



RESOLUTION AWARDING A FIFTEEN-MONTH PROFESSIONAL SERVICES CONTRACT, WITH AN OPTION TO EXTEND FOR A SIX-MONTH PERIOD TO EMC RESEARCH, LLP IN AN AMOUNT NOT TO EXCEED \$100,000 FOR VOTER OPINION SURVEY AND PUBLIC MESSAGING SERVICES, AND AUTHORIZING THE EXECUTIVE DIRECTOR TO NEGOTIATE CONTRACT PAYMENT TERMS AND NON-MATERIAL CONTRACT TERMS AND CONDITIONS

WHEREAS, The half-cent sales tax for transportation was first approved by San Francisco voters in 1989 (Prop B) and then extended by voters in 2003 along with the adoption of the Prop K Expenditure Plan; and

WHEREAS, The half-cent sales tax generates about \$110 million per year (pre-pandemic) and helps fund transportation projects large and small across the city; and

WHEREAS, The Expenditure Plan guides the way the half-cent sales tax program is administered by identifying eligible project types and activities; designating eligible sponsoring agencies; establishing limits on sales tax funding by Expenditure Plan line item; setting expectations for leveraging of sales tax funds with federal, state and other dollars; and providing policies to guide program implementation; and

WHEREAS, Most of the major capital projects in the Prop K Expenditure Plan have been delivered or are under construction, and several categories in the Prop K Expenditure Plan, such as transit enhancements and Muni vehicles, are running out of funds, which will leave a funding gap for some ongoing project and program needs; and

WHEREAS, A new Expenditure Plan will allow the Transportation Authority to replenish ongoing programs, continuing project delivery and maintaining jobs, and will provide an opportunity to fund new and emerging priorities being identified in the update to the countywide transportation plan known as San Francisco Transportation Plan 2050; and



WHEREAS, The Transportation Authority is considering placing a measure on the June 2022, or possibly November 2022 ballot to adopt a new Expenditure Plan and extend the existing half-cent transportation sales tax to fund the projects and programs in the new Expenditure Plan; and

WHEREAS, The Transportation Authority requires voter opinion survey and public messaging services to inform the sales tax reauthorization and new Expenditure Plan development effort; and

WHEREAS, On April 22, 2021, the Transportation Authority issued a Request for Proposal (RFP) for voter opinion survey and public messaging services for a fifteen-month contract with a six-month extension option; and

WHEREAS, The Transportation Authority received ten proposals in response to the RFP by the due date of May 24, 2021; and

WHEREAS, A selection panel comprised of staff from the Transportation Authority evaluated the proposals based on qualifications and other criteria identified in the RFP and interviewed two firms on June 10, 2021; and

WHEREAS, Based on the results of this competitive selection process, the selection panel recommended award for voter opinion survey and public messaging services to the highest-ranked firm of EMC Research, Inc.; and

WHEREAS, The voter opinion survey and public messaging services will be funded from Prop K sales tax funds; and

WHEREAS, The scope of work described in the RFP is included in the Transportation Authority's adopted Fiscal Year 2021/22 Budget; and

WHEREAS, At its June 23, 2021 meeting, the Community Advisory Committee was briefed on and unanimously adopted a motion of support for the selection panel's recommendation; now, therefore, be it

RESOLVED, That the Transportation Authority hereby awards a fifteen-month



professional services contract, with an option to extend for a six-month period, to EMC Research, Inc., in an amount not to exceed \$100,000, for voter opinion survey and public messaging services; and be it further

RESOLVED, That the Executive Director is hereby authorized to negotiate 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**

BD071321

RESOLUTION NO. 22-03

The foregoing Resolution was approved and adopted by the San Francisco County Transportation Authority at a regularly scheduled meeting thereof, this 27th day of July, 2021, by the following votes:

Ayes: Commissioners Chan, Haney, Mandelman, Mar, Peskin, Preston, Ronen, Stefani, and Walton (9)

Nays: (0)

Absent: Commissioners Melgar and Safai (2)

Rafael N

08-04-2021

Rafael Mandelman
Chair

Date

T. Chang

08/11/21

ATTEST:

Tilly Chang
Executive Director

Date