

Request for Qualifications for On-Call Strategic Communications, Media and Community Relations Professional Services (RFQ 24/25-06)

Pre-Response Conference



San Francisco
County Transportation
Authority

April 28, 2025

What we will cover today

Agenda:

1. Agency Background
2. Scope of Work
3. RFQ Information
4. Q&A Session

Agency Background



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Who are we?

SFCTA and TIMMA

- **San Francisco County Transportation Authority**
 - Plan, fund, deliver transportation improvements citywide
 - Administer the ½-cent transportation sales tax, other funds
 - Prepare the SF Transportation Plan
- **Treasure Island Mobility Management Agency**
 - Same staff as Transportation Authority
 - Responsible for designing transportation plan for TI and YBI

Scope of Work



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Contract Highlights

Term: 3 years plus 2 1-year options

Budget: \$350,000 plus (2) \$125,000 options for SFCTA & \$300,000 plus (2) \$100,000 options for TIMMA

Scope: Support SFCTA staff with outreach, communications, and marketing services

On-call contract structure

- The intent is to contract with one or more consultant firms or teams of firms
- Teams are comprised of a prime consultant and all subconsultants under one contract
 - Firms can be on more than one team
- SFCTA and TIMMA will separately contract with the selected firm(s)/team(s) to be utilized on an on-call, as needed basis

Examples of on-call scopes of work

Communications and outreach needed for:

- **Transportation Authority Agency-wide**
 - Ex: Long range planning, internal processes
- **Transportation Authority Project-Specific**
 - Ex: Surveys, Town Halls, Open houses
- **TIMMA**
 - Ex: Treasure Island Transportation Plan

How is work assigned?

Selected consultant firm/teams may be invited to submit mini proposals for specific scopes of work as part of the task order process

Task Orders comprised of:

- Background/context
- Defines the tasks and deliverables
- Budget
- Timeline

RFQ Information



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DBE Requirements

RFP > Section VII

DBE Goal: 17%

By the statement of qualification due date, firms must:

- **Be certified by the California Unified Certification Program (DBE certification)**
- **Submit:**
 - **Exhibit 10-O1 - Consultant Proposal DBE Commitment**
 - **Exhibit 10-O2 - Consultant Contract DBE Information**
 - **Exhibit 15-H - DBE Information - Good Faith Efforts (if goal is not achieved)**

Additional Response Requirements

RFP > Section V

➤ **By the proposal due date, firms must also submit:**

- **Exhibit A - Debarment and Suspension Certification**
- **Exhibit B - Terminated Contracts**
- **Exhibit C - Workforce Data Spreadsheets**
- **Exhibit 10-Q - Disclosure of Lobbying Activities**
- **Exhibit 10-H - Cost Proposal (separate from statement of qualification)**

Evaluation Criteria

RFP > Section VI

Proposal

- 1. Respondent Information and Understanding of Project Objectives (30 points)**
- 2. Technical and Management Approach (35 points)**
- 3. Capabilities and Experience (35 points)**

Contract – Task Order Process

RFP > Section VI

Contract and Task Order Assignment

- 1. Pre-qualification will be in effect for an initial 3-year period, with two one-year extension options**
- 2. SFCTA intends to execute 3-5 contracts before or concurrently with a task order**
- 3. Task orders will identify needed expertise, and pre-qualified firms may be invited to submit proposals and/or participate in oral interviews**
- 4. SFCTA will establish DBE/SBE/LBE goals for each task order request, based on the project's funding sources and scope of work**
- 5. New sub-consultants may be proposed for a task order, subject to SFCTA review and acceptance of qualifications**

Selection Process Schedule

Date	Phase/Item Due
April 29 5:00 p.m.	Respondents to submit written questions to Transportation Authority
May 6*	Transportation Authority issues written responses to questions
May 23, 2:00 p.m.	Responses to RFQ and sealed/separate cost proposals due electronically. Late submissions will not be accepted.
June 3*	Invitation(s) to interview issued to short list of respondents* (if necessary)
<u>Week of June 9*</u>	Interviews* (scheduled if necessary)
June 25*	The selection committee's recommendation to Community Advisory Committee for award
July 8*	Recommendation to Transportation Authority Board for award
TBD	Recommendation to TIMMA Committee for award
July 22*	Transportation Authority Board <u>awards</u> contract
TBD	TIMMA Board awards contract

* Subject to change




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Presentation Materials

Slide deck and list of attendees will be posted to [SFCTA.org/contracting](https://sfcta.org/contracting)



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Contracting & Procurement

Welcome to the Transportation Authority's Contracting and RFPs page. Here, you'll find information about current contracting and procurement opportunities, along with qualifications, deadlines, informational meeting dates, and more.

[Learn about DBE/LBE/SBE certifications and programs.](#)

[Sign up to receive email notifications of future RFPs.](#)

Thank you.



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