PRE-SUBMITTAL CONFERENCE:
AS NEEDED PUBLIC RELATIONS RFQ
Port of San Francisco, Pier 1
March 15, 2017
Agenda

• Introductions
• Background
• Scope of Work
• Proposal Submission Requirements
• Selection Process
• CMD Requirements
• Questions
• Networking
As Needed Public Relations: Introductions

- Boris Delepine, Contract Administrator
- Renée Dunn Martin, Director of Communications
- Kirsten Southey, Deputy Communications Director
- Tiarra Earls, Digital Communications Specialist
- Finbarr Jewell, Contract Monitoring Division Compliance Officer

http://sfport.com/needed-public-relations-rfq
As Needed Public Relations: Introduction

• Up to 4 Contracts Awarded

• Total combined value cannot exceed $900,000

• 1 of the 4 contracts will be a micro-LBE set aside
  • Certified to provide Public Relations Services and/or Marketing Services
  • Certified on the submittal due date

• Up to 3 formal contracts will have a LBE subcontracting goal of 21%

• Must identify you are bidding as a micro-LBE prime

• Addendum will be issued by noon on Friday
As Needed Public Relations: Background

- FY 2013/14 – Five contracts with a combined value of $600,000

- Projects included:
  - James R. Herman Cruise Terminal
  - Port’s 150th anniversary
  - Brannan Street Wharf
  - Bayview Gateway
  - Pasha Automotive Services at Pier 80
  - General Communications Development
As Needed Public Relations: Potential Projects

- 88 Broadway Affordable Housing
- Blue Greenway
- Crane Cove Park
- Downtown 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, -
- Seawall Lot 337 Mission Rock & Pier 48 Development
- Seawall Resiliency Project
- Waterfront Land Use Plan Update
As Needed Public Relations: Scope

• Major Categories of Work

• 1. Strategic Communication and Public Relations Services
• 2. Marketing and Advertisement
• 3. Public Outreach and Engagement Services
• 4. Photography/Video/Recording Services
• 5. Graphic Design Services
• 6. Innovative Engagement Services

• Minor Categories of Work

• Research and Public Engagement Services
• Innovative Engagement Services
• Other Services
As Needed Public Relations: Proposal Requirements

Time and Place of Submission
• Proposals can be delivered in person here at Pier 1 or mailed to:
  Boris Delepine
  Port of San Francisco
  Pier 1, Embarcadero
  San Francisco, CA 94111

• Responses must be received by 12:00 PM on Monday April 14, 2017

Proposal Package
• Four (4) copies of the proposal
• Two (2) copies separately bound of CMD forms in a sealed envelope
• Electronic proposal on flash drive or emailed to boris.delepine@sfport.com
As Needed Public Relations: Minimum Qualifications

Experience

• Demonstrated experience as a community outreach, public relations/media, marketing, crisis communication or a full services firm for at least five (5) years.

• Demonstrated capability to access media sources on a national, statewide, regional, and local scale.

• Two years of experience in providing community outreach services that include broad and culturally diverse audiences.

• Two years of experience in working with ethnic media sources and outreach in the diverse communities of San Francisco.
## As Needed Public Relations: Contents of Submittal

<table>
<thead>
<tr>
<th>Proposal Section</th>
<th>Length</th>
<th>Points</th>
</tr>
</thead>
<tbody>
<tr>
<td>Project Approach</td>
<td>4 pages maximum</td>
<td>30</td>
</tr>
<tr>
<td>Firm Qualifications</td>
<td>6 pages not including deliverables</td>
<td>30</td>
</tr>
<tr>
<td>Team Qualifications</td>
<td>4 pages maximum</td>
<td>20</td>
</tr>
<tr>
<td>Organization</td>
<td>2 pages maximum</td>
<td>10</td>
</tr>
<tr>
<td>References</td>
<td>Up to 4 pages</td>
<td>10</td>
</tr>
</tbody>
</table>

No more than 5 of the Highest Ranked Proposers will be Invited to Oral Interviews
As Needed Public Relations: Selection Process

- Minimum Qualifications
- CMD Requirements
- Written Proposal Evaluation (100 Points)
- Five Highest Ranked Proposers will be Invited to Oral Interviews
- Oral Interviews (100 points)

\[
\text{Written Proposal Score} + \text{Oral Interview Score} = \text{Final Score}
\]

- Reference Checks
- Port Commission Award
- Contract Negotiations
## As Needed Public Relations: Schedule

<table>
<thead>
<tr>
<th>Activity</th>
<th>Target Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>Deadline of RFP Questions</td>
<td>March 20, 2017 (5PM)</td>
</tr>
<tr>
<td>Deadline of RFP Answers</td>
<td>March 22, 2017</td>
</tr>
<tr>
<td>Deadline for RFP Proposals</td>
<td>April 14, 2017 (12PM)</td>
</tr>
<tr>
<td>Oral Interviews</td>
<td>Week of April 24</td>
</tr>
</tbody>
</table>

Check [http://sfport.com/needed-public-relations-rfq](http://sfport.com/needed-public-relations-rfq) for updates. All dates are subject to change.
As Needed Public Relations: CMD Requirements

- LBE Subcontracting Requirement – 21% (CMD Attachment 2)
- Micro-LBE must self-perform 25% (CMD Attachment 5)
- Rating Bonus
- Good Faith Outreach Requirements
- 12B Equal Benefits Compliance
- LBE Certification

Finbarr Jewell, 415-274-0511, finbarr.jewell@sfgov.org
Seawall Communications RFP: Responsive Example

Correct:

<table>
<thead>
<tr>
<th>Firm</th>
<th>PORTION OF WORK (describe scope(s) of work)</th>
<th>% OF WORK</th>
<th>INDICATE LBE YES/NO</th>
<th>If an LBE Identify MBE, WBE, or OBE **</th>
<th>% OF LBE SUBWORK (CARRY-OVER FROM % OF WORK COLUMN)</th>
</tr>
</thead>
<tbody>
<tr>
<td>P Bertin Engineering Associates</td>
<td>Structural Engineering / Project Management</td>
<td>65%</td>
<td>No</td>
<td>No</td>
<td>%</td>
</tr>
<tr>
<td>J Fastech Consulting</td>
<td>Environmental Consultant</td>
<td>10%</td>
<td>Yes</td>
<td>MBE 10%</td>
<td>%</td>
</tr>
<tr>
<td>J AI Engineers</td>
<td>Civil Engineering Consultant</td>
<td>15%</td>
<td>Yes</td>
<td>WBE 15%</td>
<td>%</td>
</tr>
<tr>
<td>J AB Consulting</td>
<td>Geo-Technical Consultant</td>
<td>10%</td>
<td>No</td>
<td>No</td>
<td>%</td>
</tr>
</tbody>
</table>

Total % of Work: 100%  
Total LBE Subconsulting%: 25%

Incorrect:

<table>
<thead>
<tr>
<th>Firm</th>
<th>PORTION OF WORK (describe scope(s) of work)</th>
<th>% OF WORK</th>
<th>INDICATE LBE YES/NO</th>
<th>If an LBE Identify MBE, WBE, or OBE **</th>
<th>% OF LBE SUBWORK (CARRY-OVER FROM % OF WORK COLUMN)</th>
</tr>
</thead>
<tbody>
<tr>
<td>P RSD Engineering P.C.</td>
<td>Engineering Consultant / Project Management</td>
<td>50%</td>
<td>Yes</td>
<td>OBE 50%</td>
<td>%</td>
</tr>
<tr>
<td>J R.A. German Architect, PC</td>
<td>Architect</td>
<td>TBD%</td>
<td>Yes</td>
<td>MBE TBD%</td>
<td>%</td>
</tr>
<tr>
<td>J Project Management Technologies, Inc.</td>
<td>Cost Estimating</td>
<td>TBD%</td>
<td>Yes</td>
<td>WBE TBD%</td>
<td>%</td>
</tr>
<tr>
<td>J Precision Engineering and Surveying, Inc.</td>
<td>Surveying</td>
<td>TBD%</td>
<td>YES</td>
<td>WBE TBD%</td>
<td>%</td>
</tr>
</tbody>
</table>

Total % of Work: 100%  
Total LBE Subconsulting%: TBD%
Seawall Communications RFQ: Schedule

- Deadline for RFQ Questions – March 20, 2017
- Answer to RFQ Questions – March 22, 2017

RFQ responses are due on April 14, 2017 (noon)

All dates are subject to change. Please visit: [http://sfport.com/needed-public-relations-rfq](http://sfport.com/needed-public-relations-rfq) for updates