

SAN FRANCISCO  
MUNICIPAL TRANSPORTATION AGENCY  
BOARD OF DIRECTORS

RESOLUTION No. 170718-091

WHEREAS, The SFMTA's Sustainable Streets and Communications and Marketing Divisions share responsibility for aspects of the agency's Vision Zero communications, including community outreach, education, public relations, social media, marketing, creative services, and the VisionZeroSF.org public website; and

WHEREAS, The SFMTA requires the assistance of consulting resources to support the development and implementation of the Agency's public communications, education and outreach programs; and

WHEREAS, On March 24, 2017, the SFMTA advertised Request For Proposals (RFP) #SFMTA 2017-17 soliciting proposals from firms with expertise in communications, education and public outreach to provide as-needed services in the areas of 1) Research and Evaluation, 2) Media Strategy and Buying, 3) Campaign Media Buys, 4) Social Media Implementation, 5) Additional Campaign Creative, and 6) Multicultural Outreach and Assets; and

WHEREAS, The SFMTA received three responsive proposals, and an evaluation panel comprised of staff from the SFMTA, the San Francisco Department of Public Health, and the San Francisco Department of the Environment reviewed the proposals for the RFP, interviewed the proposers, and ranked MIG highest; and

WHEREAS, SFMTA staff negotiated the proposed contract with MIG, Inc.; and

WHEREAS, The SFMTA's Equal Employment Opportunity office has confirmed the scoring and the proposers' commitment for meeting the respective 30 percent LBE, for this contract; and

WHEREAS, On April 3, 2017, the Civil Service Commission approved these contracts pursuant to Personal Services Contract request No. 45799-15/16; and

WHEREAS, On June 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-2017-17 for As-Needed Communications, Education and Public Outreach Services with MIG, Inc., to provide communications, public outreach, and education support, for a total contract amount not to exceed \$4,000,000 and for an initial term of four years, with an option to extend the contract for up two additional years.

I certify that the foregoing resolution was adopted by the San Francisco Municipal Transportation Agency Board of Directors at its meeting of July 18, 2017.

  
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Secretary to the Board of Directors  
San Francisco Municipal Transportation Agency