a task order basis; and

WHEREAS, On November 1, 2018, the San Francisco County Transportation Authority (Transportation Authority) and the TIMMA issued a joint 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, Transportation Authority/TIMMA 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 TIMMA 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, TIMMA's portion of the scope of work described in the RFQ is included in TIMMA's adopted Fiscal Year 2018/19 work program and budget, 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 local agency contributions from the Treasure Island Development Authority and Prop K sales tax funds; now, therefore, be it

RESOLVED, That TIMMA 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 TIMMA 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:

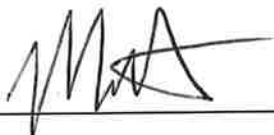
1. Scope of Services



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 Brown, Fewer, Haney, Mandelman, Mar, Peskin, Ronen, Safai, Stefani, Walton and Yee (9)

Absent: Commissioners (0)



Matt Haney
Chair

3/25/2019

Date

ATTEST: 

Tilly Chang
Executive Director

4/3/19

Date

Attachment 1

Scope of Services

The Treasure Island Mobility Management Agency (TIMMA) 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 TIMMA's 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 TIMMA outreach, communications, and marketing.

Areas of Expertise

In seeking assistance with communications, outreach and engagement efforts, TIMMA 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 Scope of Work

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

TIMMA Outreach/Communications/Marketing

1. Communication 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. 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 project team or communications staff
- b. Prepare materials such as PowerPoint presentations, poster boards, fact sheets, etc.
- c. Secure venues for meetings
- 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. Coordination among TIMMA Partners

- a. Track TIMMA messaging among other public (such as Treasure Island Development Authority, etc.) and private entities (such as developer) on Treasure Island/Yerba Buena Island
- b. Arrange/facilitate meetings, check-ins or other methods to enable communications staff to exchange information/messaging with other public and private entities

Deliverables: meeting or check-in schedule; staffing of meetings or check-in; record-keeping during those meetings/check-ins

4. Planning for Operations Phase of Transportation Plan

- a. Plan outlining communication and outreach needs as TIMMA readies the launch of plan operations

Deliverables: draft and final plans

5. Marketing

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Scope of Services

- a. Identify methodologies to identify target audiences for elements of the Treasure Island Transportation Plan (e.g. increased Muni service, transit pass, new ferry service, congestion pricing, on-island shuttle, etc.)
- b. Identify key messages
- c. Identify ways to market elements of the plan to Island business and residents

Deliverables: draft and final marketing plans

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