



RESOLUTION AWARDING THREE-YEAR CONSULTANT CONTRACTS, WITH AN OPTION TO EXTEND FOR TWO ADDITIONAL ONE-YEAR PERIODS, TO BARBARY COAST CONSULTING AND DAVIS & ASSOCIATES COMMUNICATIONS, INC., IN A COMBINED TOTAL NOT TO EXCEED \$525,000 FOR ON-CALL STRATEGIC COMMUNICATIONS, MEDIA, AND COMMUNITY RELATIONS PROFESSIONAL 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, The Transportation Authority seeks communications and outreach teams with expertise in corporate communications, public and media relations, public outreach, and opinion/market research; and

WHEREAS, The establishment of contracts with two teams will provide the Transportation Authority with broader and deeper access to communications and outreach skills on an on-call, as-needed basis; and

WHEREAS, On November 1, 2013, the Transportation Authority issued a Request for Qualifications (RFQ) for on-call strategic communications, media, and community relations to support the Transportation Authority's work program over the next three years; and

WHEREAS, The Transportation Authority received nine statements of qualifications in response to the RFQ by the due date of December 16, 2013; and

WHEREAS, A review panel comprised of staff from the San Francisco Municipal



Transportation Agency and the Transportation Authority interviewed the top three-ranked firms on January 9, 2014; and

WHEREAS, Based on the results of this competitive selection process, the panel recommended award of consultant contracts to the two highest-ranked firms of Barbary Coast Consulting and Davis & Associates Communications, Inc.; and

WHEREAS, The scope of work described in the RFQ is anticipated in the Transportation Authority's adopted Fiscal Year (FY) 2013/14 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 consulting services will be funded from a combination of federal, state, regional and Prop K funds; and

WHEREAS, At its January 22, 2014 meeting, the Citizens Advisory Committee considered and unanimously adopted a motion of support for the staff recommendation; and

WHEREAS, At its February 11, 2014 meeting, the Finance Committee reviewed and unanimously recommended approval of the staff recommendation; now, therefore, be it

RESOLVED, That the Transportation Authority hereby awards three-year consultant contracts, with an option to extend for two additional one-year periods, to Barbary Coast Consulting and Davis & Associates Communications, Inc. in a combined total not to exceed \$525,000, for on-call strategic communications, media, and community relations professional 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.

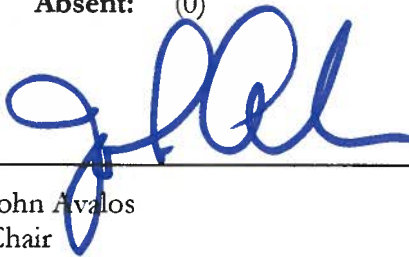


The foregoing Resolution was approved and adopted by the San Francisco County Transportation Authority at a regularly scheduled meeting thereof, this 25th day of February, 2014, by the following votes:

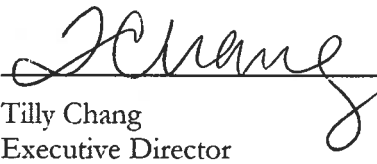
Ayes: Commissioners Avalos, Breed, Campos, Chiu, Cohen, Farrell Kim, Mar, Tang, Wiener and Yee (11)

Nays: (0)

Absent: (0)

 3-6-14

John Avalos Date
Chair

ATTEST:  3/7/14

Tilly Chang Date
Executive Director