

SAN FRANCISCO
MUNICIPAL TRANSPORTATION AGENCY
BOARD OF DIRECTORS

RESOLUTION No. 220405-027

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 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 October 21, 2021, the SFMTA advertised Request For Proposal (RFP) #SFMTA 2022-24 (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, The SFMTA received three responsive proposals in response to the Request for Proposal from Civic Edge Consulting, Davis & Associates Communications, Inc., and the joint venture of Katz & Associates and InterEthnica; and

WHEREAS, The SFMTA's Equal Employment Opportunity office has confirmed the scoring and the proposers' commitment for meeting the respective 25 percent LBE participation goal for each of the proposed three contracts; and

WHEREAS, SFMTA staff has successfully completed contract negotiations with Civic Edge Consulting, Davis & Associates Communications, Inc., and the joint venture of Katz & Associates and InterEthnica; and

WHEREAS, On October 19, 2020, the Civil Service Commission approved the three proposed contracts under to Personal Services Contract request No. 47099-20/21; and

WHEREAS, On October 9, 2020, 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 approves Contract #SFMTA-2022-24 (LOCAL) for As-Needed Public Outreach and Engagement services with Civic Edge Consulting, as a joint venture, for a total amount not to exceed \$3,025,000, and a term not to exceed five years; and be it further

RESOLVED, That the San Francisco Municipal Transportation Agency Board of Directors approves Contract #SFMTA-2022-25 (LOCAL) with Davis & Associates Communications, Inc. for As-Needed Public Outreach and Engagement services, for a total amount not to exceed \$3,025,000, and a term not to exceed five years; and be it further

RESOLVED, That the San Francisco Municipal Transportation Agency Board of Directors approves Contract #SFMTA-2022-26 (LOCAL) for As-Needed Public Outreach and Engagement services with Katz & Associates/InterEthnica, as a joint venture, for a total amount not to exceed \$3,025,000, and a term not to exceed five years; and be it further

RESOLVED, That the San Francisco Municipal Transportation Agency Board of Directors direct staff to: (1) return to the Board with a set of performance metrics to guide SFMTA's outreach and consultant work scope based on community-based organizations input by the end of September and continue quarterly reports on the metrics, (2) maximize opportunities to partner with community-based organizations to improve the quality of SFMTA's outreach, and (3) prioritize building further staff capacity in-house, conduct culturally competent outreach, and seek to rely less on consultants to conduct outreach over the scope of the five-year period.

I certify that the foregoing resolution was adopted by the San Francisco Municipal Transportation Agency Board of Directors at its meeting of April 5, 2022.



Secretary to the Board of Directors
San Francisco Municipal Transportation Agency