

SAN FRANCISCO
MUNICIPAL TRANSPORTATION AGENCY
BOARD OF DIRECTORS

RESOLUTION No. 230620-056

WHEREAS, On September 9, 2022, the San Francisco Municipal Transportation Agency (SFMTA) Board of Directors issued a 2nd Request for Proposals for a Vision Zero Education and Communications Phase 2 seeking a firm experienced in communications, marketing, and public outreach; and,

WHEREAS, On October 24, 2022, two proposals were received and Moore Iacofano Goltsman, Inc (MIG) was the highest scoring bidder of this competitive process; and,

WHEREAS, On April 14, 2023, the SFMTA and proposer reached a contractual agreement This proposed Contract SFMTA-2022-068 with Moore Iacofano Goltsman, Inc to provide as-needed communications, marketing, and public outreach services for Vision Zero and other related SFMTA programs for an amount not to exceed \$4,000,000 and an initial term of four years, which the SFMTA at its sole absolute discretion has the option to extend for up to two additional terms of one year each and/or an additional \$500,000 each; and,

WHEREAS, On May 10, 2023, the SFMTA, under authority delegated by the San Francisco Planning Department, determined that the proposed program and contract is not 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 for the Vision Zero Education and Communications Phase 2 contract is on file with the Secretary to the SFMTA Board of Directors and 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 approve Contract SFMTA-2022-68 with Moore Iacofano Goltsman, Inc (MIG) to provide as-needed communications, marketing, and public outreach services for Vision Zero and other related SFMTA programs for an amount not to exceed \$4,000,000 and an initial term of four years, which the SFMTA at its sole absolute discretion has the option to extend for up to two additional terms of one year each and/or an additional \$500,000 each.

I certify that the foregoing resolution was adopted by the San Francisco Municipal Transportation Agency Board of Directors at its meeting of June 20, 2023.



Secretary to the Board of Directors
San Francisco Municipal Transportation Agency