

## Agenda

### **TREASURE ISLAND MOBILITY MANAGEMENT AGENCY**

### **Board Meeting Notice**

**DATE:** Tuesday, July 22, 2025, 9:30 a.m.

**LOCATION:** Legislative Chamber, Room 250, City Hall

Watch SF Cable Channel 26 or 99  
(depending on your provider)

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**PUBLIC COMMENT CALL-IN:** 1-415-655-0001; Access Code: 2660 289 0180 # #

To make public comment on an item, when the item is called, dial '\*3' to be added to the queue to speak. Do not press \*3 again or you will be removed from the queue. When the system says your line is unmuted, the live operator will advise that you will be allowed 2 minutes to speak. When your 2 minutes are up, we will move on to the next caller. Calls will be taken in the order in which they are received.

**COMMISSIONERS:** Dorsey (Chair), Mandelman (Vice Chair), Chan, Chen, Engardio, Fielder, Mahmood, Melgar, Sauter, Sherrill, and Walton

**CLERK:** Amy Saeyang

### **Remote Participation**

Members of the public may attend the meeting to observe and provide public comment at the physical meeting location listed above or may watch SF Cable Channel 26 or 99 (depending on your provider) or may visit the SFGovTV website ([www.sfgovtv.org](http://www.sfgovtv.org)) to stream the live meeting or may watch them on demand.

Members of the public may comment on the meeting during public comment periods in person or remotely. In-person public comment will be taken first; remote public comment will be taken after.

Written public comment may be submitted prior to the meeting by emailing the TIMMA Clerk at [clerk@timma.org](mailto:clerk@timma.org) or sending written comments to TIMMA Clerk, 1455 Market Street, 22nd Floor, San Francisco, CA 94103. Written comments received by 5 p.m. on the day before the meeting will be distributed to Board members before the meeting begins.

1. Roll Call
2. Chair's Report – **INFORMATION**
3. Executive Director's Report – **INFORMATION**
4. Approve the Minutes of the June 24, 2025 Meeting – **ACTION\***

**3**

## Items Recommended from Committee

5. **[Final Approval]** Award a Construction Contract to the Lowest Responsible and Responsive Bidder, Thompson Builders Corporation, in an Amount Not to Exceed \$3,047,000; Authorize an Additional Construction Allotment of \$152,350 for a Total Construction Allotment Not to Exceed \$3,199,350; and Authorize the Executive Director to Execute All Other Related Supporting and Supplemental Agreements for the Treasure Island Ferry Terminal Enhancements Project – **ACTION\*** **7**
6. **[Final Approval]** Award Contracts to Five Shortlisted Consultant Teams for a Three-Year Period, with an Option to Extend for Two Additional One-Year Periods, for a Combined Amount Not To Exceed \$500,000 for On-Call Strategic Communications, Media And Community Relations Services – **ACTION\*** **17**  
  
Shortlisted Teams: Civic Edge Consulting, Contigo Communications, DKS Associates, InterEthnica, Inc., and Kearns & West, Inc.

## Other Items

7. Introduction of New Items – **INFORMATION**  
  
During this segment of the meeting, Commissioners may make comments on items not specifically listed above or introduce or request items for future consideration.
8. Public Comment
9. Adjournment

### \*Additional Materials

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Items considered for final approval by the Board shall be noticed as such with **[Final Approval]** preceding the item title.

The meeting proceedings can be viewed live or on demand after the meeting at [www.sfgovtv.org](http://www.sfgovtv.org). To know the exact cablecast times for weekend viewing, please call SFGovTV at (415) 554-4188 on Friday when the cablecast times have been determined.

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Meetings are real-time captioned and are cablecast open-captioned on SFGovTV, the Government Channel 26 or 99 (depending on your provider). Assistive listening devices for the Legislative Chamber and the Committee Room are available upon request at the Clerk of the Board's Office, Room 244. To request sign language interpreters, readers, large print agendas, or other accommodations, please contact the TIMMA Clerk at (415) 522-4800. Requests made at least 48 hours in advance of the meeting will help to ensure availability. Attendees at all public meetings are reminded that other attendees may be sensitive to various chemical-based products.

If any materials related to an item on this agenda have been distributed to the Board after distribution of the meeting packet, those materials are available for public inspection at the Transportation Authority at 1455 Market Street, 22nd Floor, San Francisco, CA 94103, during normal office hours.

Individuals and entities that influence or attempt to influence local legislative or administrative action may be required by the San Francisco Lobbyist Ordinance [SF Campaign & Governmental Conduct Code Sec. 2.100] to register and report lobbying activity. For more information about the Lobbyist Ordinance, please contact the San Francisco Ethics Commission at 25 Van Ness Avenue, Suite 220, San Francisco, CA 94102; (415) 252-3100; [www.sfethics.org](http://www.sfethics.org).

# DRAFT MINUTES

## Treasure Island Mobility Management Agency Board

Tuesday, June 24, 2025

### 1. Roll Call

Chair Dorsey called the meeting to order at 9:31 a.m.

**Present at Roll Call:** Commissioners Chen, Dorsey, Engardio, Fielder, Mahmood, and Walton (6)

**Absent at Roll Call:** Commissioners Chan, Mandelman (entered during Item 1), Melgar (entered during Item 3), Sauter, and Sherrill (entered during Item 6) (5)

### 2. Chair's Report - INFORMATION

Chair Dorsey reported that following the pause of the Treasure Island Mobility Management Agency (TIMMA)'s Environmental Protection Agency grant, he was disappointed that the agency received a letter of termination in May for its \$20 million grant for its Treasure Island Connects program. He continued that the grant was to fund much-needed transit improvements such as the free on-island shuttle, a microtransit service to San Francisco's eastern neighborhoods, a hybrid electric bus for Muni, ferry charging equipment, bike share facilities, and an on-Island Transportation Resource Center housed at One Treasure Island, which would have been generational investments for current and future residents of Treasure Island. He reported that the TIMMA was coordinating with the City Attorney's Office to evaluate next steps and had asked staff to seek other funding to implement the agency's priority projects, such as the on-island shuttle and bike share.

Chair Dorsey also thanked the New York Metropolitan Transportation Authority (MTA) for hosting TIMMA in March for a very informative study tour in New York City to learn about their first-in-the-nation Congestion Relief Zone and Pricing Program. Together with Transportation Authority Chair Myrna Melgar, Commissioner Chyanne Chen, and agency staff, the TIMMA met with policymakers, business leaders, and a number of community and advocacy organizations to discuss the history and policies that underpin the program design. The Chair noted that the rollout was very smooth and successful, and that the project, which was intended to fix traffic, did just that. Chair Dorsey expressed his appreciation for the opportunity to see this proof-of-concept in New York City and looked forward to learning more as the agency continues its outreach and program development (for TIMMA and San Francisco). He further encouraged everyone to refer back to the March 25 Transportation Authority Board meeting for more details.

There was no public comment.

### 3. Executive Director's Report - INFORMATION

Maria Lombardo, Chief Deputy Director, presented the Executive Director's Report on Executive Director Tilly Chang's behalf.

There was no public comment.

**4. Approve the Minutes of the February 25, 2025 Meeting – ACTION**

There was no public comment.

Commissioner Walton moved to approve the minutes, seconded by Commissioner Fielder.

The minutes were approved without objection by the following vote:

Ayes: Commissioners Chen, Dorsey, Engardio, Fielder, Mahmood, Melgar, and Walton (7)

Absent: Commissioners Chan, Mandelman, Sauter, and Sherrill (4)

**5. [Final Approval on First Appearance] Amend the Adopted Fiscal Year 2024/25 Budget to Decrease Revenues by \$3,517,851, Decrease Expenditures by \$3,517,851 with no change to Other Financing Sources – ACTION**

Suany Chough, Assistant Deputy Director for Planning, presented the item per the staff memorandum.

There was no public comment on the public hearing of the item.

Commissioner Chen moved to approve the minutes, seconded by Commissioner Mahmood.

The item was approved without objection by the following vote:

Ayes: Commissioners Chen, Dorsey, Engardio, Fielder, Mahmood, Melgar, and Walton (7)

Absent: Commissioners Chan, Mandelman, Sauter, and Sherrill (4)

**6. [Final Approval on First Appearance] Adopt the Proposed Fiscal Year 2025/26 Annual Budget and Work Program – ACTION**

Suany Chough, Assistant Deputy Director for Planning, presented the item per the staff memorandum.

There was no public comment on the public hearing of the item.

Commissioner Sherrill moved to approve the minutes, seconded by Commissioner Walton.

The item was approved without objection by the following vote:

Ayes: Commissioners Chen, Dorsey, Engardio, Fielder, Mahmood, Melgar, Sherrill, and Walton (8)

Absent: Commissioners Chan, Mandelman, and Sauter (3)

**7. Internal Accounting Report for the Nine Months Ending March 31, 2025 – INFORMATION**

Cynthia Fong, Deputy Director for Finance and Administration, presented the item per the staff memorandum.

There was no public comment.

## **Other Items**

### **8. Introduction of New Business - INFORMATION**

There were no new items introduced.

### **9. Public Comment**

There was no public comment.

### **10. Adjournment**

The meeting was adjourned at 9:54 a.m.

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## Memorandum

### AGENDA ITEM 5

**DATE:** July 3, 2025

**TO:** Treasure Island Mobility Management Agency Committee

**FROM:** Carl Holmes – Deputy Director for Capital Projects

**SUBJECT:** 07/08/25 Committee Meeting: Recommend Awarding a Construction Contract to the Lowest Responsible and Responsive Bidder, Thompson Builders Corporation, in an Amount Not to Exceed \$3,047,000; Authorizing an Additional Construction Allotment of \$152,350, for a Total Construction Allotment Not to Exceed \$3,199,350; and Authorizing the Executive Director to Execute All Other Related Supporting and Supplemental Agreements for the Treasure Island Ferry Terminal Enhancements Project

#### RECOMMENDATION ☐ Information ☒ Action

- Award a construction contract to the lowest responsible and responsive bidder, Thompson Builders Corporation, in an amount not to exceed \$3,047,000
- Authorize an additional construction allotment of \$152,350, for a total construction allotment not to exceed \$3,199,350
- Authorize the Executive Director to negotiate contract payment terms and non-material contract terms and conditions
- Authorize the Executive Director to execute all other related supporting and supplemental agreements

#### SUMMARY

The Treasure Island Mobility Management Agency (TIMMA) has been working jointly with Treasure Island Community Development (TICD), the master developer, and the Treasure Island Development Authority (TIDA) on an intermodal Transit Hub as part of the Treasure Island/Yerba Buena Island Redevelopment Project to provide transportation to the islands. We are constructing a component of the Transit Hub – the transit shelters, public restrooms, and support spaces, which will form a gateway to Treasure Island for residents,

- ☐ Fund Allocation
- ☐ Fund Programming
- ☐ Policy/Legislation
- ☐ Plan/Study
- ☐ Capital Project Oversight/Delivery
- ☐ Budget/Finance
- ☒ Contract/Agreement
- ☐ Other: \_\_\_\_\_

workers and visitors arriving by ferry, bus, or bike.

We advertised the construction contract on May 1, 2025, and received 1 electronic bid on June 3, 2025. After reviewing the submitted bid, we determined that the lowest responsive and responsible bidder is Thompson Builders Corporation with a bid of \$3,047,000. We are recommending awarding a construction contract to Thompson Builders Corporation for \$3,047,000 and an additional construction allotment of 5%, or \$152,350, for contingency, for a total construction allotment not to exceed \$3,199,350.

## BACKGROUND

On April 1, 2014, the San Francisco Board of Supervisors adopted a resolution designating the San Francisco County Transportation Authority (Transportation Authority) as TIMMA to implement elements of the Treasure Island Transportation Implementation Plan (TITIP) in support of the Treasure Island/Yerba Buena Island Development Project. The TITIP calls for, and TIMMA will be responsible for implementing, the Treasure Island Mobility Management Program - a comprehensive and integrated program to manage travel demand on Treasure Island as the development project occurs, including an integrated congestion pricing program with vehicle tolling, parking pricing, and transit pass components.

The Environmental Impact Report of the Treasure Island/Yerba Buena Island Redevelopment Project was approved in 2011 with the following text that sets the framework for the Transit Hub:

*The Development Program would include the construction of a Transit Hub in the Island Center. The Transit Hub would have a new Ferry Terminal..., shelters for bus and shuttle transfers, and an area for ticket sales and travel and tourist information.*

As the redevelopment of Treasure Island has moved forward, so has the design and construction of the Transit Hub, located at the southwest corner of Treasure Island where the causeway connects it to Yerba Buena Island. The Transit Hub consists of the Ferry Terminal; a public plaza; and bus stops for Muni and the future on-island shuttle and east bay services. TICD designed and constructed the Ferry Terminal and public plaza and is operating an interim ferry service.

We are constructing a component of the Transit Hub - the transit shelters, public restrooms, and support spaces - with federal and state grant funds, using the design completed by TICD. The Ferry Terminal and Transit Hub will form a welcoming,



convenient gateway to Treasure Island for residents, workers and visitors arriving by ferry, bus, or bike.

## DISCUSSION

**Bid Process and Results.** On May 1, 2025, we issued an Invitation to Bid for construction services for the Project through Bid Express, an electronic construction-bidding website.

We conducted active outreach to the contractor community to ensure robust competition for this procurement opportunity. In particular, we coordinated with multiple trade and contractor industry organizations to distribute the appropriate notifications of plan availability for this construction bid opportunity. We prioritized providing access to contract documents and conducting active outreach to the contractor community to encourage participation from Disadvantaged Business Enterprise (DBE) and Small Business Enterprise (SBE) firms through the following means:

- Contract announcements placed in four local/ethnic publications: San Francisco Chronicle, Nichi Bei, Sing Tao, and Small Business Exchange; and
- Announcements posted on the Transportation Authority's website, the electronic bid website and distributed via email to DBE and SBE firms.

On May 7, 2025, we held a virtual non-mandatory, pre-bid meeting and networking session, which provided opportunities for interested disadvantaged and small businesses to meet potential prime contractors and form partnerships. On the bid-opening date of June 3, 2025, we received and opened one (1) bid in response to the Invitation to Bid. The verified bid results are listed below in Table 1.

**Table 1. Bid Results**

<b>BIDDER</b>	<b>AMOUNT</b>
Engineers Estimate	\$ 2,950,000.00
Thompson Builders Corporation	\$ 3,047,000.00

We have determined that Thompson Builders Corporation is the lowest responsible and responsive bidder, bidding \$3,047,000.00. A detailed bid item list is included in Attachment 1. The amount is approximately 3% over the Engineer's Estimate for the Project's construction cost of \$2,950,000.

**DBE Goal and Good Faith Effort Process.** Since this project includes federal funds, we are mandated to follow federal requirements for this procurement, including the

establishment of a DBE goal. Accordingly, in collaboration with the California Department of Transportation (Caltrans), we established a 22% DBE goal for the construction contract.

The lowest responsible and responsive bidder, Thompson Builders Corporation, submitted a DBE commitment of 2.6%. Pursuant to federal DBE regulations, a bidder must either meet the DBE goal by obtaining sufficient DBE participation or must show that it made adequate good faith efforts to meet the goal. The project team reviewed the DBE goal documentation provided by Thompson Builders Corporation. Pursuant to this review, we found Thompson Builders Corporation has made a satisfactory good faith effort to meet the DBE participation goal. Caltrans reviewed our good faith efforts evaluation and accepted our good faith effort determination. Furthermore, there were no protests during the required 5-day protest period.

**Schedule.** The project schedule is projected as follows:

- Award Construction Contract – July 2025
- Begin Construction – September 2025
- Construction Completion – Summer 2026

**Additional Construction Allotment.** In order to construct the project, we will need to enter into agreements, permits, or certifications with other agencies/entities, including but not limited to the Caltrans, TIDA, the San Francisco Public Utilities Commission, SFMTA, and San Francisco Public Works, to provide final funding, perform utility tie-in's, purchase agency furnished materials and for these agencies/entities to oversee select portions of the construction contractor's work. We recommend an additional contingency of \$152,350, or 5% of total anticipated construction costs, for a total construction allotment of \$3,199,350.

**Funding.** The construction contract, and additional construction allotment for supplemental work items and contingency, will be funded with Federal Highway Administration (FHWA) Ferry Boat Discretionary funds, administered by Caltrans, and local matching funds provided by the state Affordable Housing and Sustainable Communities (AHSC) grant.

**Table 2. Ferry Terminal Enhancements Project Funding Plan**

<b>Phase</b>	<b>FHWA</b>	<b>AHSC</b>	<b>TOTAL</b>
Preliminary Engineering	\$200,000	\$50,000	\$250,000
Construction Capital	\$2,335,600	\$863,750	\$3,199,350
Construction Engineering <sup>1</sup>	\$464,400	\$86,250	\$550,650
<b>TOTALS</b>	<b>\$3,000,000</b>	<b>\$1,000,000</b>	<b>\$4,000,000</b>

<sup>1</sup>Construction engineering includes soft costs during the construction phase (i.e., staff time, consultants for construction management services, and design services during construction).

## **FINANCIAL IMPACT**

The proposed construction contract will be funded by federal and state grant funds mentioned above. The adopted Fiscal Year 2025/26 budget includes sufficient funds to accommodate the recommended action(s).

## **SUPPLEMENTAL MATERIALS**

- Attachment 1 – Bid Item List
- Attachment 2 – Resolution

**Attachment 1**  
**Ferry Terminal Enhancements Project**  
**Bid Item List**  
**Thompson Builders Corporation**

Item	Description	Unit	Quantity	Unit Price	Total Cost
1	EARTHWORK – Restrooms	LS	1	\$566,500.00	\$566,500.00
2	SITE DEMOLITION – Restrooms	LS	1	\$35,000.00	\$35,000.00
3	PLANTING, LANDSCAPING AND IRRIGATION – Restrooms	LS	1	\$30,000.00	\$30,000.00
4	SITE UTILITIES – Restrooms	LS	1	\$45,000.00	\$45,000.00
5	CONCRETE – Restrooms	LS	1	\$200,000.00	\$200,000.00
6	CONCRETE FINISHING – Restrooms	LS	1	\$25,000.00	\$25,000.00
7	MISCELLANEOUS METAL – Restrooms	LS	1	\$1,000.00	\$1,000.00
8	ROUGH CARPENTRY, SHEATHING – Restrooms	LS	1	\$130,000.00	\$130,000.00
9	WATER AND GRAFFITI REPELLANTS – Restrooms	LS	1	\$0.00	\$0.00
10	METAL PANELS – Restrooms	LS	1	\$250,000.00	\$250,000.00
11	SINGLE PLY ROOFING – Restrooms	LS	1	\$30,000.00	\$30,000.00
12	SHEET METAL FLASHING AND TRIM – Restrooms	LS	1	\$9,000.00	\$9,000.00
13	ROOF SPECIALTIES AND ACCESSORIES – Restrooms	LS	1	\$0.00	\$0.00
14	FIRESTOPPING, JOINT SEALANT, AND CAULKING – Restrooms	LS	1	\$8,000.00	\$8,000.00
15	HOLLOW METAL DOORS, FRAMES, HARDWARE – Restrooms	LS	1	\$23,000.00	\$23,000.00
16	METAL FRAMED SKYLIGHTS – Restrooms	LS	1	\$7,500.00	\$7,500.00
17	TRANSLUCENT WALL ASSEMBLIES – Restrooms	LS	1	\$100,000.00	\$100,000.00
18	LOUVERS AND VENTS – Restrooms	LS	1	\$10,000.00	\$10,000.00
19	PLASTER ASSEMBLIES – Restrooms	LS	1	\$19,000.00	\$19,000.00
20	STRUCTURAL AND NON-STRUCTURAL METAL FRAMING, ROOF FRAMING & WALL FRAMING – Restrooms	LS	1	\$100,000.00	\$100,000.00
21	GYPSON WALLBOARD – Restrooms	LS	1	\$40,000.00	\$40,000.00
22	TILING AND BASE – Restrooms	LS	1	\$55,000.00	\$55,000.00
23	WALL COVERING – Restrooms	LS	1	\$2,500.00	\$2,500.00
24	PAINTING – Restrooms	LS	1	\$22,000.00	\$22,000.00
25	MISCELLANEOUS SPECIALTIES – Restrooms	LS	1	\$8,000.00	\$8,000.00

**Attachment 1**  
**Ferry Terminal Enhancements Project**  
**Bid Item List**  
**Thompson Builders Corporation**

Item	Description	Unit	Quantity	Unit Price	Total Cost
26	SIGNAGE – Restrooms	LS	1	\$3,500.00	\$3,500.00
27	TOILET PARTITIONS & ACCESSORIES – Restrooms	LS	1	\$33,000.00	\$33,000.00
28	PLUMBING – Restrooms	LS	1	\$244,000.00	\$244,000.00
29	ELECTRICAL – Restrooms	LS	1	\$160,000.00	\$160,000.00
30	EARTHWORK – Bus Shelters (Locations 1 and 2)	LS	1	\$285,000.00	\$285,000.00
31	SITE DEMOLITION – Bus Shelters (Locations 1 and 2)	LS	1	\$60,000.00	\$60,000.00
32	SITE UTILITIES – Bus Shelters (Locations 1 and 2)	LS	1	\$15,000.00	\$15,000.00
33	CONCRETE – Bus Shelters (Locations 1 and 2)	LS	1	\$110,000.00	\$110,000.00
34	MISCELLANEOUS METAL – Bus Shelters (Locations 1 and 2)	LS	1	\$1,000.00	\$1,000.00
35	STEEL – Bus Shelters (Locations 1 and 2)	LS	1	\$61,000.00	\$61,000.00
36	DECORATIVE METAL – Bus Shelters (Locations 1 and 2)	LS	1	\$31,000.00	\$31,000.00
37	EXTERIOR FINISH CARPENTRY – Bus Shelters (Locations 1 and 2)	LS	1	\$22,000.00	\$22,000.00
38	METAL PANELS – Bus Shelters (Locations 1 and 2)	LS	1	\$165,000.00	\$165,000.00
39	GLAZING – Bus Shelters (Locations 1 and 2)	LS	1	\$40,000.00	\$40,000.00
40	PAINTING AND COATING – Bus Shelters (Locations 1 and 2)	LS	1	\$35,000.00	\$35,000.00
41	MISCELLANEOUS SPECIALTIES - Bus Shelters (Locations 1 and 2)	LS	1	\$20,000.00	\$20,000.00
42	ELECTRICAL – Bus Shelters (Locations 1 and 2)	LS	1	\$45,000.00	\$45,000.00
			<b>Total</b>		<b>\$3,047,000.00</b>



TC070825

RESOLUTION NO. 26-01

RESOLUTION AWARDING A CONSTRUCTION CONTRACT TO THE LOWEST RESPONSIBLE AND RESPONSIVE BIDDER, THOMPSON BUILDERS CORPORATION, IN AN AMOUNT NOT TO EXCEED \$3,047,000; AUTHORIZING AN ADDITIONAL CONSTRUCTION ALLOTMENT OF \$152,350, FOR A TOTAL CONSTRUCTION ALLOTMENT NOT TO EXCEED \$3,199,350; AND AUTHORIZING THE EXECUTIVE DIRECTOR TO EXECUTE ALL OTHER RELATED SUPPORTING AND SUPPLEMENTAL AGREEMENTS FOR THE TREASURE ISLAND FERRY TERMINAL ENHANCEMENTS PROJECT

WHEREAS, The Treasure Island Mobility Management Agency (TIMMA) has been working jointly with Treasure Island Community Development, the master developer, and the Treasure Island Development Authority (TIDA) on an intermodal Transit Hub as part of the Treasure Island/Yerba Buena Island Redevelopment Project to provide transportation to the islands; and

WHEREAS, TIMMA is seeking construction services for a component of the Transit Hub which comprises transit shelters, public restrooms, and support spaces, which were designed as part of the Ferry Terminal and associated public plaza; and

WHEREAS, Federal funding requirements mandates the TIMMA to establish a Disadvantaged Business Enterprise (DBE) goal, the agency established a 22% DBE goal for the construction contract in collaboration with the California Department of Transportation (Caltrans); and

WHEREAS, On May 1, 2025, the TIMMA issued an Invitation to Bid for construction services for the Treasure Island Ferry Terminal Enhancements Project (Project) through Bid Express, an electronic construction-bidding website; and

WHEREAS, On the bid-opening date of June 3, 2025, the TIMMA received and opened one (1) bid in response to the Invitation to Bid by Thompson Builders Corporation with a DBE commitment of 2.6%; and

WHEREAS, staff reviewed and approved the Good Faith Effort documentation

submitted by Thompson Builders Corporation regarding their DBE efforts, and Caltrans accepted the Good Faith Effort determination; and

WHEREAS, In order to construct the Project, the TIMMA will need to enter into agreements, permits, or certifications with other agencies/entities, including but not limited to Caltrans, TIDA, San Francisco Public Utilities Commission, San Francisco Municipal Transportation Agency, and San Francisco Public Works, to provide final funding, perform utility tie-ins, purchase agency furnished materials, and for these agencies/entities to oversee select portions of the construction contractor's work; and

WHEREAS, TIMMA staff recommend an additional contingency of \$152,350, or 5% of total anticipated construction costs, for a total construction allotment of \$3,199,350; and

WHEREAS, The adopted Fiscal Year 2025/26 budget includes sufficient funds to accommodate the recommended action(s); and

WHEREAS, The construction contract, and additional construction allotment for supplemental work items and contingency, will be funded with federal and state grant funds through the Federal Highway Administration Ferry Boat Discretionary funds administered by Caltrans, and local matching funds provided by the state Affordable Housing and Sustainable Communities grant; and

RESOLVED, That the TIMMA hereby awards a construction contract to Thompson Builders Corporation, in an amount not to exceed \$3,047,000; authorizing an additional construction allotment of \$152,350, for a total construction allotment not to exceed \$3,199,350; and authorizing the Executive Director to execute all other related supporting and supplemental agreements for the Treasure Island Ferry Terminal Enhancements Project; 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 TIMMA 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.



# Memorandum

## AGENDA ITEM 6

**DATE:** July 2, 2025

**TO:** Treasure Island Mobility Management Agency Committee

**FROM:** Cynthia Fong - Deputy Director for Finance & Administration

**SUBJECT:** 07/08/25 Committee Meeting: Recommend Awarding Contracts to Five Shortlisted Consultant Teams for a Three-Year Period, with an Option to Extend for Two Additional One-Year Periods, for a Combined Amount Not To Exceed \$500,000 for On-Call Strategic Communications, Media, And Community Relations Services

**RECOMMENDATION**    ☐ Information    ☒ Action

Award three-year professional services contracts, with an option to extend for two additional one-year periods, to Civic Edge Consulting, Contigo Communications, DKS Associates, InterEthnica, Inc., and Kearns & West, Inc. in a combined amount not to exceed \$500,000 for on-call strategic communications, media, and community relations services

**SUMMARY**

The Treasure Island Mobility Management Agency (TIMMA) has regular needs to communicate with policymakers, the media, key stakeholders, the general public, partner agencies, and the private and non-profit sectors on a wide range of agency and project-specific matters. The establishment of multiple contracts with consultant teams will enable TIMMA to enlist the services of a broad range of communications and outreach consultants on an on-call, as-needed basis. We issued a Request for Qualifications (RFQ) in April 2025. By the due date, we received 10 Statements of Qualifications (SOQ) and 1 SOQ that was deemed disqualified due to delivery after the response deadline. Based on this competitive selection process, the review panel recommends the award of consultant contracts to the 5 highest-ranking firms: Civic Edge Consulting, Contigo Communications, DKS Associates,

- ☐ Fund Allocation
- ☐ Fund Programming
- ☐ Policy/Legislation
- ☐ Plan/Study
- ☐ Capital Project Oversight/Delivery
- ☐ Budget/Finance
- ☒ Contract/Agreement
- ☐ Other: \_\_\_\_\_

InterEthnica, Inc., and Kearns & West, Inc.	
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## BACKGROUND

TIMMA has regular needs to communicate with policymakers, the media, key stakeholders, the general public, partner agencies, and the private and non-profit sectors on a wide range of agency and project-specific matters. We initiated a procurement process seeking on-call strategic communications, media, and community relations services to support TIMMA's work program. TIMMA's current on-call communications contracts, with one team led by Civic Edge Consulting and the other by Convey, Inc. are approaching the end of their contract term.

Given the wide range of desired proficiencies and experience; the amount and complexity of the TIMMA's work program; and occasional conflicts of interest or availability that arise for specific efforts, there is a need for broad and deep access to communications, media, and community relations skills. Therefore, we propose to contract with five consultant teams with whom TIMMA may call upon on a task order basis. This is also intended to increase competition and allow for improved responsiveness (e.g., during times of peak demand). We have used this type of arrangement for our previous on-call communications contracts and found it to be beneficial to TIMMA's work programs.

## DISCUSSION

We are seeking on-call strategic communications, media and community relations services with expertise in strategic communications; message framing; public relations; media relations; public outreach; marketing; public opinion surveys/market research/focus groups; crisis communications; graphic design; meeting facilitations and/or design thinking; event planning; photography/videography; online and/or technology engagement/outreach tools; and translations. The scope of services are included as Attachment 1 with major areas of work focused on agency-wide outreach and communications.

**Procurement Process.** The Transportation Authority and TIMMA issued a joint RFQ for on-call strategic communications, media, and community relations services on April 18, 2025. We hosted an online pre-response conference on April 28, which provided opportunities for small businesses and larger firms to meet and form partnerships. 53 firms registered for the conference. We took steps to encourage participation from small and disadvantaged business enterprises, including advertising in five local newspapers: the San Francisco Chronicle, San Francisco Examiner, the Small Business Exchange, Nichi

Bei, and El Reportero. We also distributed the RFQ and questions and answers to certified small, disadvantaged, and local businesses; Bay Area and cultural chambers of commerce; and small business councils.

By the due date of May 23, 2025, we received 10 SOQs in response to the RFQ and 1 SOQ deemed disqualified due to delivery after the response deadline. A selection panel comprised of Transportation Authority/TIMMA staff evaluated the responses based on qualifications and other criteria identified in the RFQ, including the proposer's understanding of project objectives, technical and management approach, and capabilities and experience. Two other qualified teams advanced without interviews due to the quality of the SOQs, prior work experience with us, and the familiarity of staff with previous work performed by these firms. The panel selected four firms to interview on June 11, 2025. Based on the competitive process defined in the RFQ, the panel recommends that the Board award contracts to the five highest-ranked firms: Civic Edge Consulting, Contigo Communications, DKS Associates, InterEthnica, Inc., and Kearns & West, Inc. The five highest-ranked teams provide a strong set of skills, specialists, and relevant project experience.

Given the wide range of desired proficiencies and experience, the amount and complexity of our work program, the management of conflicts of interest that periodically arise for specific efforts, and the need to ensure availability of qualified support, we require broad and deep access to relevant skills in the on-call strategic communications contract. We propose to contract with multiple consultant teams with whom we may call upon on a task order basis. Such an arrangement is currently in place through our existing on-call strategic communications contracts, which have proved beneficial to the agency's strategic communications, media, and community relations services. The recommended firms together provide us with multiple options for each task in the Scope of Services. The selection panel recommends that the Transportation Authority and TIMMA both award contracts to the same five firms, as both agencies share communications resources. Awarding contracts to the same on-call communications consultant teams will enhance staff efficiency in issuing task orders and supporting project needs. The contract award for the Transportation Authority's portion of the contract will be considered by the Transportation Authority Board at its July 8, 2025, meeting.

We plan to use federal funds to cover a portion of this contract and have adhered to federal procurement regulations. We established a Disadvantaged Business Enterprise (DBE) goal of 17% for this contract, accepting certifications by the California Unified Certification Program. All teams have made commitments to exceed the DBE goal. Civic Edge Consulting is a Women-owned DBE and subconsultant InkeDesign Consulting is

also a Women-owned firm. Contigo Communications is a Hispanic-owned and Women-owned firm, and subconsultant Intergraphics, LLC. is a Women-owned firm. DKS Associates' team includes Redwood Resources, an African-American-owned and Women-owned firm, and VSCE, Inc. a Hispanic-American-owned firm. InterEthnica, Inc. is a Hispanic-American-owned and Women-owned firm. Kearns & West, Inc.'s subconsultant Centric is a Women-owned firm. In addition, we will establish DBE, Small Business Enterprise, and/or Local Business Enterprise goals for each subsequent task order request, based on project's funding sources and specific scope of work.

The selected consultant teams will remain eligible for consideration for task order negotiation on an as-needed basis for the initial three-year term, plus two optional one-year extensions. To maintain an open and competitive process, task orders will be awarded through an additional qualifications-based selection procedure within the shortlisted consultants. All shortlisted consultants will be invited to submit proposals and/or participate in oral interviews as part of the task order negotiation process. While we intend to engage pre-qualified firms based on capabilities, experience, and availability, no selected team is guaranteed a task order.

## **FINANCIAL IMPACT**

The adopted FY 2025/26 budget and work program includes outreach and communications work associated with the Toll and Affordability Program. FY 2025/26 activities will be funded by a combination of local funds from Treasure Island Community Development LLC and Transportation Authority sales tax funds appropriated to TIMMA. Public involvement and outreach activities in support of project delivery may be added if funding is secured for other projects. Sufficient funds will be included in the FY 2025/26 mid-year budget amendment and future fiscal year budgets to cover the cost of these contracts.

## **SUPPLEMENTAL MATERIALS**

- Attachment 1 -TIMMA Scope of Services
- Attachment 2 - Past Task Order Assignments (2019-2025)
- Attachment 3 - Resolution

## **Attachment 1**

### **Scope of Services**

The below areas of expertise and example task types are representative of needs in the coming years – additional undetermined task types are anticipated to be needed and not all task types listed below will necessarily be produced under this contract.

#### **Areas of Expertise**

In seeking assistance with communications, outreach, and engagement efforts, TIMMA seeks to advance the following goals and objectives:

- Raise awareness about TIMMA's role, purpose, and operations to the general public;
- Provide consistent and easy-to-understand public communication regarding TIMMA's work;
- Maintain a common voice among TIMMA's communications and strengthen quality assurance/quality control, while maintaining the flexibility for rapid responses;
- Collaborate with the community to develop shared visions and action plans for improving transportation on Treasure Island; and
- Engage with, and solicit input from, policymakers, the general public, and stakeholder groups in the TIMMA's initiatives and projects, and in particular develop methods to obtain meaningful input from hard-to-reach-population segments.

To achieve these goals, TIMMA will need expertise in the following communications and outreach areas:

1. Strategic Communications
2. Message Framing
3. Public Relations
4. Media Relations
5. Public Outreach
6. Marketing
7. Public Opinion Surveys/Market Research/Focus groups
8. Crisis Communications
9. Graphic Design
10. Meeting Facilitation and/or Design Thinking
11. Event planning
12. Photography/Videography
13. Online and/or Technology Engagement/Outreach Tools (examples could include webinars, online data visualization tools, online engagement tools, telephone town halls, etc.)
14. Translation (both verbal and written). Translation services must also include interpretation in culturally relevant terms.

## Details of Scopes of Work

TIMMA anticipates that Task Orders will be developed to address the following areas of work during the duration of the contract(s):

### 1. Communication Plan Development

- a. Develop and implement robust outreach and communications strategies - which will include strategies to reach non-English speaking and/or other hard to reach communities - to support advancement of agency plans, programs, or efforts
- b. Develop and/or review communications collateral and/or plans

*Deliverables: draft and final communications plans; draft and final versions of communications collateral*

### 2. Communications Plan Execution

- a. Implement outreach plan, working with project team or communications staff
- b. Prepare materials such as PowerPoint presentations, poster boards, fact sheets, etc.
- c. Secure venues for meetings
- d. Conduct the promotion of public events through social media, tv, print, radio, flyering, etc.
- e. Oversee logistics to arrange for food/beverage, childcare, or other needed services at public events
- f. Staff meetings, open houses, or other events as appropriate
- g. Arrange for translation of materials or arrange for live translation services
- h. Arrange for notification to the public of open house or other public outreach events

*Deliverables: venues secured for meetings with appropriate services provided; translation services; advance public notification of events*

### 3. Coordination among TIMMA Partners

- a. Track TIMMA messaging among other public (such as Treasure Island Development Authority, etc.) and private entities (such as developer) on Treasure Island/Yerba Buena Island
- b. Arrange/facilitate meetings, check-ins, or other methods to enable communications staff to exchange information/messaging with other public and private entities

*Deliverables: meeting or check-in schedule; staffing of meetings or check-in; record-keeping during those meetings/check-ins*

### 4. Planning for Operations Phase of Transportation Plan

- a. Plan outlining communication and outreach needs as TIMMA readies the launch of plan operations
- b. Develop / execute the strategic plan for the development of the TIMMA brand (name)
- c. Conceptualize / create the TIMMA logo design to be widely implemented across all branding outlets

*Deliverables: draft and final plans; branding strategy; brand design*

**5. Marketing**

- a. Identify methodologies to identify target audiences for elements of the Treasure Island Transportation Plan (e.g., increased Muni service, transit pass, new ferry service, congestion pricing, on-island shuttle, etc.)
- b. Identify key messages
- c. Identify ways to market elements of the plan to Island business and residents

*Deliverables: draft and final marketing plans*

**6. Administration and Reporting**

- a. Project phone calls/in-person meetings, including agendas and meeting minutes
- b. Management of overall project tasks and invoice preparation

*Deliverables: meeting notes; progress updates; project reporting and monthly invoices by task*

## Attachment 2

**On-Call Strategic Communications, Media and Community Relations Services  
Past Task Order Assignments (2019 - 2025)**

<b>Prime Consultant</b>	<b>Task Order Description</b>	<b>Amount</b>
Civic Edge Consulting	TIMMA Outreach Services	\$83,059
	Treasure Island Autonomous Suttle Pilot - Consultant Outreach Services	\$8,500
<b>Total Task Orders Awarded to Civic Edge Consulting</b>		<b>\$91,559</b>
Convey, Inc.	TIMMA Outreach Services	\$15,990
<b>Total Task Orders Awarded to Convey, Inc.</b>		<b>\$15,990</b>
<b>Total Task Orders Awarded to Date</b>		<b>\$107,549</b>
<b>Total Amount Awarded to DBE Firms</b>		<b>\$91,259</b>
<b>Total Contract Amount</b>		<b>\$300,000</b>



TC070825

RESOLUTION NO. 26-02

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RESOLUTION AWARDING THREE-YEAR PROFESSIONAL SERVICES CONTRACTS WITH AN OPTION TO EXTEND FOR TWO ADDITIONAL ONE-YEAR PERIODS, TO CIVIC EDGE CONSULTING, CONTIGO COMMUNICATIONS, DKS ASSOCIATES, INTERETHNICA, INC., AND KEARNS & WEST, INC., IN A COMBINED AMOUNT NOT TO EXCEED \$500,000 FOR ON-CALL STRATEGIC COMMUNICATIONS, MEDIA, AND COMMUNITY RELATIONS SERVICES AND AUTHORIZING THE EXECUTIVE DIRECTOR TO NEGOTIATE OPERATING AGREEMENT PAYMENT TERMS AND NON-MATERIAL TERMS AND CONDITIONS

WHEREAS, The Treasure Island Mobility Management Agency (TIMMA) has regular needs to communicate with the public, the media, policymakers, and key stakeholders in partner agencies and the private and non-profit sectors on a wide range of agency and project-specific matters; and

WHEREAS, TIMMA seeks on-call communications and outreach teams with expertise in areas such as strategic communications, public and media relations, public outreach, and opinion/market research; and

WHEREAS, Staff propose to contract with multiple consultant teams with whom we may call upon on a task order basis; and

WHEREAS, According to federal funding mandates, the TIMMA established a DBE goal of 17% for this contract, accepting certifications by the California Unified Certification Program; and

WHEREAS, On April 18, 2025, the San Francisco County Transportation Authority (Transportation Authority) and TIMMA issued a joint Request for Qualifications (RFQ) for on-call strategic communications, media, and community relations to support the Transportation Authority and TIMMA's work programs; and

WHEREAS, The joint agencies received 10 Statements of Qualifications (SOQs) in response to the RFQ and 1 SOQ deemed disqualified due to delivery after the response deadline by the due date of May 23, 2025; and

WHEREAS, A review panel comprised of Transportation Authority and TIMMA staff advanced two of six top-ranked firms without interviews due to the quality of the SOQs, prior work experience, and the familiarity of staff with previous work performed by these firms; and the panel interviewed the remaining four of the six top-ranked firms on June 11, 2025; and

WHEREAS, Based on the results of this competitive selection process, the panel recommended award of consultant contracts to the five highest-ranked firms of Civic Edge Consulting, Contigo Communications, DKS Associates, InterEthnica, Inc., and Kearns & West, Inc; and

WHEREAS, The scope of work described in the RFQ is anticipated in the TIMMA's adopted Fiscal Year (FY) 2025/26 work program and budget through relevant projects and studies which include outreach and communications work associated with the Toll and Affordability Program, and sufficient funds will be included in future fiscal year budgets to cover the cost of these contracts; and

WHEREAS, The consulting services will be funded from a combination of federal funds, local funds from Treasure Island Community Development LLC, and Transportation Authority sales tax funds appropriated to TIMMA; and

WHEREAS, At its July 8, 2025, meeting, the TIMMA Committee unanimously recommended the approval for the staff recommendation; now, therefore, be it

RESOLVED, That the TIMMA hereby awards contracts to the five shortlisted consultant teams of Civic Edge Consulting, Contigo Communications, DKS Associates, InterEthnica, Inc., and Kearns & West, Inc. for a three-year period, with an option to extend for two additional one-year periods, for a combined amount not to exceed \$500,000 for on-call strategic communications, media and community relations 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 TIMMA 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.

Attachment:

1. TIMMA Scope of Services