



# Memorandum

## AGENDA ITEM 10

**DATE:** October 16, 2019

**TO:** Transportation Authority Board

**FROM:** Eric Young, Director of Communications

**SUBJECT:** 11/05/19 Board Meeting: Increase the Amount of the Professional Services Contract with Civic Edge Consulting by \$100,000, to a Total Amount Not to Exceed \$250,000, for Strategic Communications, Media and Community Relations Services for the ConnectSF Program

<p><b>RECOMMENDATION</b>   <input type="checkbox"/> Information   <input checked="" type="checkbox"/> Action</p> <ul style="list-style-type: none"> <li>• Increase the amount of the professional services contract with Civic Edge Consulting by \$100,000, to a total amount not to exceed \$250,000, for strategic communications, media and community relations services for the ConnectSF Program</li> <li>• Authorize the Executive Director to modify contract payment terms and non-material terms and conditions</li> </ul> <p><b>SUMMARY</b></p> <p>We have an existing contract with Civic Edge Consulting for strategic communications, media and community relations services for ConnectSF, which is a multi-agency, collaborative, long-range planning process to build an effective, equitable, and sustainable transportation system for San Francisco’s future. We are seeking to increase the amount of the contract for additional community engagement and public outreach. At the CAC meeting, we will provide a brief updating on upcoming ConnectSF outreach starting in November.</p>	<ul style="list-style-type: none"> <li><input type="checkbox"/> Fund Allocation</li> <li><input type="checkbox"/> Fund Programming</li> <li><input type="checkbox"/> Policy/Legislation</li> <li><input type="checkbox"/> Plan/Study</li> <li><input type="checkbox"/> Capital Project Oversight/Delivery</li> <li><input type="checkbox"/> Budget/Finance</li> <li><input checked="" type="checkbox"/> Contract/Agreement</li> <li><input type="checkbox"/> Other: _____</li> </ul>
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## DISCUSSION

### Background

The Transportation Authority is collaborating with the San Francisco Municipal Transportation Agency (SFMTA) and the San Francisco Planning Department to facilitate the ConnectSF program. Phase 1 of ConnectSF has defined a 50-year vision of San Francisco’s future that represents San Francisco’s goals and aspirations as a city within the larger Bay Area. The vision will be used as a framework for future studies related to transportation and land use planning



in San Francisco and constitutes ConnectSF's first phase of work. The vision is available on [connectsf.org/about/components/vision](https://connectsf.org/about/components/vision).

Phase 2 of ConnectSF, now underway, involves several major efforts that support the transportation vision. Those efforts and the timeframes in which they are anticipated to take place include: The Statement of Needs (2019), Transit Corridors Study (2019-21) and Streets and Freeways Study (2019-21). The outcome of Phase 2 will be a prioritized list of project concepts and strategies that are needed to move the city towards meeting the goals and objectives agreed upon in the Phase 1 Vision.

Phase 3 of ConnectSF will include an update to the countywide transportation plan or San Francisco Transportation Plan (SFTP 2050), and a new Transportation Element of the City's General Plan and.

The subject contract is intended to provided outreach for Phase 2 of ConnectSF. Outreach for Phase 3 will be a subsequent effort and not part of the subject contract.

Given the ConnectSF vision's emphasis on equity and diversity, it is critical that communications and outreach for the program reach the broadest audience possible. ConnectSF staff are highly interested in engaging people of color, people with low incomes, persons with disabilities, and other vulnerable populations, as well as non-governmental organizations that support these communities. The above studies listed are complex and different from each other. Yet, they are tied together by the ConnectSF vision goals and objectives and time horizon (2050).

### **Consultant Support**

We enlisted consultant support to help all participating agencies devise effective ways of communicating to the public, community based organizations, elected leaders and others in a way that is seamless and that communicates why the studies being developed under the ConnectSF umbrella are important and why people should be engaged. Staff is seeking additional funding in order to (1) augment consultant staffing at outreach events, and (2) hold more events, creating more opportunities for the public to provide feedback.

In July 2018, through Resolution 19-05, we awarded a three-year professional services contract in the amount of \$150,000 to Civic Edge Consulting for strategic communications, media and community relations services. We are seeking to increase the amount of the contract by \$100,000 for further consultant support for outreach activities, including additional public workshops and engagement events. Additional consultant support for communications was planned for under the overall ConnectSF Program and is now being requested to support Phase 2.

The DBE goal for this contract is 14% and Civic Edge Consulting has achieved 5% DBE participation to date from two subconsultants: RDJ Enterprises, a San Francisco-based African American-owned firm, and TransSight, an Asian Subcontinent-owned firm. Civic Edge Consulting is on track to achieve the DBE goal for this contract as the DBE subconsultants have yet to perform the majority of their portion of the scope.

### **FINANCIAL IMPACT**

The original contract was funded by a Memorandum of Agreement with the Planning Department and a federal Surface Transportation Planning grant. This amendment will be funded through a Prop K appropriation for the San Francisco Transit Corridor Study, approved



through Resolution 19-14. A portion of the amendment is included in the adopted Fiscal Year 2019/20 budget, and sufficient funds will be included in future budgets to accommodate the remaining amount.

### **CAC POSITION**

The CAC will consider this item at its October 23, 2019 meeting.

### **SUPPLEMENTAL MATERIALS**

- Attachment 1 – Contract Scope of Services

## Attachment 1 Scope of Services

ConnectSF seeks assistance with developing a strong, integrated public outreach plan for its Transportation Network Development, the Transit Corridors Study and the Streets and Freeways Study (also known as ConnectSF Phase 2). The Transit Corridors Study and the Streets and Freeway Study are two stand-alone studies that will be prepared in parallel to identify the long-term projects and policies needed on the City's transit system, streets, and freeways to achieve the ConnectSF vision. Given the studies' broad reach and long-range horizon, an effective communications and engagement plan is needed to inform stakeholders and the general public about these efforts and solicit feedback on their development and content.

In seeking assistance with the ConnectSF program's communications, outreach and engagement efforts, the Transportation Authority seeks to advance the following goals and objectives:

- Raise awareness about ConnectSF to the general public.
- Provide consistent and easy-to-understand public communication regarding ConnectSF and Phase 2 efforts.
- Create messaging, collateral, and branding that is informative, relevant, and engaging to the general public.
- Maintain a common voice and look and feel for ConnectSF materials.
- Strengthen quality assurance/quality control, while maintaining the flexibility for rapid responses.
- Engage with, and solicit input from, policymakers, the public, and stakeholder groups about Phase 2 activities, and in particular develop methods to obtain meaningful input from hard-to-reach-population segments.

The following Scope of Services is to be used as a general guide and is not intended to be a complete list of all work necessary to build an integrated communications and engagement plan for Phase 2 of the ConnectSF program.

Specific tasks include: 1) Project Kick-Off Meeting, Information Review, and Work Plan, 2) Planning for Public Outreach and Engagement, 3) Outreach Support Services, 4) Data Visualization, and 5) Administration and Reporting. The tasks are detailed below:

### Task 1. Project Kick-Off Meeting, Information Review, and Work Plan

Work Plan will include analysis of different groups for outreach and preferred methods to reach each one. Key audiences to targeted include, but are not limited to:

- a. Community-based Organizations, including transportation-focused groups and others
- b. General public
- c. Underrepresented groups, including youth, minorities, and low-income residents
- d. Groups representing the elderly or people with disabilities
- e. Employers
- f. Tourism interests
- g. ConnectSF Futures Task Force
- h. Transportation Authority Citizens Advisory Committee
- i. San Francisco Municipal Transportation Agency Citizens' Advisory Council
- j. Boards and Commissions
- k. Other transportation agencies

### *Deliverables:*

1. *Work plan outlining outreach methods, including specific outreach techniques for the various communities and entities identified above*

### Task 2. Planning for Public Outreach and Engagement

- a. Develop and implement a robust outreach strategy and communications plan

## Attachment 1 Scope of Services

- b. Support the development and/or review of project communications collateral, such as in-language fact sheets, flyers, handouts, posters, mailers, surveys, social media, content and attachments for the website, and frequently asked questions

*Deliverables:*

1. *Execute the outreach plan, develop supporting collateral*

Task 3. Outreach Support Services

- a. Secure venues for public meetings
- b. Develop and vet open house and workshop outreach plan
- c. Translation of materials
- d. Public notifications for open house, workshop events, or other public meetings
- e. Provide materials and logistical support for open house, workshop events, or other public meetings

*Deliverables:*

1. *Public meeting spaces identified and secured*
2. *Translation services secured*
3. *Meeting notifications*
4. *Prepare and staff three public workshops*
5. *Prepare and staff one pop-up event in each of the city's 11 districts*
6. *Prepare and conduct a webinar*
7. *Create an online survey*

Task 4. Data Visualization

Provide support to staff to create compelling visualizations, "games," and/or other materials to engage the public.

*Deliverables:*

1. *Data visualization platform selected*

Task 5. Administration and Reporting

Weekly/monthly project phone calls/in-person progress meetings with ConnectSF staff, including agendas and meeting minutes. Management of overall project tasks and invoice preparation.

*Deliverables:*

1. *Meeting notes, progress updates*
2. *Project reporting and monthly invoices by task*