Informal Request for Proposals for State Legislative and Advocacy Services

Pre-Proposal Conference

San Francisco
County Transportation
Authority

October 27, 2026

What we will cover today

Agenda:

1. Agency Background
2. Overview
3. Scope of Work
4. IRFP Information
5. Q&A Session

Agency Background

San Francisco County Transportation Authority

The San Francisco County Transportation Authority (SFCTA) plans, funds and delivers transportation projects

SFCTA's duties include:

- Long-range and other planning activities
- Administering San Francisco's half-cent sales tax for transportation and other voter-approved funding sources
- Delivering major capital projects
- Serving as San Francisco's Congestion Management Agency



San Francisco County Transportation Authority

About the SFCTA

The SFCTA was created in 1989 to administer the city's half-cent sales tax. We are a separate legal entity from the City and County of San Francisco.

SFCTA's governing board is comprised of the 11 members of the San Francisco Board of Supervisors

Our mission is to make travel safer, healthier, and easier for all.

Treasure Island Mobility Management Agency

SFCTA also serves as the Treasure Island Mobility Management Agency (TIMMA) which is tasked with delivering the Treasure Island Improvement Program including:

- New electric ferry service
- Transit Pass Program
- Transportation Affordability Plan
- Tolling on and off the island
- On-island shuttle service



Overview

San Francisco
County Transportation
Authority

State Legislative and Advocacy Services

SFCTA is seeking consultant services from individuals/firms experienced in transportation legislation and in the state legislative process

Selected individual/firm will monitor and analyze state legislation, advocate for SFCTA priorities, and help develop new legislation and legislative strategies

- Term: One year with options to renew for four additional one-year terms, exercised at SFCTA's discretion
- Budget: Up to $85,000 for the first year of services
- Daily presence in Sacramento unless the California State Legislature is under a state of emergency

State Legislative and Advocacy Services

Skills and experience sought include:

- Deep understanding of San Francisco and SFCTA needs in state transportation policy
- 5+ years experience as an advocate for public entities before the Legislature and Executive Branch
- Solid political network and established, bi-partisan relationships with key state decision-makers in both the Legislative and Executive Branches of state government
- Direct experience with State entities such as CTC, CalSTA, SGC, CARB, CPUC, DMV, CHSRA, and Caltrans
- In-depth knowledge of the budget process, transportation and climate funding, legislative process and mechanics, political appointment process, transportation financing, autonomous vehicle and other emerging technology regulation, project delivery, and various State agency policies and initiatives
- Record of success on behalf of public transportation agency clients
- Strong relationships with transportation stakeholders and advocates

Scope of Work

San Francisco
County Transportation
Authority

Informal Request for Proposals for State Legislative and Advocacy Services

Scope of Work Overview

TASK	DESCRIPTION	DELIVERABLES
Task 1	State Legislative Assistance and Policy Advice	Email and phone conversations; memoranda as requested
Task 2	Legislative Review, Monitoring and Reporting	Monthly reports; monthly virtual or in-person presentations to SFCTA Board and Community Advisory Committee as requested; annual report
Task 3	Legislative Advocacy	Monthly progress reports
Task 4	Legislative Coordination	Email and phone conversations
Task 5	Annual State Advocacy Program	Look-ahead memo; participation in strategy session; review of draft advocacy program
Task 6	Other Legislative Services	Email, phone conversations and written reports

Scope of Work

Top issue areas of interest

- Transportation and climate funding, including state grant programs, state budget, and both existing and potential new revenues
- Congestion and transportation demand management
- Roadway tolling and pricing
- Infrastructure finance and project delivery
- Transportation-related housing, land use, climate change, and clean air issues
- Electric vehicles and e-mobility devices
- Autonomous vehicles and other emerging transportation technologies

Scope of Work

Task 1: State Legislative Assistance and Policy Advice

- Provide advice, counsel and assistance on state legislative issues
- Provide strategic advice and help develop and implement legislative or policy initiatives
- Schedule, lead preparation, and facilitate meetings with key offices and individuals for SFCTA Commissioners and staff
- Advise staff on effective lobbying strategies

Task 2: Legislative Review, Monitoring and Reporting

- Monitor pending legislation, legislative hearings, budget proposals, and select committees, and advise on the status and impact of legislation
- Monitor meeting agenda and decision-making proposals with key agencies such as CTC, CalSTA, ARB, SGC, CPUC, DMV, CHSRA, and Caltrans
- Propose positions for the SFCTA Board to act upon

Scope of Work

Task 3: Legislative Advocacy

- Ensure that the SFCTA maintains a visible presence in Sacramento and act as liaison with key elected officials, state agency leadership, and advocacy organizations
- Provide timely responses to requests for information on SFCTA initiatives or bills affecting the agency
- Represent the SFCTA's interests with testimony before the Legislature or in individual meetings with legislators and staff
- Remain up to date with the SFCTA's legislative platform, SFCTA Board actions, and positions on legislation and other proposals by state agencies
- Build alliances and coalitions with like-minded agencies and advocates across the Bay Area and the state to advance the SFCTA's interests

Scope of Work

Task 4: Legislative Coordination

- Work with SFCTA Executive Director and staff to coordinate legislative initiatives with the Metropolitan Transportation Commission, the San Francisco Municipal Transportation Agency, the City and County of San Francisco, the Transbay Joint Powers Authority, other self-help counties, the region, and the state

Task 5: Annual State Advocacy Program

- Assist the SFCTA in developing an annual overall state transportation advocacy program and implementation strategy

Task 6: Other Legislative Services

- Provide other legislative services as needed

IRFP Information

San Francisco
County Transportation
Authority

Informal Request for Proposals for State Legislative and Advocacy Services

DBE Requirements

San Francisco County Transportation Authority

IRFP > Section VII

TA DBE / LBE / SBE Goal: 10%

By the proposal due date, firms must:

- **Be certified by the Transportation Authority (DBE or LBE certification)**

Or

- **Be certified by the City and County of San Francisco (LBE certification)**

Or

- **Be certified by the California Department of General Services (SBE certification)**

Evaluation Criteria

San Francisco County Transportation Authority

IRFP > Section VI

Proposal

1. **Proposal Information and Understanding of Project Objectives (10 points)**
2. **Understanding and Approach (30 points)**
3. **Capabilities and Experience (40 points)**
4. **Cost (10 points)**
5. **TA DBE/LBE/SBE Goals (10 points)**

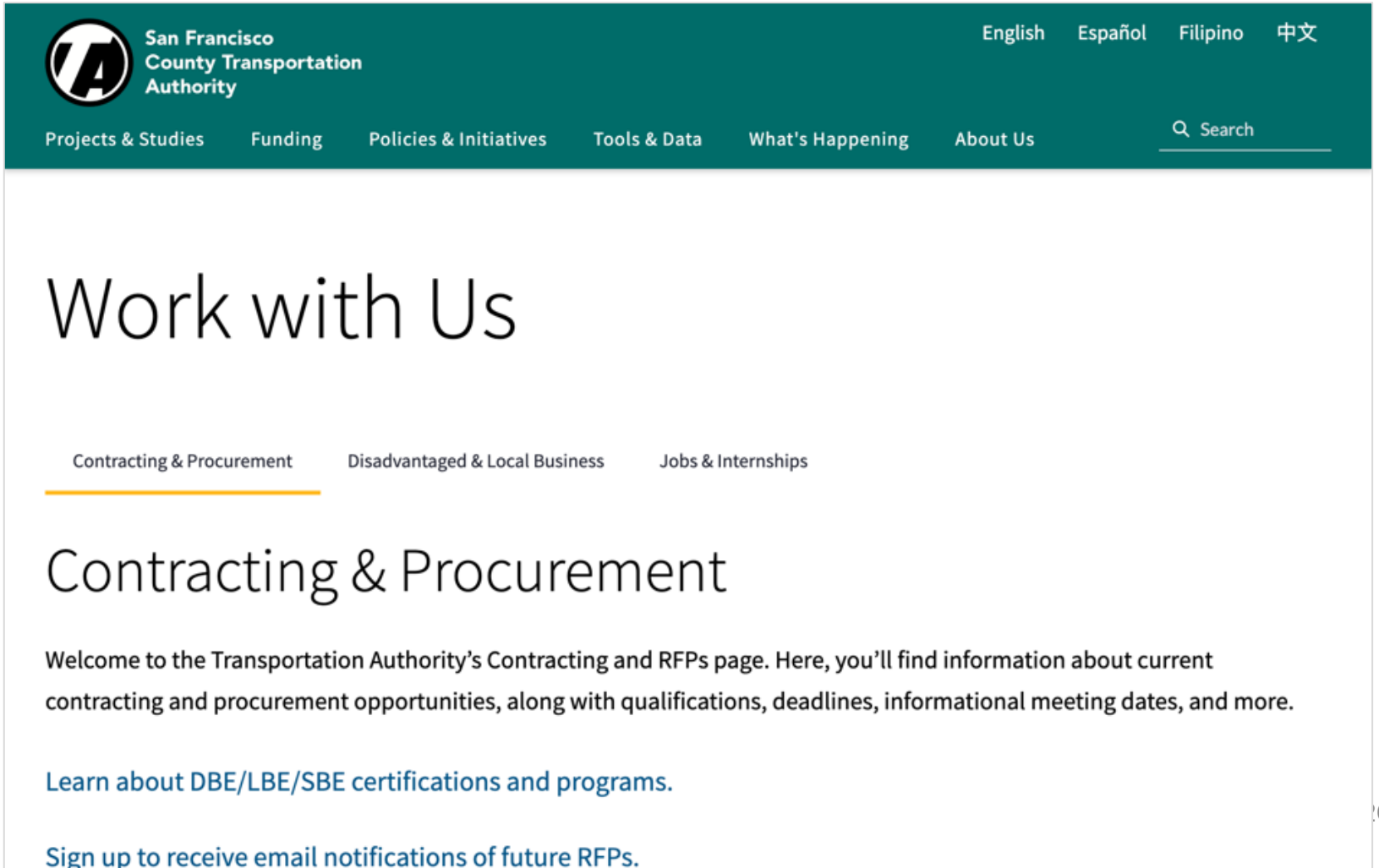
Selection Process Schedule

San Francisco County Transportation Authority

DUE DATE	SELECTION PROCESS
October 30	5:00 PM deadline for proposers to submit written questions to info@sfcta.org
November 3	Written responses to questions issued; addenda if necessary
November 12	2:00 PM deadline for responses due electronically. Late submissions not accepted.
November 16	Invitation to Interview issued to short list of respondents (if necessary)
November 19-20	Interviews (scheduled if necessary)
December 15	Notification of Contract Award

Presentation Materials

Slide deck and list of attendees will be posted to SFCTA.org/contracting



San Francisco County Transportation Authority

Questions & Answers

San Francisco
County Transportation
Authority

Thank you.

San Francisco
County Transportation
Authority

sfcta.org/stay-connected