

## Memorandum

### AGENDA ITEM 4

**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 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)

Prime Consultant	Task Order Description	Amount
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>