



RESOLUTION INCREASING THE PROFESSIONAL SERVICES CONTRACT WITH CIVIC EDGE CONSULTING FOR STRATEGIC COMMUNICATIONS, MEDIA AND COMMUNITY RELATIONS FOR THE CONNECTSF PROGRAM BY \$100,000, TO A TOTAL AMOUNT NOT TO EXCEED \$250,000, AND AUTHORIZING THE EXECUTIVE DIRECTOR TO MODIFY CONTRACT PAYMENT TERMS AND NON-MATERIAL TERMS AND CONDITIONS

WHEREAS, The Transportation Authority is collaborating with the San Francisco Municipal Transportation Agency (SFMTA) and the San Francisco Planning Department to facilitate the ConnectSF Program which is a multi-agency collaborative, long-range planning process to build an effective, equitable, and sustainable transportation system for San Francisco's future; and

WHEREAS, Phase 2 of ConnectSF, now underway, involves several major efforts that support the transportation vision, including the Statement of Needs, Transit Corridors Study and Streets and Freeways Study; and

WHEREAS, 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; and

WHEREAS, 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, but especially people of color, people with low incomes, persons with disabilities, and other vulnerable populations, as well as non-governmental organizations that support these communities; and

WHEREAS, In July 2018, through Resolution 19-05, the Transportation Authority 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; and



WHEREAS, The Transportation Authority consultant support is intended 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; and

WHEREAS, The ConnectSF project team is seeking additional funding in order to increase consultant support for outreach activities, including additional public workshops and engagement events, creating more opportunities for the public to provide feedback; and

WHEREAS, The Transportation Authority has budgeted \$100,000 for the requested services, funded by a prior Prop K appropriation for the San Francisco Transit Corridor Study; and

WHEREAS, A portion of the proposed amendment is included in the adopted Fiscal Year 2019/20 budget, and sufficient funds will be included in future budgets to accommodate the activities in future years; and

WHEREAS, At its October 23, 2019 meeting, the Citizens Advisory Committee considered the subject request and unanimously adopted a motion of support for the staff recommendation; now, therefore, be it

RESOLVED, That the Transportation Authority hereby increases the professional services contract with Civic Edge Consulting for strategic communications, media and community relations services for the ConnectSF Program by \$100,000, to a total amount not to exceed \$250,000; and be it further

RESOLVED, That the Executive Director is authorized to modify contract payment terms and non-material contract terms and conditions; and be it further

RESOLVED, That for the purposes of this resolution, "non-material" shall mean



contract terms and conditions other than provisions related to the overall contract amount, terms of payment, and general scope of services; and be it further

RESOLVED, That notwithstanding the foregoing and any rule or policy of the Transportation Authority to the contrary, the Executive Director is expressly authorized to execute agreements and amendments to agreements that do not cause the total agreement value, as approved herein, to be exceeded and that do not expand the general scope of services.



**San Francisco
County Transportation
Authority**

BD110519

RESOLUTION NO. 20-18

The foregoing Resolution was approved and adopted by the San Francisco County Transportation Authority at a regularly scheduled meeting thereof, this 19th day of November, 2019, by the following votes:

Ayes: Commissioners Fewer, Mandelman, Mar, Peskin, Ronen, Stefani, Walton and Yee (8)

Absent: Commissioner Brown, Haney and Safai (3)

 12-3-19

Aaron Peskin
Chair

Date

ATTEST:

 12/3/19

Tilly Chang
Executive Director

Date