

MEMORANDUM

February 23, 2017

TO: MEMBERS, PORT COMMISSION
Hon. Willie Adams, President
Hon. Kimberly Brandon, Vice President
Hon. Leslie Katz
Hon. Eleni Kounalakis
Hon. Doreen Woo Ho

FROM: Elaine Forbes
Executive Director

SUBJECT: Request Approval to Issue a Request for Qualifications Soliciting As-Needed Public Relations, Communications, Media Services and Related Professional Services

DIRECTOR'S RECOMMENDATION: Approve the Attached Resolution

EXECUTIVE SUMMARY

Port staff is seeking the Port Commission's authorization to advertise a Request for Qualifications ("RFQ") for as-needed professional services. The objective of this proposed RFQ is to award separate contracts up to four consultant teams with expertise in a variety of professional disciplines, including public relations, communications, and media services. One of the proposed contracts will be awarded as a micro-LBE set aside contract. The micro-LBE contracts are set aside for competition among Contract Monitoring Division ("CMD") certified micro-Local Business Enterprises ("LBEs"). As-needed professional resources provide a means to augment staff capacity at times when existing Port and other City staff are unavailable to perform the required work due to other business demands.

After the evaluation and scoring of qualified consultants that respond to the RFQ, Port staff will recommend awarding as-needed professional services contracts to the highest ranked consultant teams, one of which will be a micro-LBE firm. Each contract will have an initial four year term with an option to extend the term for an additional year at the Port's sole discretion. The combined value of these contracts will not exceed \$900,000. The contracts will function as master agreements under which the Port will issue Contract Service Orders ("CSOs") for specific projects and work scopes.

STRATEGIC OBJECTIVE

This contract opportunity will support the goals of the Port's Strategic Plan as follows:

Engagement:

By regularly engaging in meaningful public participation and incorporating community feedback into Port initiatives, educating the public about Port efforts and by keeping the public well informed of the financial responsibilities of the Port.

Livability:

By increasing the proportion of funds spent by the Port on LBEs and micro-LBEs contracts.

BACKGROUND

In Fiscal Year (FY) 2013-14, the Port entered into five agreements for as-needed public relations, communications and media services pursuant to Port Commission approvals. Those contracts combined for a total value of \$600,000, with an average of \$90,000 per contract.

The consultants with these existing Port contracts are: David Perry & Associates, Davis & Associates, Landis Communications, Media Consultants International, and O'Rorke Inc. Each of the teams also includes a number of subconsultants in a variety of professional disciplines.

To date these existing contracts have been utilized on projects that include public relations, communications, and media services for a Port marketing strategic plan, media relations, communications, graphic design, video services and support for special projects including the James R. Herman Cruise Terminal, the Port's 150th anniversary, Brannan Street Wharf, Bayview Gateway, Pasha Automotive Services at Pier 80, and general communications development for the Port.

PROJECT SCOPE

The exact scope of work for the proposed consulting contracts during the next four years is not fully known, but staff anticipates a need for the same types of services as were utilized under the current as-needed agreements for public relations, communications and media services. These services will include, but are not limited to, working with the Port's Communications Director and Communications Division to develop and execute a proactive media relations campaign and comprehensive strategic marketing program for the Port on projects described below and events to target local, regional, national, and worldwide audiences. These services will support the Port in its on-going efforts to effectively and economically develop, utilize, and maintain its varied infrastructure and facility assets.

Upcoming Projects

Staff anticipates that the proposed as-needed contracts may be utilized for public outreach, educational activities, and proactive marketing efforts for the following:

- 88 Broadway Affordable Housing Development
- Blue Greenway
- Crane Cove Park
- Downtown San Francisco Ferry Terminal Expansion
- Eco Center at Heron's Head Park
- Fisherman's Wharf Crab Festival
- Fleet Week
- July 4th Fireworks Celebration
- Mission Bay Ferry Landing
- National Maritime Month Celebration
- New Year's Eve Celebration
- Pier 29 Bulkhead Building
- Pier 38 Historic Rehabilitation
- Pier 70 Forest City Development
- Pier 70 Historic Buildings Rehabilitation
- Seawall Lot 322-1, Teatro Zinzanni Hotel, Theater, and Park
- Seawall Lot 337 Mission Rock & Pier 48 Development
- Seawall Resiliency Project
- The Waterfront Land Use Plan Update

Disciplines and Work Tasks

The proposed RFQ will contain the following comprehensive list of the various disciplines and work tasks that may be required of the consultants:

Major Categories of Work

1. Strategic Communication and Public Relations Services

- Develop and maintain an effective and comprehensive external strategic communications plan that supports Port projects, special events, and the Port of San Francisco's Strategic Plan 2016-2021 and goals.
- Work with the Port in developing an overarching media and communications strategy to develop key messages, competitive analysis, and a proactive media relations campaign to engage with tenants, investors, stakeholders, influencers, and the general public.

2. Marketing and Advertisement

- Provide advertising design and development services for the Port's maritime marketing efforts, and other special events and projects.

- Develop design and copy for print, online, digital and possibly other media formats for advertisements, brochures, banners, social media, digital magazine, programs, events, and more.

3. Public Outreach and Engagement Services

- Prepare and produce a quarterly digital magazine publication to inform and educate Port tenants, investors, constituents and the general public about upcoming Port projects, events and port-related issues.
- Support the Port in community outreach efforts with information dissemination and provide support in community awareness and perception tracking.

4. Photography/Video/Recording Services

- Produce promotional and educational videos and still photography libraries for Port projects, events, and achievements.

5. Graphic Design Services

- Design and develop info-graphics that convey complex technical information in simplified concepts oriented to educating the general public about conditions, needs and solutions for the Port of San Francisco.

6. Innovative Engagement Services

- Create and develop an informational, interactive, intuitive, easy to navigate and aesthetically appealing website.

Minor Categories of Work

1. Research and Public Engagement Services

- Design and administer surveys using different formats, including online, phone, intercept, and in-person interviews.

2. Innovative Engagement Services

- Assist in development and implementation of digital communications to support web pages, emails, blogs, the Ports digital magazine and social media.

3. Other Services

- Educational Program and Curriculum Development Services

- Translation and Interpretive Services and American Disabilities Act Accessibility Standard Services
- Specialized and Miscellaneous Communications Services

SELECTION PROCESS

Port staff proposes a RFQ to procure the requested services through a fair and competitive process that CMD will facilitate and monitor. Per Section 21.5(f) of the City’s Administrative Code, Port staff obtained authorization from the Office of Contract Administration to award one proposed contract as a micro-LBE set aside.

Port staff and a CMD representative will convene a selection panel consisting of at least one Port staff member and two non-Port representatives. The selection panel will have expertise in the required fields and knowledge of the requested services and objectives. Port staff envisions the selection process to include the following steps:

1. Written Proposal Evaluation, Ranking and Short List
After Port and CMD staff review proposals for responsiveness, the selection panel will score each written proposal based upon criteria included in the RFQ. Expected criteria include an understanding of services objectives, experience of the firm and project staff, and management approach. Port staff intends to short list the highest ranked consultant teams for oral interviews including at least one micro-LBE firm.
2. Oral Interviews
Interviews will include responses to a list of standard questions. The selection panel members will individually score each firm based upon the RFQ criteria, and a total score will be tabulated. Following the completion of the interviews, Port staff intends to make recommendations to the Port Commission to award contracts to the highest-ranked consulting teams.

LOCAL BUSINESS ENTERPRISE

It is the goal of the Port to maximize participation of LBE firms in its contracting opportunities. In an effort to build the capacity of LBEs to better compete and win public contracts, Port staff proposes awarding one contract, as a micro-LBE set aside. Micro-LBE certification is available to small LBE firms under economic threshold amounts defined in the City’s Administrative Code Chapter 14B, the Local Business Enterprise and Non-Discrimination in Contracting Ordinance (“LBE Ordinance”). Prime contractors receiving micro-LBE set aside contracts must self-perform at least 25% of the contract work.

In accordance with CMD’s determination of LBE subcontracting participation for the proposed contracts, the remaining proposed contracts under this RFQ will be awarded as formal contracts with a LBE sub-consultant participation requirement of 21%. Potential roles for LBEs in this contract include strategic communication and public relations services, public outreach and engagement services, photography, video, and recording services, graphic design services, research and public engagement services, innovative

engagement services, educational program and curriculum development services, and translation and interpretive services and Americans with Disabilities Act standard services.

The City's LBE Ordinance establishes bonus points for LBE prime consultants and empowers CMD to set a project specific goal for LBE sub-consultant participation in City contracts. For the proposed professional services contracts, the ordinance establishes bonus points for LBE prime consultants and joint ventures as follows:

- Five percent (5%) to a Joint Venture with LBE prime contractor participation that equals or exceeds thirty-five percent (35%) but is under forty percent (40%);
- Seven and one half percent (7.5%) to a Joint Venture with LBE prime contractor participation that equals or exceeds forty percent (40%); and
- Ten percent (10%) to an LBE prime contractor or a Joint Venture exclusively among Small and/or Micro-LBE contractors.

The bonus points apply to each stage of the selection process, including proposals and interviews.

OUTREACH EFFORTS

Following the Port Commission authorization, Port staff will advertise the RFQ opportunity on the Port and Office of Contract Administration websites. Micro-LBE firms certified to provide public relations and marketing services will be contacted directly through phone calls and emails.

Additionally, Port staff will send copies of the RFQ to interested parties compiled through industry market research. The Port will host a pre-submittal conference to review the RFQ, answer respondent questions, and provide a networking opportunity for potential bidders. Port staff will also advertise the RFQ using the following resources:

- Board of Supervisors Neighborhood Outreach Advertising Newspapers
- Chinese Chamber of Commerce, San Francisco
- City and County of San Francisco Bids and Contracts Database
- Contract Monitoring Division Directory of Certified LBEs
- Hispanic Chamber of Commerce of San Francisco
- LGBTQ Chamber of Commerce, San Francisco (Golden Gate Business Association)
- Local Business Enterprise Advisory Committee, San Francisco
- Port of San Francisco digital magazine
- Port of San Francisco social media platforms
- Port of San Francisco Website
- San Francisco African American Chamber of Commerce
- San Francisco Chamber of Commerce

SCHEDULE

Port staff anticipates the following schedule for the proposed solicitation and award of these contracts.

<u>Activity</u>	<u>Target Date</u>
Port Commission Authorization to Advertise	February 28, 2017
Commence RFQ Advertisement	March 6, 2017
Pre-submittal Conference	March 15, 2017
Submission Due Date	April 7, 2017
Port Commission Authorization to Award Contracts	May 23, 2017
New Contracts Commence	June 12, 2017

FUNDING

Funding for these services is subject to appropriation through the Port's operating budget and to specific capital projects. Funding for each CSO will be identified prior to requesting proposals from the as-needed contractors for specific projects.

CONCLUSION

Port staff is ready to seek competitive proposals for as-needed public relations, communications, media services, and related professional services as described in this report. Therefore, staff requests that the Port Commission approve the attached resolution authorizing staff to advertise a Request for Qualifications, soliciting as-needed professional communications consulting services.

Prepared by: Boris Delepine, Contracts Coordinator
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and

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Communications Division

For: John Woo, Acting Deputy Director
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and

Renée Dunn Martin, Director
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**PORT COMMISSION
CITY AND COUNTY OF SAN FRANCISCO
RESOLUTION NO. 17-10**

- WHEREAS, in 2013, the Port issued a Request for Qualifications (“2013 RFQ”) for Public Relations and Media Services to create a pre-qualified pool of consultants to develop and execute a comprehensive and strategic media relations program and to assist with promotion of the Port’s facilities and public mission; and
- WHEREAS, the Port’s current set of Public Relations and Media Services contracts executed pursuant to the 2013 RFQ have provided a timely and cost-effective vehicle for the provision of professional services; and
- WHEREAS, Port staff is presently seeking approval from the Civil Service Commission to procure contract services from a new group of consulting firms for “As-Needed” Public Relations and Media Services; and
- WHEREAS, Port staff now seeks Port Commission authorization to issue a Request for Qualifications (“RFQ”) for As-Needed Public Relations, Communications, Media Services and Related Professional Services, to award a maximum of four contracts to consulting teams for such contract services; and
- WHEREAS, in an effort to build the capacity of Local Business Enterprises (LBEs) to better compete and win public contracts, Port staff recommends that the RFQ solicit one of the contracts as a micro-LBE set aside contract; and
- WHEREAS, the City’s Contract Monitoring Division has exclusive authority granted by the Board of Supervisors and the City’s Administrative Code (under Section 14B.8) to set Local Business Enterprise (“LBE”) bid discounts and subcontracting requirements for professional service contracts; and
- WHEREAS, the Contract Monitoring Division staff reviewed the proposed scope of work for the proposed RFQ and, based on the availability of LBE firms set a 21% LBE subcontracting requirement for contracts to be awarded under this proposed RFQ; now; therefore be it
- RESOLVED, that subject to authorization from the Civil Service Commission, the San Francisco Port Commission hereby authorizes Port staff to advertise a RFQ for As-Needed Public Relations, Communications, Media Services and Related Professional Services, for a total combined not-to-exceed value of \$900,000, with further terms as described in the accompanying staff report; and be it further
- RESOLVED, that the San Francisco Port Commission hereby authorizes Port staff to solicit one of the contracts for As-Needed Public Relations, Communications, Media Services and Related Professional Services, as a micro-LBE set aside contract pursuant to the City’s Administrative Code Chapter 14B.

I hereby certify that the foregoing resolution was adopted by the Port Commission at its meeting of February 28, 2017.

Secretary