

Request for Qualifications for On-Call Strategic Communications, Media and Community Relations Professional Services

Pre-Response Conference

RFQ 18/19-05



SAN FRANCISCO COUNTY TRANSPORTATION AUTHORITY

November 14, 2018



Today's agenda

- 1. Agency background**
- 2. Contract scope of services**
- 3. RFQ Key Dates**
- 4. RFQ Key Information**
- 5. RFQ Submittal Requirements**
- 6. Q&A Session**
- 7. Networking**

Who are we?



SFCTA and TIMMA

▶ **San Francisco County Transportation Authority**

- ▶ Plan, fund, deliver transportation improvements citywide
- ▶ Administer the ½-cent transportation sales tax, other funds
- ▶ Prepare the SF Transportation Plan

▶ **Treasure Island Mobility Management Agency**

- ▶ Same staff as Transportation Authority
- ▶ Responsible for designing transportation plan for TI and YBI

On-call contract structure



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

Examples of on-call scopes of work



Communications and outreach needed for:

▶ **Transportation Authority Agency-wide**

- ▶ Ex: Polling citywide; social media scavenger hunt

▶ **Transportation Authority Project-Specific**

- ▶ Ex: Neighborhood planning work; TNC studies

▶ **TIMMA**

- ▶ Ex: Treasure Island Transportation Plan

How is work assigned?



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

Task Orders comprised of:

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

Key RFQ Dates



- ▶ Nov 14: Pre-response conference
- ▶ Nov 15 at 5:00 pm: Questions due to info@sfcta.org
- ▶ Nov 20: Transportation Authority provides written responses
- ▶ **Dec 5 at 2:00 pm:** Proposals Due to info@sfcta.org
- ▶ Dec 12: Invitations to interview sent (if necessary)
- ▶ Week of Dec 17: Interviews (if necessary)
- ▶ Jan 8: Tentative SFCTA Board recommendation
- ▶ Jan TBD: Date of TIMMA Committee recommendation
- ▶ Jan 22: Tentative SFCTA/TIMMA Boards award contract

Key RFQ Information



- ▶ Contract term: 3 years + 2 1-year options
- ▶ Contract budget: \$300,000 for SFCTA-contract; \$300,000 for TIMMA-contract (initial 3-year terms)
- ▶ DBE goal: 17%
 - ▶ Certifications accepted from CUCP only by SOQ due date
- ▶ Evaluation criteria (100 points):
 - ▶ Proposer Information and Understanding of Project Objectives (30 points)
 - ▶ Technical and Management Approach (35 points)
 - ▶ Capabilities and Experience (35 points)

RFQ Submittal Requirements



- ▶ Proposal: 1 electronic copy (PDF) without cost proposal
 - ▶ Limited to 20 pages, including up to 10 pages for both hypotheticals
 - ▶ Page limit excludes resumes, exhibits, etc. (see page 9)

- ▶ Cost Proposal: 1 electronic copy (XLS/XLSX format)
 - ▶ Cost estimate for each hypothetical scenario
 - ▶ Hourly billing rates (Exhibit 10-H)

- ▶ Exhibits (RFQ page 13)

Questions?

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