

MEMORANDUM

July 7, 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 contracts to (1) Bonner Communications, (2) D&A Communications, and (3) Next Steps Marketing Inc., for as-needed public relations, communications, and media services, each contract in an amount not to exceed \$300,000

DIRECTOR'S RECOMMENDATION: Approve the Attached Resolution

SUMMARY

Pursuant to Port Commission authorization (Resolution 17-10), on March 8, 2017, Port staff issued a Request for Qualifications ("RFQ") soliciting consultants for as-needed public relations, communications, and media services. Eighteen proposals were received in advance of the RFQ submittal deadline on April 10, 2017. The Contract Monitoring Division ("CMD") determined that one firm did not meet the City's Local Business Enterprise ("LBE") Ordinance requirements and the Port determined that two firms did not meet the RFQ's minimum qualifications. All three firms were deemed non-responsive to the RFQ. A selection panel then evaluated and scored the fifteen remaining written proposals. Seven finalists were shortlisted and invited to participate in oral interviews.

The RFQ was for contracts exceeding \$100,000, requiring a formal solicitation ("formal contracts") under the Chapter 21 of the Administrative Code. However, in an effort to increase LBE participation in City contracting, Port staff requested and received authorization by the Office of Contract Administration to award at least one contract as a micro-LBE set aside. Micro-LBE contracts are set aside for competition among CMD certified micro-LBEs. Port staff selected two Micro-LBE firms and one full service firm to receive contracts.

Port staff now seeks Port Commission authorization to award professional services contracts for as-needed public relations, communications, and media services to the highest ranked firms, Bonner Communications, D&A Communications, and Next Steps Marketing Inc. Under terms negotiated by Port staff, each proposed contract will have a not-to-exceed amount of \$300,000 and a term of four years with an option for an additional year at the Port's sole discretion. The cumulative value of the three proposed contracts is \$900,000. Contract work will be funded through the Port's annual operating budget.

STRATEGIC OBJECTIVES

This contracting opportunity supports 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. With OCA authorization, the Port solicited a micro-LBE set aside contract for competition among CMD certified micro-LBEs. Including the two micro-LBE contracts and one formal contract, the overall LBE percentage of proposed contracts is 90%.

BACKGROUND

In Fiscal Year (FY) 2013-14, the Port awarded five contracts 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. These contract awards are expended and their terms expired on June 30, 2017.

Those five contracts were awarded to the following firms: David Perry & Associates, Davis & Associates, Landis Communications, Media Consultants International, and O'Rourke 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.

On February 28, 2017, the Port Commission authorized staff to advertise an RFQ for new as-needed public relations, communications and media services (Port Commission Resolution 17-10).

On March 8, 2017, Port staff issued a new RFQ for the selection of up to four qualified consultants to receive a proposed contract, with, at a minimum, one contract set-aside for a micro-LBE firm. The RFQ incorporated a LBE subcontracting goal of 21% for the “formal” or non-micro LBE set aside contracts.

CONTRACT SCOPE

The exact scope of work for the proposed consulting contracts during the next four years is not fully known, but there is a need for the same types of services as were utilized under the last 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 Port 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 outreach and educational efforts and activities for the following:

- 88 Broadway Affordable Housing Development
- Blue Greenway
- Crane Cove Park
- Downtown San Francisco Ferry Terminal Expansion
- Eco Center
- 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 contracts will contain the following comprehensive list of 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 to highlight Port projects, events, and achievements.

5. Graphic Design Services

- Design brochures, posters, event materials and other communication materials for Port projects, events and activities for dissemination to the public.

6. Innovative Engagement Services

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

- Create and implement a comprehensive social media strategy including campaigns with Port tenants.

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 including printing services.

Port staff and each consultant firm will develop specific work tasks, schedules, and budgets for each project, which staff will authorize through 'contract service orders' (CSOs), on an as-needed basis over the term of each contract.

SELECTION PROCESS

On March 8, 2017, Port staff issued the RFQ, with submittals due on April 14, 2017. A pre-submittal meeting was held on March 15, 2017. Over 70 people representing 50 unique firms attended the pre-submittal meeting.

The Port received 18 responses to the RFQ in advance of the submittal deadline. For formal contracts, the following 12 consultant teams (identified by the lead consultant in alphabetical order) submitted responses to the RFQ:

1. Artemia Communications, Inc.
2. Civic Edge Consulting, LLC
3. D&A Communications, Inc.
4. David Perry & Associates
5. EnviroIssues
6. Fenton Communications
7. Fineman Public Relations
8. Imprinta Communications Group

9. JLM Management Group
10. MacKenzie Communications, Inc.
11. Palmer Advertising
12. Yolanda's Construction Administration & Traffic Control, Inc.

For the micro-LBE set aside contracts, the following six consultant teams (identified by the lead consultant in alphabetical order) submitted responses to the RFQ:

1. Bonner Communications
2. Fingersnaps
3. First Generation Studios
4. Jungle Communications
5. Landis Communications, Inc.
6. Next Steps Marketing, Inc.

Port staff reviewed and determined that 16 firms met the minimum qualifications specified in the RFQ. Fingersnaps and Palmer Advertising were deemed non-responsive to the RFQ's minimum qualifications. Neither firm appealed Port staff's decision.

CMD staff then reviewed the submittals for compliance with the RFQ's LBE requirements. CMD concluded that the submittal from Imprenta Communications Group did not satisfy the City's LBE requirements for 21% LBE subcontracting participation. The remaining 15 firms met the RFQ's LBE subcontracting requirements.

Selection Panel

A three-member panel was convened to evaluate and score the RFQ responses and proposals on May 3, 2017. The panel consisted of a digital communications specialist from the Port, a communications project manager from the Office of Economic and Workforce Development, and a public relations officer from San Francisco Public Works. The Port's CMD Compliance Officer approved the panel composition and attended all selection panel meetings.

Evaluation Criteria

The evaluation panel evaluated and scored the written proposals based upon the following criteria:

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

Following the panel review and scoring, Port staff forwarded four formal contract proposals and three micro-LBE set aside proposals to the second phase of the

evaluation process for oral interviews. On May 16, 2017, the panel conducted oral interviews and scored the firms based upon the following criteria:

- 25 points – team qualifications question
- 25 points – project approach question
- 50 points – project approach presentation
- 100 points total

Administrative Code Chapter 14B establishes rating bonuses for proposers competing for the “formal” contracts. Three LBE prime consultants – D&A Communications, David Perry & Associates, and Civic Edge Consulting, LLC – are LBE firms and therefore qualified for a 10 percent rating bonus. The ranking of firms competing for the “formal” contracts are shown in Table 1.

Table 1: As Needed Public Relations RFQ Formal Contract Proposal Scores

Proposer	Written Proposal Score (Avg/Total)	Oral Interview Score (Avg/Total)	LBE Rating Bonus	Final Total Score	Final Ranking
D&A Communications (LBE-MBE)	92/276	90/269	+10%	200/600	1
Civic Edge Consulting (LBE-WBE)	91/273	89/266	+10%	198/593	2
David Perry (LBE-OBE)	91/274	82/247	+10%	191/573	3
Envirolssues	94/281	92/275	0%	186/556	4

Firms that submitted proposals for the micro-LBE contracts must be certified to perform public relations services with annual gross receipts under \$1,250,000. Micro-LBE firms are required to self-perform 25% of the contract work and do not have a LBE subcontracting requirement. The ranking of firms competing for the micro-LBE contracts is shown in Table 2.

Table 2: As Needed Public Relations RFQ Micro-LBE Contract Proposal Scores

Proposer	Written Proposal Score (Avg/Total)	Oral Interview Score (Avg/Total)	Final Total Score	Final Ranking
Bonner Communications (LBE-WBE)	92/277	89/266	181/543	1
Next Steps Marketing (LBE-WBE)	78/233	84/252	162/485	2
Jungle Communications (LBE-MBE)	77/231	75/224	152/455	3

Port staff issued a Notice of Intent to Award Contracts to the two highest ranked formal contract proposers and the two highest ranked micro-LBE proposers on May 22, 2017, subject to Commission approval. No protests were received during the 5-day protest period. Port staff met with and reviewed score sheets and proposals with five consultant teams at the conclusion of the solicitation process. Subsequent to issuing the initial Notice of Intent to Award Contracts, Port staff revised its decision, limiting the contracts to only one formal contract and two micro-LBE contracts. The Port issued a revised Notice of Intent to Award Contracts to Civic Edge Consulting on July 6, 2017 to reflect their removal from the proposed awards. The 5-day protest period will conclude on July 13, 2017.

SELECTED CONSULTANTS

Based upon the final scoring of RFQ responses, Port staff recommends awarding the as-needed public relations, communications, media services, and related professional services contracts to Bonner Communications, D&A Communications Inc., and Next Steps Marketing Inc. Including two micro-LBE contracts and one formal contract, the overall LBE percentage of proposed contracts is 90%.

Bonner Communications (Micro-LBE)

Bonner Communications is an African-American owned LBE-WBE communications firm headquartered in San Francisco. They specialize in the areas of public relations, crisis and strategic communications, brand development, social media management, website development and search engine optimization and digital marketing.

Bonner Communications proposed as a micro-LBE firm, Bonner Communications will self-perform 50% of the contract and propose to subcontract 50% of the work to the LBEs listed in the table below. Including the prime contractor, the total LBE participation for this contract will be 100%.

Table 3: Bonner Communications LBE Utilization

Firm	Portion of Work	% of LBE Sub-work	LBE Type	Ethnicity
InterEthnica	Translation	5%	WBE	Latino- American
Big Mouth Productions	Video Production	5%	MBE	African-American
Inke Designs	Graphic Design	30%	WBE	Caucasian
Andrea Baker Consulting	Public Outreach	10%	MBE	African-American
		50% Total		

D&A Communications (Formal)

D&A Communications is an African American owned LBE-WBE full-service communications, marketing, advertising, public engagement and social media agency

based in San Francisco that specializes in integrated campaigns that stimulate public interest in companies, community issues and public debate. They currently contract with the Port and have worked on the previous as-needed public relations contract.

They have also worked with various City agencies including the San Francisco Public Utilities Commission and City Administrator’s Office.

D&A Communications will self-perform 76% of the contract and propose to subcontract 21% of the work to the LBEs listed in the table below. Including the prime contractor, the total LBE participation for this contract will be 97%.

Table 5: D&A Communications LBE Utilization

Firm	Portion of Work	% of LBE Sub-work	LBE Type	Ethnicity
InterEthnica	Translation	8%	WBE	Latino- American
Big Mouth Productions	Video Production	5%	MBE	African-American
Slow Clap Productions	Video Production	5%	OBE	Caucasian
Direct Mail Center	Printing	3%	MBE	Asian-American
		21% Total		

Next Steps Marketing (Micro-LBE)

Next Steps Marketing is a full service public relations LBE-WBE based in San Francisco. They are currently in contract with the Port to produce the @SFPORT digital magazine. Next Steps Marketing will self-perform 50% of the contract and propose to subcontract 25% of the work to the LBEs listed in the table below. Including the prime contractor, the total LBE participation for this contract will be 75%.

Table 6: Next Steps Marketing LBE Utilization

Firm	Portion of Work	% of LBE Sub-work	LBE Type	Ethnicity
Big Mouth Productions	Video Production	25%	MBE	African-American

FUNDING

For each of the four contracts, staff proposes a total not-to-exceed contract amount of \$300,000, for total spending of \$900,000 over the next four years. 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.

SCHEDULE

The planned contracting schedule is:

<u>Activity</u>	<u>Target Date</u>
Port Commission Authorization to Award Contracts	July 11, 2017
Notice to Proceed	August 1, 2017

RECOMMENDATION

Port staff request authorization to award contracts to (1) Bonner Communications, (2) D&A Communications Inc., and (3) Next Steps Marketing Inc., for as-needed public relations, communications, and media services, each contract in an amount not to exceed \$300,000 with a four-year term with an option to extend the term at the Port's sole discretion by one year. The cumulative value of the four proposed contracts is \$900,000, with 93% proposed for LBE firms. Contract work will be funded through the Port's annual operating budget.

Prepared by: Boris Delepine, Contracts Coordinator,
Finance & Administration Division

and

Kirsten Southey,
Communications Division

For: Katharine Petrucione, Deputy Director,
Finance & Administration Division

And

Renée Dunn-Martin, Director,
Communications Division

Attachments

A: CMD Award Memo

**PORT COMMISSION
CITY AND COUNTY OF SAN FRANCISCO**

RESOLUTION NO. 17-32

- 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, on February 28, 2017, the Port Commission authorized staff to issue a Request for Qualifications (“RFQ”) to solicit and select consulting firms to provide as-needed public relations, communications, and media services (Port Commission Resolution 17-10); and
- WHEREAS, Port staff advertised the RFQ on March 8, 2017 and received eighteen proposals on April 10, 2017, of which fifteen were deemed responsive to the requirements of the RFQ; and
- WHEREAS, pursuant to the RFQ, Port staff requested and received authority by the Office of Contract Administration to award at least one contract as micro-LBE set aside; and
- WHEREAS, pursuant to the RFQ, a three member selection panel was convened to evaluate and score proposals; and
- WHEREAS, based upon the final evaluation, scoring of the proposals and review by the City’s Contract Monitoring Division, Port staff recommend the award of separate contracts to the three highest ranked firms, (1) Bonner Communications, (2) D&A Communications, and (3) Next Steps Marketing, Inc., for as-needed public relations, communications, and media services, each contract in an amount not to exceed \$300,000, with an initial term of four years and an option to extend the term for an additional year at the Port’s sole discretion; now therefore, be it
- RESOLVED, that the San Francisco Port Commission hereby authorizes Port staff to award and enter into master contracts for as-needed public relations, communications, and media services as outlined in the accompanying staff report, in such form as approved by the City Attorney’s Office, with each of the following four highest ranked

respondents to the RFQ: (1) Bonner Communications, (2) D&A Communications, and (3) Next Steps Marketing, Inc.; and be it further

RESOLVED, that the San Francisco Port Commission hereby authorizes Port staff to execute each contract in a not to exceed amount of \$300,000, for initial term of four years, with the Port reserving the option to extend each contract for one additional year beyond the initial term; and be it further

RESOLVED, that the Port Commission further authorizes the Port Executive Director to execute necessary contract documents, in such form as approved by the City Attorney's office, for such purpose.

I hereby certify that the foregoing resolution was adopted by the Port Commission at its meeting of July 11, 2017.

Secretary