

SAN FRANCISCO  
MUNICIPAL TRANSPORTATION AGENCY  
BOARD OF DIRECTORS

RESOLUTION No. 170815-104

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 Divisions require the assistance of As-Needed Ambassador services to provide customer and language assistance during events, for projects, and at critical times; and

WHEREAS, On June 20, 2016, the SFMTA advertised RFP Nos. 2016-41 (Federal) and SFMTA 2016-42 (Local), soliciting proposals from firms with expertise in street teams and ambassador support to provide as-needed services in the areas of (1) customer assistance and (2) bilingual customer support, and

WHEREAS, The SFMTA received four responsive proposals to RFP No. 2016-41 and three responsive proposals to RFP No. 2016-42; and

WHEREAS, A selection panel made up of members from SFMTA, PUC, and the Planning Department evaluated all seven proposals, and found JBR, Caribou, and Butler Enterprise to be the highest ranking proposals; and

WHEREAS, SFMTA's Contract Compliance Office has confirmed the proposers' commitment to meet the respective 25 percent LBE (locally funded RFP) and 30 percent SBE (FTA-funded RFP) participation goals for these contracts; and

WHEREAS, On June 15, 2017, the SFMTA, under authority delegated by the Planning Department, determined that an Ambassador Contract is not defined as 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, On August 1, 2016, the Civil Service Commission approved these contracts pursuant to Personal Services Contract (PSC) request No. 3012-13/14; now, therefore, be it

RESOLVED, That the San Francisco Municipal Transportation Agency Board of Directors awards Contract No. SFMTA 2016-41-3 (FTA) for As-Needed Ambassador Services with Caribou Public Relations, for a total amount not to exceed \$1,566,000, and a term not to exceed five years, with an option to extend the Contract 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 awards Contract No. SFMTA 2016-42-3 (Local) for As-Needed Ambassador Services with Caribou Public Relations, for a total amount not to exceed \$1,666,000, and a term not to exceed five years, with an option to extend the Contract for two additional one-year terms at the Director of Transportation's sole discretion; and be it further

RESOLVED, That the SFMTA Board of Directors authorizes the Director of Transportation to execute Contract No. SFMTA 2016-41-2 (FTA) for As-Needed Ambassador Services with JBR and Associates, for a total amount not to exceed \$1,666,000, and a term not to exceed five years, with an option to extend the Contract for two additional one-year terms at the Director of Transportation's sole discretion; and be it further

RESOLVED, That the SFMTA Board of Directors authorizes the Director of Transportation to execute Contract No. SFMTA 2016-42-2 (Local) for As-Needed Ambassador Services with JBR and Associates, for a total amount not to exceed \$1,566,000, and a term not to exceed five years, with an option to extend the Contract for two additional one-year terms at the Director of Transportation's sole discretion; and be it further

RESOLVED, That the SFMTA Board of Directors awards Contract No. SFMTA 2016-41-1 (FTA) for As-Needed Ambassador Services with Butler Enterprise, LLC, for a total amount not to exceed \$1,666,000, and a term not to exceed five years, with an option to extend the Contract for two additional one-year terms at the Director of Transportation's sole discretion; and be it further

RESOLVED, That the SFMTA Board of Directors awards Contract No. SFMTA-2016-42-1 (Local) for As-Needed Ambassador Services with Butler Enterprise, LLC, for a total amount not to exceed \$1,666,000, and a term not to exceed five years, with an option to extend the Contract 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 August 15, 2017.



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Secretary to the Board of Directors  
San Francisco Municipal Transportation Agency