

SAN FRANCISCO
MUNICIPAL TRANSPORTATION AGENCY
BOARD OF DIRECTORS

RESOLUTION No. 13-223

WHEREAS, The SFMTA is proposing system wide service changes and priority projects, collectively referred to as the Transit Effectiveness Project (TEP), in an effort to improve the effectiveness and efficiency of the SFMTA's transit system and SFMTA customers' experiences; and,

WHEREAS, The San Francisco Municipal Transportation Agency (SFMTA) is seeking the professional services of a communications/marketing/public relations firm to support the TEP project; and,

WHEREAS, The Controller's Office created an inventory of pre-qualified communications/marketing/public relations firms to provide these services; and,

WHEREAS, The SFMTA issued a mini-Request for Proposals to these pre-qualified firms on July 15, 2013; and,

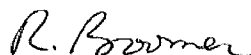
WHEREAS, The SFMTA evaluated the two proposals submitted in response to this RFP by assessing these firms' various qualifications, including staffing, scheduling, proposed deliverables, and cost considerations; and,

WHEREAS, The SFMTA selected Barbary Coast Consulting as the most qualified to fulfill the strategic communications and public relations-related needs related to the TEP project; and,

WHEREAS, The Civil Service Commission is scheduled to approve this Agreement on October 21, 2013; now, therefore, be it

RESOLVED, That the San Francisco Municipal Transportation Agency Board of Directors authorizes the Director of Transportation to execute an Agreement with Barbary Coast Consulting to provide strategic communications and public relations services to support the Transit Effectiveness Project (TEP) for a term of approximately three years and a total contract amount not to exceed \$1,500,000 contingent upon subsequent Civil Service Commission approval to contract out the professional services provided for in this Agreement.

I certify that the foregoing resolution was adopted by the San Francisco Municipal Transportation Agency Board of Directors at its meeting of October 15, 2013.



Secretary to the Board of Directors
San Francisco Municipal Transportation Agency