

SAN FRANCISCO  
MUNICIPAL TRANSPORTATION AGENCY  
BOARD OF DIRECTORS

RESOLUTION No. 250318-020

WHEREAS, The Mayor's Office of Innovation (MOI) matches pro bono private sector talent with departments of the City and County of San Francisco (City) to address specific policy or operational challenges facing those departments; and,

WHEREAS, Under MOI's Civic Bridge program, departments identify service needs that could benefit from innovative solutions and private companies, non-profit organizations, and individuals offer to donate consulting services to help departments with these needs; and,

WHEREAS, In December 2024, the San Francisco Municipal Transportation Agency (SFMTA) applied to the Civic Bridge program for support in quantifying and assessing POETS program outreach effectiveness; and,

WHEREAS, For the Civic Bridge program's 2025 cohort, the program sought projects for the SFMTA, among other City departments; and,

WHEREAS, Based on the SFMTA's application, MOI matched the SFMTA with ZS Associates, a global professional services firm; and,

WHEREAS, The SFMTA will receive from ZS Associates a journey map of the Public Outreach and Engagement Team Strategy (POETS) program's public engagement feedback loop, key performance metrics for each program milestone, and recommendations on how to approach measuring performance over time to inform iterative development of the program as part of the Civic Bridge project free of charge as an in-kind gift to the SFMTA; and,

WHEREAS, The City Attorney's Office has drafted an agreement between the SFMTA and ZS Associates (Agreement), which describes this gift from ZS Associates and covers indemnity, work quality assurance, and other legal issues; and,

WHEREAS, this Agreement has an indemnification provision that provides for mutual indemnification with the exception of acts and omissions arising from the sole negligence of the City or ZS Associates, which indemnification provision is based on similar donor agreements executed under the Civic Bridge program; and,

WHEREAS, On March 10, 2025, the SFMTA, under authority delegated by the Planning Department, determined that Acceptance of Pro Bono Services from ZS Associates is not a "project" under the California Environmental Quality Act (CEQA) pursuant Title 14 of the California Code of Regulations Sections 15060(c) and 15378(b); and,

WHEREAS, A copy of the CEQA determination is on file with the Secretary to the SFMTA Board of Directors, and is incorporated herein by reference; now, therefore, be it

RESOLVED, That the San Francisco Municipal Transportation Agency Board of Directors authorizes the San Francisco Municipal Transportation Agency (SFMTA), through its Director of Transportation (or their designee), to enter into an agreement with ZS Associates to accept a gift of pro bono professional services to develop a journey map of the Public Outreach and Engagement Team Strategy (POETS) program's public engagement feedback loop, key performance metrics for each program milestone, and provide recommendations on how to approach measuring performance over time to inform iterative development of the program; the equivalent cost of the professional services is estimated at \$79,200.

I certify that the foregoing resolution was adopted by the San Francisco Municipal Transportation Agency Board of Directors at its meeting of March 18, 2025.



---

Secretary to the Board of Directors  
San Francisco Municipal Transportation Agency