

MEMORANDUM

May 18, 2017

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

FROM: Elaine Forbes
Executive Director

SUBJECT: Request for authorization to award a contract to Civic Edge Consulting, LLC (formerly, Barbary Coast Consulting), for public relations, communications, media services, and related professional services for the Seawall Resiliency Project in an amount not to exceed \$1,695,205 with a term of four years and the Port's option to extend the term for one additional year

DIRECTOR'S RECOMMENDATION: Approve the Attached Resolution

EXECUTIVE SUMMARY

On January 10, 2017 the Port Commission authorized Port staff, through Resolution 17-03, to issue a Request for Proposals ("RFP") to solicit public relations, communications, media services, and related professional services for the Seawall Resiliency Project for an amount not-to-exceed \$1,500,000. Subsequently, Port staff received confirmation that the Seawall Resiliency Project is planned for a General Obligation Bond measure on the November 2018 ballot. As a result, Port staff identified and allocated additional funds in the amount of \$200,000 to the original amount of \$1,500,000. On March 6, 2017, Port staff issued a RFP for a not-to-exceed amount of \$1,700,000, and staff now recommends, subject to Port Commission approval, award of the contract in the amount of \$1,695,205.

The Port received seven proposals in response to the RFP. The Contract Monitoring Division ("CMD") determined that six of the seven proposals met the City's Local Business Enterprise ("LBE") Ordinance pre-award requirements. An evaluation panel then evaluated and scored the written proposals and held oral interviews. CMD monitored the panel evaluation process and applied the LBE prime contractor rating bonus. After the panel's evaluation and scoring of the proposals and application of the LBE rating bonus, Port staff identified Civic Edge Consulting, LLC, (formerly, Barbary Coast Consulting) as the highest-ranked firm.

THIS PRINT COVERS CALENDAR ITEM NO. 11A

Port staff now seeks Port Commission authorization to award a professional services contract for public relations, communications, media services, and related professional services for the Seawall Resiliency Project to the highest-ranked consultant, Civic Edge Consulting, LLC. The proposed contract, for the not-to-exceed amount of \$1,695,205, will carry a term of four years with the option to extend the term for one additional year at the Port's sole discretion. The contract will have a subcontracting goal of 21% which CMD established pursuant to San Francisco Administrative Code Chapter 14B LBE.

STRATEGIC OBJECTIVE

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

Engagement:

By regularly engaging in meaningful public participation and incorporate community feedback into Port initiatives, and by keeping the public informed of the financial responsibilities of the Port.

Livability:

By increasing the proportion of funds spent by the Port with LBE and micro-LBEs.

Resiliency:

By leading the City's efforts to address threats from earthquakes and flood risk through research and infrastructure improvements to the Seawall and Port property.

BACKGROUND

The Port is the lead City agency for the approximately \$500 million restoration project of the Seawall which is expected to span 10 years. The Seawall was constructed over 100 years ago and stretches for three plus miles from Fisherman's Wharf to Mission Creek along San Francisco's historic waterfront. With a century of erosion and structural deterioration, the Seawall must be upgraded and improved to protect critical infrastructure from seismic vulnerabilities and sea level rise, and continue to function today, and for generations to come.

The Seawall infrastructure supports the world-renowned Embarcadero Promenade which was recently added to the 2016 National Trust for Historic Preservation's Endangered Historic Places list due to the failing structure and sea level rise risk. Additionally, the Seawall supports a vast network of infrastructure, utilities and assets that various City and County of San Francisco agencies such as the Port of San Francisco, San Francisco Fire Department (SFFD), San Francisco Municipal Transportation Agency (SFMTA), San Francisco Public Utilities Commission (SFPUC), San Francisco Public Works (SFPW), and the Office of Community Investment and Infrastructure (OCII) own. Regional and private entities such as Bay Area Rapid Transit (BART), Golden Gate Ferry, and Pacific Gas and Electricity (PG&E) own and operate critical infrastructure that the Seawall protects. The Seawall also supports infrastructure for San Francisco's small businesses along the waterfront and the historic Ferry Building, which contribute to the overall economic vitality and diversity of the City and generate billions of dollars in rent, business income, and

wages for the City. Moreover, the Seawall supports over \$25 billion of economic activity annually.

The Seawall is highly vulnerable to a major seismic event and to sea level rise. There is a 72% chance of a major seismic event taking place in the Bay Area in the next 30 years and sea level could rise up to 66 inches by year 2100. The Port completed a seismic vulnerability study to help evaluate these risks. The results from this study show that a seismic event with ground settling and movement would result in a failed Seawall and wharf structures and could contribute to loss of life and significant economic harm.

The initial phase of a Seawall Resiliency Project will address the immediate seismic vulnerabilities and life-safety issues associated with select and critical sections of the seawall. The seismic vulnerability design will also consider expected sea level rise.

PROJECT SCOPE

The proposed scope of work for consultant assistance during the next four to five years will be needed for support on assignments described below. Port staff anticipates a need for the same types of services utilized under past master agreements for public affairs, communications, and media services contracts, including but not limited to working with the Port's Communications Director and Communications Division to develop and execute a proactive comprehensive public relations campaign and strategic marketing program to engage, inform and garner support from City residents for the Seawall Resiliency Project. These services will support the Port in its on-going efforts to effectively engage and maintain communication with its diverse stakeholders.

Staff anticipates utilizing the proposed contract scope to complete the following specific services related to the Seawall Resiliency Project:

- Developing, maintaining and executing an effective and comprehensive external strategic communications and public engagement plan that supports the Seawall Resiliency Project.
- Performing community outreach to all Port stakeholders including City residents, Port tenants, neighborhood organizations and non-English speaking communities about the Seawall Resiliency Project.
- Providing strategic counsel to the Port to develop key messages, competitive analysis, and a proactive public relations campaign to engage with the general public, especially those in underrepresented communities, Port and City tenants, investors, stakeholders and influencers.
- Providing branding, messaging, advertising design services about the Seawall Resiliency Project efforts.
- Designing and developing an informational and interactive website for the Seawall Resiliency Project.

- Producing promotional and educational videos and developing a public dissemination plan for videos about the Seawall Resiliency Project.
- Editing, review and translation of complex technical documents into visual graphics for print, digital and other media formats.
- Translating materials for the City's recognized and three most common non-English languages (Chinese, Spanish, and Tagalog) and ensuring communication assets are compliant with ADA accessibility standards.

SELECTION PROCESS

On March 6, 2017, the Port issued the RFP, with submittals due on April 7, 2017. A pre-submittal meeting was held on March 15, 2017. Seventy people representing over 50 unique consulting firms attended the pre-submittal meeting. The list of pre-submittal meeting attendees is contained in Attachment 1 of this report and was also posted on the Port's website.

The Port received seven responses to the RFP in advance of the submittal deadline. The following seven consultant teams (identified by the lead consultant in alphabetical order) responded to the RFP:

1. Artemia Communications, Inc.
2. Carol H. Williams Advertising
3. Citizen Group
4. Civic Edge Consulting, LLC (formerly Barbary Coast Consulting)
5. D&A Communications, Inc.
6. Next Steps Marketing
7. SKD Knickerbocker

Port staff determined that all seven firms met the RFP's minimum qualifications. CMD then reviewed the submittals for compliance with the RFP's LBE requirements. The Port's CMD Contract Compliance Officer concluded one firm, SKD Knickerbocker, failed to meet the RFP LBE requirements and was therefore deemed non-responsive. The remaining six firms met the RFP's LBE subcontracting requirements.

Evaluation Panel

A four-member evaluation panel was convened to evaluate and score written proposals on March 21, 2017. The panel consisted of a senior executive fellow assigned to the Seawall Resiliency Project from the Mayor's Office, a senior planner from Citywide Planning, a government affairs and communications manager from the Department of Emergency Management, and a project manager from the Port. The panel was diverse in terms of race and gender and has expertise in public relations, media relations, community outreach, project development, urban planning, and sea level rise and resiliency planning. The Port's CMD Contract Compliance Officer approved the panel composition and attended all selection panel meetings.

Evaluation Criteria

Written proposals were evaluated and scored by the selection panel based upon the following criteria:

- 30 points – proposer’s project approach
- 30 points – proposer firm qualifications
- 20 points – proposer team qualifications
- 10 points – proposer’s organization
- 10 points – proposer references
- 100 points total

Port staff forwarded the three highest ranking proposals to the second phase of the evaluation process for oral interviews. These short-listed firms were Civic Edge Consulting, D&A Communications, and Next Steps Marketing. On May 4, 2017, oral interviews were evaluated and scored by each member of the panel based upon the following criteria:

- 30 points – proposer’s team qualifications
- 35 points – proposer presentation – firm qualifications
- 35 points – proposer presentation - project approach
- 100 points total

The City Administrative Code Chapter 14B, the LBE and Non-Discrimination in Contracting Ordinance, establishes rating bonuses for LBE firms. All three short-listed proposers are LBEs and were granted a 10 percent rating bonus. The final rankings are shown in *Table 1*. In accordance with the RFP scoring criteria, Port and CMD staff determined the highest ranked consultant, Civic Edge Consulting, is eligible for contract award. Port staff issued a Notice of Intent to Award a contract on May 5, 2017.

Table 1: Seawall Communications RFP Proposal Scores

Proposer	Written Proposal Score (Avg/Total)	Oral Interview Score (Avg/Total)	LBE Rating Bonus (Avg/Total)	Final Total Score (Avg/Total)	Final Rank
Civic Edge Consulting	83/303	94/255	10%	177/558	1
Next Steps Marketing	85/310	78/213	10%	163/523	2
D&A Communications	78/282	68/185	10%	145/467	3

**Maximum score for written proposal was 400 and oral interview was 300, for total possible points of 700.*

SELECTED CONSULTANTS

Based upon the final scoring, Port staff recommends awarding the public relations, communications, media services, and related professional services contract for the Seawall Resiliency Project to Civic Edge Consulting, LLC.

About Civic Edge Consulting

Civic Edge Consulting is a woman-owned LBE firm founded in San Francisco in 2003. Civic Edge Consulting is a full service public relations firm that has worked on numerous City and region-wide projects including Plan Bay Area, MUNI Forward, and the Van Ness and Geary BRT infrastructure projects.

Civic Edge Consulting’s team includes a number of LBE and non-LBE partners, including Katz & Associates for strategic communications and outreach, Circlepoint for branding and marketing, FM3 for market research, Lowercase Productions for collateral development, Interethnica for multicultural communications and stakeholder engagement, JBR Partners for community outreach, RDJ Enterprises for strategic advising and community outreach, Caribou for community outreach, Slow Clap for video production, and Copymat for print production.

Local Business Enterprise

The LBE subcontracting goal for this project is 21% of the total services procured through this contract. Civic Edge Consulting proposes to exceed the LBE subcontracting goal by utilizing the firms identified in *Table 2*.

Table 2: Seawall Communications LBE Subconsultant Participation

Firm	Portion of Work	% of Contract Work	Amount of Contract Work	LBE Type
Copymat	Print Materials	6%	\$102,000	OBE
RDJ Enterprises	Strategic Advising and Community Outreach	5%	\$77,000	MBE
Interethnica	Translation and multicultural outreach	12%	\$204,000	WBE
JBR Partners	Community Outreach	4%	\$68,000	MBE
Lowercase Productions	Graphic Design	8%	\$136,000	OBE
Slow Clap Productions	Video Production	6%	\$102,000	OBE
Total		41%	\$689,000	

In addition to the LBE subcontractor awards identified in *Table 2*, the prime contractor Civic Edge Consulting, a LBE-WBE firm will self-perform 35 percent of the contract work. Therefore, the certified LBE prime and sub-consultants will be performing 76% or \$1,281,890 of the contract work.

On May 10, 2017, CMD issued a memorandum determining the Port's selection process for the Seawall Communications RFP was compliant with the provisions of the LBE Ordinance.

SCHEDULE

The planned Project schedule is:

<u>Activity</u>	<u>Target Date</u>
Port Commission Request to Award Contract	May 23, 2017
Notice to Proceed	June 15, 2017
Contract Completion	June 14, 2021

FUNDING

Port staff proposes a contract award for an initial four year term with an option to extend the term an additional year at the Port's sole discretion and a not-to-exceed value of \$1,695,205. These services will be funded by the CPO-756 Seawall and Marginal Wharf Repair Project. To date, the project has received \$9.6 million in funding through a combination of General Fund, Port Capital, and contributions from the Municipal Transportation Agency and the Planning Department.

CONCLUSION

Port staff has completed the Seawall Communications RFP evaluation and selected Civic Edge Consulting as the most qualified consulting firm to provide the public relations and communications services described in this report. Therefore, staff requests that the Port Commission adopt the attached resolution authorizing staff to award a contract to Civic Edge Consulting, LLC, in the amount of \$1,695,205.

Prepared by: Boris Delepine, Contracts Coordinator
Finance & Administration Division
and
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For: Katharine Petrucione, Deputy Director
Finance & Administration Division
and
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Attachments

- A: List of Pre-submittal Meeting Attendees
- B: CMD LBE Pre-award Memorandum
- C: CMD Award Memorandum

**PORT COMMISSION
CITY AND COUNTY OF SAN FRANCISCO
RESOLUTION NO. 17-24**

- WHEREAS, the San Francisco Seawall is the foundation of three plus miles of San Francisco waterfront stretching from Fisherman’s Wharf to Mission Creek; and
- WHEREAS, the Seawall was built over 100 years ago and requires significant improvements in order to withstand the a major earthquake and increasing flood risk from sea level rise and climate change; and
- WHEREAS, the Port of San Francisco is undertaking the Seawall Resiliency Project and reviewing options to strengthen the ground below the seawall, improve the ground landside of the seawall, construct a new seawall, and strengthen or replace bulkhead walls and wharves, and relocate or replace critical utilities; and
- WHEREAS, to complete the Seawall Resiliency Project, Port staff requires specialized public relations, communications, media services, and related professional services to develop an effective public relations and communication campaign for the Seawall Resiliency Project; and
- WHEREAS, on January 10, 2017, the Port Commission authorized staff to issue a Request for Proposals (“RFP”) to solicit and select specialized public relations, communications, media services, and related professional services for the Seawall Resiliency Project (Port Commission Resolution 17-03); and
- WHEREAS, Port staff advertised the RFP on March 6, 2017 and received seven proposals on April 7, 2016, of which six were deemed responsive to the requirements of the RFP; and
- WHEREAS, pursuant to the RFP an evaluation panel was convened to evaluate and score proposals, and after applying the LBE rating points, the City’s Contract Monitoring Division and Port staff determined the highest ranked proposer is Civic Edge Consulting, LLC; now, therefore be it
- RESOLVED, that the San Francisco Port Commission hereby authorizes Port staff to award a professional services contract to Civic Edge Consulting, LLC, for public relations, communications, media services, and related professional services for the Seawall Resiliency Project in the amount of \$1,695,205 with a contract term of four years with the option to extend the term for one additional year at the Port’s sole discretion.

I hereby certify that the foregoing resolution was adopted by the Port Commission at its meeting of May 23, 2017.

Secretary