



RESOLUTION APPROVING A THREE-YEAR PROFESSIONAL SERVICES CONTRACT WITH CIVIC EDGE CONSULTING IN AN AMOUNT NOT TO EXCEED \$150,000 FOR STRATEGIC COMMUNICATIONS, MEDIA AND COMMUNITY RELATIONS SERVICES FOR THE CONNECTSF PROGRAM

WHEREAS, The Transportation Authority is collaborating with the San Francisco Municipal Transportation Agency (SFMTA) and the San Francisco Planning Department to facilitate the ConnectSF program, which is a multi-agency, collaborative, long-range planning process to build an effective, equitable, and sustainable transportation system for San Francisco's future; and

WHEREAS, The Transportation Authority is seeking consultant services to provide strategic communications, media and community relations for the ConnectSF Program; and

WHEREAS, On May 4, 2018, the Transportation Authority issued a Request for Proposals (RFP) for strategic communications, media and community relations services; and

WHEREAS, On May 16, 2018, the Transportation Authority hosted a pre-proposal conference for small businesses and larger firms to meet and form partnerships; and

WHEREAS, The Transportation Authority received four proposals in response to the RFP by the due date of June 5, 2018; and

WHEREAS, A review panel comprised of staff from the SFMTA, San Francisco Planning Department, and the Transportation Authority interviewed the three top-ranked firms on June, 2018; and

WHEREAS, Based on the results of this competitive selection process, the panel recommends the Transportation Authority Board approve a consultant contract with the highest-ranked firm Civic Edge Consulting; and

WHEREAS, The Transportation Authority has budgeted \$150,000 for the requested services,



funded by a Memorandum of Agreement with the Planning Department and a federal Surface Transportation Planning grant; and

WHEREAS, The adopted Fiscal Year 2018/19 budget will include this year's activities, and future budgets will include sufficient funds for the remaining activities; and

WHEREAS, At its June 27, 2018 meeting, the Citizens Advisory Committee was briefed on and unanimously adopted a motion of support for the staff recommendation; now, therefore, be it

RESOLVED, That the Transportation Authority hereby awards a Three-Year Professional Services Contract with Civic Edge Consulting in an Amount Not to Exceed \$150,000 for Strategic Communications, Media and Community Relations Services for the ConnectSF Program; 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 24th day of July, 2018, by the following votes:

Ayes: Commissioners Brown, Cohen, Fewer, Kim, Peskin Ronen, Stefani and Yee (8)

Absent: Commissioners Mandelman, Safai and Tang (3)

 7-24-18

Aaron Peskin Date
Chair

ATTEST:  7/26/18

Tilly Chang Date
Executive Director

Attachment 1 Scope of Services

ConnectSF seeks assistance with developing a strong, integrated public outreach plan for its Transportation Network Development, the Transit Corridors Study and the Streets and Freeways Study (also known as ConnectSF Phase 2). The Transit Corridors Study and the Streets and Freeway Study are two stand-alone studies that will be prepared in parallel to identify the long-term projects and policies needed on the City's transit system, streets, and freeways to achieve the ConnectSF vision. Given the studies' broad reach and long-range horizon, an effective communications and engagement plan is needed to inform stakeholders and the general public about these efforts and solicit feedback on their development and content.

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

- Raise awareness about ConnectSF to the general public.
- Provide consistent and easy-to-understand public communication regarding ConnectSF and Phase 2 efforts.
- Create messaging, collateral, and branding that is informative, relevant, and engaging to the general public.
- Maintain a common voice and look and feel for ConnectSF materials.
- Strengthen quality assurance/quality control, while maintaining the flexibility for rapid responses.
- Engage with, and solicit input from, policymakers, the public, and stakeholder groups about Phase 2 activities, and in particular develop methods to obtain meaningful input from hard-to-reach-population segments.

The following Scope of Services is to be used as a general guide and is not intended to be a complete list of all work necessary to build an integrated communications and engagement plan for Phase 2 of the ConnectSF program.

Specific tasks include: 1) Project Kick-Off Meeting, Information Review, and Work Plan, 2) Planning for Public Outreach and Engagement, 3) Outreach Support Services, 4) Data Visualization, and 5) Administration and Reporting. The tasks are detailed below:

Task 1. Project Kick-Off Meeting, Information Review, and Work Plan

Work Plan will include analysis of different groups for outreach and preferred methods to reach each one. Key audiences to targeted include, but are not limited to:

- a. Community-based Organizations, including transportation-focused groups and others
- b. General public
- c. Underrepresented groups, including youth, minorities, and low-income residents
- d. Groups representing the elderly or people with disabilities
- e. Employers
- f. Tourism interests
- g. ConnectSF Futures Task Force
- h. Transportation Authority Citizens Advisory Committee
- i. San Francisco Municipal Transportation Agency Citizens' Advisory Council
- j. Boards and Commissions
- k. Other transportation agencies

Deliverables:

Attachment 1 Scope of Services

1. *Work plan outlining outreach methods, including specific outreach techniques for the various communities and entities identified above*

Task 2. Planning for Public Outreach and Engagement

- a. Develop and implement a robust outreach strategy and communications plan covering 18-month processes
- b. Support the development and/or review of project communications collateral, such as in-language fact sheets, flyers, handouts, posters, mailers, surveys, social media, content and attachments for the website, and frequently asked questions

Deliverables:

1. *Execute the outreach plan, develop supporting collateral*

Task 3. Outreach Support Services

- a. Secure venues for public meetings
- b. Develop and vet open house and workshop outreach plan
- c. Translation of materials
- d. Public notifications for open house, workshop events, or other public meetings
- e. Provide materials and logistical support for open house, workshop events, or other public meetings

Deliverables:

1. *Public meeting spaces identified and secured*
2. *Translation services secured*
3. *Meeting notifications*

Task 4. Data Visualization

Provide support to staff to create compelling visualizations, “games,” and/or other materials to engage the public.

Deliverables:

1. *Data visualization platform selected*

Task 5. Administration and Reporting

Weekly/monthly project phone calls/in-person progress meetings with ConnectSF staff, including agendas and meeting minutes. Management of overall project tasks and invoice preparation.

Deliverables:

1. *Meeting notes, progress updates*
2. *Project reporting and monthly invoices by task*