



MEMORANDUM

August 6, 2021

TO: MEMBERS, PORT COMMISSION
Hon. Kimberly Brandon, President
Hon. Willie Adams, Vice President
Hon. John Burton
Hon. Gail Gilman
Hon. Doreen Woo Ho

FROM: Elaine Forbes
Executive Director 

SUBJECT: Informational presentation on Pop Up RFQ

DIRECTOR'S RECOMMENDATION: Information Only – No Action Required

EXECUTIVE SUMMARY

The Port aims to deliver vibrant and diverse waterfront experiences that enrich the City and San Francisco Bay. In the Port's 2019-2023 Strategic Plan, the Port set several objectives to achieve its vision. One specific objective is to improve Port open spaces to provide publicly desired amenities and activities. In an effort to advance objectives of the Port Strategic Plan, on February 11, 2020 the Port Commission authorized staff to issue a Request for Qualifications to identify qualified respondents with the goal of entering into real property agreements to activate parks, open space, and public facilities along the waterfront.¹

However, on March 16, 2020, in response to the increasing infections of COVID-19, the City's Health Officer issued Health Officer Order No. C19-07 (the "March 16 Order"), requiring most people to remain in their homes. Among other requirements, the March 16 Order closed retail and dining establishments and provided guidance on social distancing in public settings. Since the March 16 Order, several subsequent public health orders have been issued in response to the COVID-19 global health pandemic, including but not limited to guidance for indoor and outdoor dining, retail capacity, and resumption of public gatherings. As we continue to work through the evolving conditions of COVID-19, what has

¹ See February 2020 Staff Report:

<https://sfport.com/sites/default/files/Commission/Documents/Item%2012D%20Pop-Up%20RFQ%20action%20staff%20report.pdf>

proven to be a consistent and critical resource has been outdoor space. As the most restrictive of the public health orders are lifted and as the vaccination rate increases, the Port recognizes that the waterfront has many locations where the public can safely recreate and gather. Therefore, as directed by the Port Commission, the Port issued the Request for Qualifications (this “RFQ”) on May 7, 2021 to identify qualified respondents to safely activate the waterfront.

Submittals were due to the Port on June 17, 2021. The Port received twenty-two (22) submittals, and determined that all 22 submittals met minimum qualifications. The RFQ panel reviewed and scored the 22 qualifications packages. 17 submittals met the minimum score of 70 points and have been deemed pre-qualified (see Table A for overview of submittals). There is no guaranteed opportunity for any of the respondents selected for prequalification. The Port may select respondents from the prequalified list at its sole discretion. The Port will negotiate the scope of opportunity, financial terms, timeline, and other key business terms for each activation it decides to pursue.

Table A – Overview of Submittals

| Category | Submitted | Qualified |
|-----------------|------------------|------------------|
| Small | 9 | 5 |
| Medium | 4 | 4 |
| Large | 9 | 8 |
| Total | 22 | 17 |

STRATEGIC PLAN ALIGNMENT

This RFQ supports the goals of the Port’s Strategic Plan as follows:

- Equity: Opportunities for disadvantaged communities
 - o Increase opportunities for activation in historically disadvantaged communities by issuing Pop-Up Request for Qualifications and offering three opportunities in 2021 for short-term property licenses.
- Evolution: Improve Port open spaces to provide publicly desired amenities and activities
 - o Define strategies for managing, maintaining, and activating Port open spaces by 2022
- Engagement: Increase racial and age diversity on advisory groups and constituent meetings
 - o Increase outreach and participation in underserved communities

BACKGROUND

The goal of the RFQ is to activate Port open spaces and to enhance the experience of visitors to San Francisco’s Waterfront. The Port identified the following objectives:

- Ensure that parks, open space, and public facilities located within Port Jurisdiction are resources accessible to all

- Curate the types of programs offered within these public spaces to be culturally and economically diverse, and ultimately attract people from all walks of life
- Partner with qualified respondents who are equally committed to engaging stakeholders

ACTIVATION CATEGORIES

The Port anticipated that proposed activations would be diverse and require various levels of planning, permitting, and production. The Port requested that respondents identify within which of the following activation categories their submittal fell:

- **SMALL SCALE ACTIVATIONS:**² An activation of premises occupying less than 10,000 square feet of space, and an event occupancy up to 50 people. Examples of activations in this category include: Art Exhibitions, Performances, or Non Food Single Retailer Concession, etc.
- **MEDIUM SCALE ACTIVATIONS:** An activation of premises occupying less than 25,000 square feet of space, and an event occupancy up to 100 persons. Examples of activations in this category include: Salsa or Swing Dancing in the Park, Multi Retailer Concession, or Food Trucks, etc.
- **LARGE SCALE ACTIVATIONS:** An activation of premises occupying 25,000 square feet or more and an event occupancy greater than 100 persons. Examples of activations in this category include: Movies in the Park, Drive-In Theaters, Athletic Showcases, or Food Festivals, etc.

COMMUNITY OUTREACH & RFQ DISTRIBUTION

Port staff presented the proposed RFQ at 3 Port Advisory Committees. The presentations addressed the goals, values, opportunity areas, sample activations, minimum qualifications, and process. Committee members from both groups were supportive. Some commenters expressed a desire to ensure activation in the southern waterfront but also cautioned that activations should take into consideration environmental concerns (e.g. wildlife habitats at Herons Head). Concerns and recommendations were incorporated into the drafting and distribution of the RFQ.

The RFQ was advertised on May 7, 2021 and was distributed to over 100 community organizations, small businesses, and stakeholders and published on sfport.com. The Port engaged City Departments such as Office of Economic and Workforce Development, Arts Commission, Grants for the Arts, Board of Supervisors, and Contract Monitoring Division to help distribute the RFQ to potential activators. Over 125 interested parties registered to be kept informed of the RFQ. The Port conducted an online pre-submittal meeting on May 14, 2021 attended by 21 interested parties. The Port received and responded to 38

² Small Scale Activations may not include use of open flame, placement of stanchions/barricades, construction/installation of structures, require overnight security, or include food or alcohol service or consumption.

questions from potential respondents. Prior to the submittal due date, Port staff contacted interested parties to remind potential respondents of the June 17th deadline.

SELECTION PROCESS

Submittals were due on June 17, 2021. The Port received 22 responses and all were deemed to have met minimum qualifications and were advanced to the scoring panel. 9 were in the small category, 4 in the medium category, and 9 in the large category.

Selection Panel

The Port convened a review panel of 4 members of City Staff. The following departments were represented: (2) Port, (1) City Administrator, and (1) Arts Commission. The scoring panel met on June 30, 2021 and July 12, 2021. Each panel member reviewed all 22 submittals and scored each based on the following criteria:

1. Event Planning & Execution Experience – 45 Points
2. Community/Customer Engagement Experience – 25 points
3. Outreach and Marketing Experience – 20 Points
4. Financial Capacity and Economic Viability of Proposed Activation – 10 points

A respondent must have received a score of 70 points or above out of the 100 total possible points to be a prequalified respondent. Prequalified respondents were notified on July 15, 2021 and the Port received and responded to one protest. The protest was denied due to lack of merit.

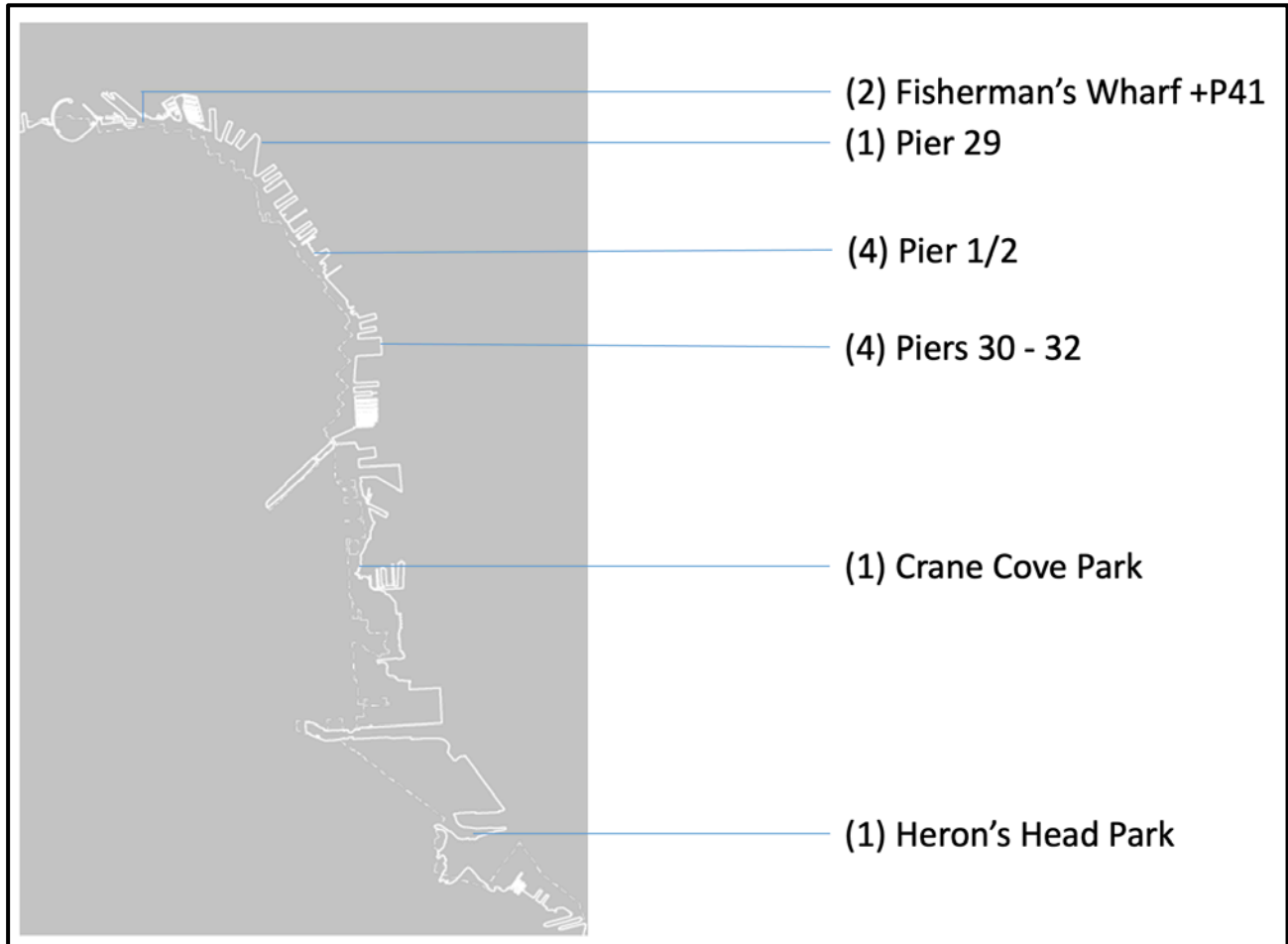
SUMMARY OF PREQUALIFIED RESPONDENT SUBMITTALS

The Port received twenty-two (22) submittals, and of the 22 submittals, all met minimum qualifications and were reviewed by the RFQ review panel and scored; 17 submittals met the minimum score of 70 points and were deemed pre-qualified. Of the 17 pre-qualified respondent submittals, 4 respondents indicated being open to location, and 13 indicated specific geographic preference (see Map of Desired Locations below). The 17 proposed activations are further divided into 5 Small, 4 Medium, and 8 Large events (see Table B below). The activations varied from small retail vendors to music performances to food exhibitions.

Table B – Overview of Pre-Qualified Respondents

| Small | Medium | Large |
|---|-------------------|---|
| Fisherman's Wharf Community Benefits District | Chalos | Another Planet |
| Gohar Yepremyan, Lavender Skyline | Crepes a la Carte | Gumbo Social, Bay Area Food Competition |
| Grey Dixon, GreyWolfe | En2Action | Jason Michael Paul, The Dock |
| Jennifer Greco, Jentana | Mitote | Live Nation |
| Omar Aram, Bay Area Jazz Mobile | | Noise Pop Industries |
| Paws and Claws, Simone Guimaraes | | Off the Grid |
| | | San Francisco Parks Alliance |

MAP OF DESIRED LOCATIONS³



All activations are open to the public, most are free. However, some respondents indicated that ticketed sales would be integrated into the activation. All pre-qualified respondents indicated that costs to produce the event would be covered, some respondents indicated that the Port special event fees and applicable parameter rents would be a financial burden and requested waivers or reduction of fees. Of the 17 pre-qualified respondent submittals, two locations were identified as areas of competitive interest: Pier ½ and Piers 30-32.

NEXT STEPS

Port Staff intend to engage with pre-qualified respondents to outline licensing and permitting processes, and engage with Port Advisory Committees and community stakeholders to seek further feedback based on the proposals of the 17 pre-qualified

³ (4) pre-qualified respondents are open to multiple locations along the waterfront

respondents. Port Staff will return to Commission in the coming months to elaborate and seek feedback on the following items:

LICENSING FEE WAIVERS & FEE REDUCTIONS

Port staff will initiate discussions with each pre-qualified respondent to assess the potential of entering into a license for the activation of a specific site on the Waterfront. If a license negotiation is pursued, Port will tailor fees and rents that are appropriately sized for the proposed activation. Fees and rents may include, but are not limited to: base rent, participation rent, or special event fees. Port staff will refine the list of respondents seeking fee waiver and reductions and evaluate requests and determine if waivers and reductions are reasonable and will allow the delivery of vibrant activations that provide community benefits.

AREAS OF COMPETITIVE INTEREST

For the activations proposed at Pier ½ and Piers 30-32, Port staff will determine whether there are ways for the proposals to coexist, either in terms of location, timing or approach.

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