

Agenda

TREASURE ISLAND MOBILITY MANAGEMENT AGENCY Committee Meeting Notice

DATE: Tuesday, July 8, 2025, 9:30 a.m.

LOCATION: Legislative Chamber, Room 250, City Hall
Watch SF Cable Channel 26 or 99
(depending on your provider)
Watch www.sfgovtv.org

PUBLIC COMMENT CALL-IN: 1-415-655-0001; Access Code: 2660 333 6001 # #

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) and Mandelman (Vice Chair)

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) 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 Clerk of the Transportation Authority at clerk@sfcta.org or sending written comments to Clerk of the Transportation Authority, 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. Approve the Minutes of the February 18, 2025 Meeting – **ACTION*** **3**
3. 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 – **ACTION***

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4. 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 – **ACTION***

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Shortlisted Teams: Civic Edge Consulting, Contigo Communications, DKS Associates, InterEthnica, Inc., and Kearns & West, Inc.

Other Items

5. 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.

6. Public Comment

7. Adjournment

*Additional Materials

If a quorum of the TIMMA Board is present, it constitutes a Special Meeting of the TIMMA Board. The TIMMA Clerk shall make a note of it in the minutes, and discussion shall be limited to items noticed on this agenda.

The meeting proceedings can be viewed live or on demand after the meeting at 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.

The Legislative Chamber (Room 250) and the Committee Room (Room 263) in City Hall are wheelchair accessible. Wheelchair-accessible entrances are located on Van Ness Avenue and Grove Street.

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.

DRAFT MINUTES

Treasure Island Mobility Management Agency Committee

Tuesday, February 18, 2025

1. Roll Call

Chair Dorsey called the meeting to order at 9:00 a.m.

Present at Roll Call: Commissioners Dorsey and Mandelman (2)

Absent at Roll Call: none (0)

2. Approve the Minutes of the June 11, 2024 Meeting - ACTION

There was no public comment.

Vice Chair Mandelman moved to approve the minutes.

The minutes were approved without objection by the following vote:

Ayes: Commissioners Dorsey and Mandelman (2)

Absent: none (0)

3. Recommend Authorization of the Executive Director to Execute Subaward Agreements with One Treasure Island in an Amount Not to Exceed \$2,382,935, the San Francisco Municipal Transportation Agency in an Amount Not to Exceed \$4,788,248, and the San Francisco Bay Area Water Emergency Transportation Authority in an Amount Not to Exceed \$3,200,000 with U.S. Environmental Protection Agency Community Change Grant Program Funds for Transportation Improvement Projects on Treasure Island - ACTION

Chair Dorsey reported that last month at the Transportation Authority Board meeting, he announced a \$20 million U.S. Environmental Protection Agency (EPA) grant for Treasure Island awarded in December for a multi-part transportation program called Treasure Island Connects (TI Connects). He noted it was exactly what was recommended by the community based Treasure Island Supplemental Transportation Study, in partnership with community organization One Treasure Island, and what was needed to serve the growing community on Treasure Island and Yerba Buena Island.

The Chair added that the grant would fund much-needed transportation improvements such as the free on-island shuttle, a microtransit service to San Francisco's eastern neighborhoods, and Transportation Resource Center, operated by One Treasure Island.

He continued that although the grant had been obligated, it had been put on administrative pause by EPA staff, meaning that the grant might be subject to various Executive Orders coming out of the new presidential administration and, therefore, be at risk. Chair Dorsey appreciated staff bringing this item forward as the agency worked with City Attorney David Chiu and his office to protect the grant funding.

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

There was no public comment.

Vice Chair Mandelman moved to approve the item.

The item was approved without objection by the following vote:

Ayes: Commissioners Dorsey and Mandelman (2)

Absent: none (0)

4. Recommend Acceptance of the Audit Report for the Fiscal Year Ended June 30, 2024 - ACTION

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

There was no public comment.

Vice Chair Mandelman moved to approve the item.

The item was approved without objection by the following vote:

Ayes: Commissioners Dorsey and Mandelman (2)

Absent: none (0)

5. Internal Accounting Report for the Six Months Ending December 31, 2024 – INFORMATION

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

There was no public comment.

Other Items

6. Introduction of New Business - INFORMATION

There were no new items introduced.

7. Public Comment

There was no public comment.

8. Adjournment

The meeting was adjourned at 9:16 a.m.

Memorandum

AGENDA ITEM 3

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

BIDDER	AMOUNT
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

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

¹Construction 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 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
			Total		\$3,047,000.00

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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
Total Task Orders Awarded to Civic Edge Consulting		\$91,559
Convey, Inc.	TIMMA Outreach Services	\$15,990
Total Task Orders Awarded to Convey, Inc.		\$15,990
Total Task Orders Awarded to Date		\$107,549
Total Amount Awarded to DBE Firms		\$91,259
Total Contract Amount		\$300,000