

SAN FRANCISCO
MUNICIPAL TRANSPORTATION AGENCY
BOARD OF DIRECTORS

RESOLUTION No. 170502-056

WHEREAS, The SFMTA's Communications and Marketing Division is responsible for all aspects of the agency's internal and external communications, including community outreach, public relations, social media, marketing, creative services, and the SFMTA public website; and

WHEREAS, The SFMTA's Sustainable Streets Division plans, designs, implements, and maintains the city's transportation infrastructure and regulations to support San Francisco's mobility needs as the city changes and grows; and

WHEREAS, Both divisions require the assistance of consulting resources to support project teams with planning and implementing culturally competent public outreach and engagement for better decision-making and more effective delivery of multi-modal transportation planning, engineering and operational improvement projects; and

WHEREAS, On July 29, 2016, the SFMTA advertised Request For Proposal (RFP) #SFMTA 2016-38 (LOCAL) soliciting proposals from firms with expertise in public outreach and engagement to provide as-needed services in the areas of (1) planning for public outreach and engagement, (2) implementation of public outreach and engagement, and (3) design and development of communications materials; and

WHEREAS, On July 29, 2016, the SFMTA advertised RFP #SFMTA 2016-39 (FHWA) soliciting proposals from firms with expertise in public outreach and engagement to provide as-needed services in the areas of (1) planning for public outreach and engagement, (2) implementation of public outreach and engagement, and (3) design and development of communications materials; and

WHEREAS, On July 29, 2016, the SFMTA advertised RFP #SFMTA 2016-40 (FTA) soliciting proposals from firms with expertise in public outreach and engagement to provide as-needed services in the areas of (1) planning for public outreach and engagement, (2) implementation of public outreach and engagement, and (3) design and development of communications materials; and

WHEREAS, The SFMTA received responsive proposals in response to each Request for Proposal; and

WHEREAS, An evaluation panel comprised of staff from the SFMTA, the San Francisco Public Utilities Commission, and the San Francisco Bay Area Rapid Transit District (BART) reviewed the proposals for all three RFPs, interviewed the proposers, and ranked the proposers; and

WHEREAS, Katz & Associates/Civic Edge Consulting, as a joint venture, and Davis & Associates Communications, Inc. ranked first and second, respectively in the scoring for the Local RFP, and Katz & Associates/Civic Edge Consulting, and Circlepoint ranked first and second, respectively in the scoring for all the FTA and FHWA RFPs; and

WHEREAS, The SFMTA's Equal Employment Opportunity office has confirmed the scoring and the proposers' commitment for meeting the respective 30 percent LBE, 35 percent DBE, and 35 percent SBE participation goals for these contracts; and

WHEREAS, SFMTA staff has successfully completed contract negotiations with Katz & Associates/Civic Edge Consulting, as a joint venture, Davis & Associates Communications, Inc., and Circlepoint; and

WHEREAS, On January 4, 2016, the Civil Service Commission approved these contracts pursuant to Personal Services Contract request No. 41409-15/16; and

WHEREAS, On March 20, 2017, the SFMTA, under authority delegated by the Planning Department, determined that the contracts for As-Needed Public Outreach and Engagement Services are not defined as a "project" under the California Environmental Quality Act (CEQA) pursuant to 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 Director of Transportation to execute Contract #SFMTA-2016-38/1 (LOCAL) for As-Needed Public Outreach and Engagement services with Katz & Associates/Civic Edge Consulting, as a joint venture, for a total amount not to exceed \$2,500,000, and a term not to exceed April 18, 2019 with the option to extend for two additional one year terms at the Director of Transportation's sole discretion; and

RESOLVED, That the San Francisco Municipal Transportation Agency Board of Directors authorizes the Director of Transportation to execute Contract #SFMTA-2016-38/2 (LOCAL) with Davis & Associates Communications, Inc. for As-Needed Public Outreach and Engagement services, for a total amount not to exceed \$2,500,000, and a term not to exceed April 18, 2019, with the option to extend for two additional one year terms at the Director of Transportation's sole discretion; and

RESOLVED, That the San Francisco Municipal Transportation Agency Board of Directors authorizes the Director of Transportation to execute Contract #SFMTA-2016-39/1 (FTA) for As-Needed Public Outreach and Engagement services with Katz & Associates/Civic Edge Consulting, as a joint venture, for a total amount not to exceed \$1,750,000, and a term not to exceed April 18, 2019, with the option to extend for two additional one year terms at the Director of Transportation's sole discretion; and

RESOLVED, That the San Francisco Municipal Transportation Agency Board of Directors authorizes the Director of Transportation to execute Contract #SFMTA-2016-39/2 (FTA) with Circlepoint for As-Needed Public Outreach and Engagement services, for a total amount not to exceed \$1,750,000, and a term not to exceed April 18, 2019, with the option to extend for two additional one year terms at the Director of Transportation's sole discretion; and

RESOLVED, That the San Francisco Municipal Transportation Agency Board of Directors authorizes the Director of Transportation to execute Contract #SFMTA-2016-40/1 (FHWA) for As-Needed Public Outreach and Engagement services with Katz & Associates/Civic Edge Consulting as a joint venture, for a total amount not to exceed \$500,000, and a term not to exceed April 18, 2019, with the option to extend for two additional one year terms at the Director of Transportation's sole discretion; and be it further

RESOLVED, That the San Francisco Municipal Transportation Agency Board of Directors authorizes the Director of Transportation to execute Contract #SFMTA-2016-40/2 (FHWA) with Circlepoint for As-Needed Public Outreach and Engagement services, for a total amount not to exceed \$500,000, and a term not to exceed April 18, 2019, with the option to extend for two additional one year terms at the Director of Transportation's sole discretion.

I certify that the foregoing resolution was adopted by the San Francisco Municipal Transportation Agency Board of Directors at its meeting of May 2, 2017.



Secretary to the Board of Directors
San Francisco Municipal Transportation Agency