



MEMORANDUM

September 18, 2020

TO: MEMBERS, PORT COMMISSION
Hon. Kimberly Brandon, President
Hon. Willie Adams, Vice President
Hon. Gail Gilman
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 from Up to Two Consulting Firms

DIRECTOR'S RECOMMENDATION: Approve Attached Resolution No. 20-43

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 to up to two consultant teams with expertise in a variety of professional disciplines, including public relations, communications, and media services. These services are currently utilized on Port projects and events that require highly specialized expertise that does not exist within existing personnel resources. The two proposed contracts will be awarded as micro-LBE set aside contracts. 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 up to two Respondents that the Port determines from the evaluation process will provide the best overall service packages. Each contract will have an initial term of three years with an option to extend the term for an additional year at the Port's sole discretion. Each contract will have a not-to-exceed value of Two Hundred and Twenty Five Thousand Dollars

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(\$225,000) for a combined not-to-exceed value total of Four Hundred and Fifty Thousand Dollars (\$450,000). 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, 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 micro-LBEs.

BACKGROUND

In Fiscal Year (FY) 2017-18, the Port entered into three contracts for as-needed public relations, communications and media services pursuant to Port Commission approvals. Those contracts combined for a total value of Nine Hundred Thousand Dollars (\$900,000).

The consultants with these existing Port contracts are Bonner Communications, Davis & Associates, and Next Steps Marketing. Each of the teams also include 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, media services, and video services as well as support for special projects including the @sfport digital magazine, port website redesign, the launching of port tv, and general communications development for the Port.

PROJECT SCOPE

The exact scope of work for the proposed consulting contracts during the next three to 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 not be limited to, working with the Port’s Communications Director and Communications Division to develop and execute a proactive comprehensive media relations campaign and 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 anticipate that the proposed as-needed contracts may be utilized for specific projects and activities such as the following:

- COVID-19 Economic Recovery
- Pier 45 Shed C Recovery
- Blue Greenway
- Crane Cove 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
- Mission Rock Development
- Teatro Zinzanni
- Piers 30-32 and Seawall Lot 330
- Embarcadero Enhancement Project
- South Beach Piers 38 and 40

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, Crisis Communication and Public Relations Services

- Work with the Port in developing an overarching communications, media, digital and issue management strategy; provide strategic counsel to the Port in developing key messages, competitive analysis, and a proactive media relations campaign to engage with tenants, investors, stakeholders, influencers, adjacent communities and the general public.
- Work with the Port to develop a robust issue and crisis management strategy; provide timely counsel and support with developing materials, including but not limited to statements, backgrounders, factsheets, and press releases for the Port on emergent issues and crises.

2. Marketing and Advertisement

- Provide advertising design and development services for the Port's 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, newsletters, social media, programs, events, and more.

3. Public Outreach Engagement and Digital Engagement Services

- Prepare and produce a responsive, multi-modal digital publication that is available on all digital platforms – mobile, web, tablet, desktop – to inform and educate Port tenants, investors, constituents and the general public about upcoming events, projects, and Port-related issues.
- Develop and implement engaging digital and online community engagement projects, programs, and events for the Port.
- Support the Port in community outreach efforts with information dissemination and provide support in community awareness and perception tracking.

4. Photography, Video, and Audio Recording Services

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

5. Web Development, Web Design, and Graphic Design Services

- Develop a comprehensive digital strategy that includes content development and amplification (including video and graphics), social media campaigns and marketing (paid and organic), website marketing, and search engine amplification to help increase Port's digital engagement.
- Develop content for Port digital assets including website, social media, blogs, including but not limited to videos, infographics, GIFs, podcast, maps, collages, and recording.
- Provide graphic design services for Port collateral including but not limited to brochures, flyers, posters, cards, event invitations, promotional items and giveaways to be used across print, social media, and web channels.

6. Digital, Press, Community, Social Media and Internal Content Development

- Create, develop, and manage an informational and interactive website in three Service Areas: 1) Drupal¹ theme design, services; 2) Drupal custom development services; 3) Drupal custom hosting and support services (for highly customized solutions).

Minor Categories of Work

1. Research and Public Engagement Services

¹ Drupal is a free, open-source web content management platform that is used to create and manage websites.

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

SELECTION PROCESS

Port staff proposes an RFQ to procure the requested services through a fair and competitive process that CMD will facilitate and monitor. Port staff have convened a panel consisting of one Port staff member and two non-Port representatives that will evaluate the responses to the RFQ. All three selected panel members have expertise in the required fields, and knowledge of the requested services and objectives. CMD has already approved the composition of this evaluation panel. The evaluation of the submittals received will proceed along the following phases:

1. Review for Minimum Qualifications and Responsiveness

Port staff and CMD staff will review the submittals for minimum qualifications. The possible results at this phase will be pass or fail. Firms that meet the minimum qualifications will receive a pass result and will proceed to the next phase of the evaluation. Firms that do not meet the minimum requirements will receive a fail result and will not be eligible for further consideration.

2. Written Proposal Evaluation, Ranking and Short List

The evaluation panel will evaluate the content of the submittals that meet the RFQ's minimum qualifications. The submittals will be evaluated and scored based on the criteria specified in the RFQ, which include an understanding of the Port's service requests, experience of the firms and project staff, and management approach. The maximum point possible for this phase is 100. Respondents must score a minimum of 75 points at this phase to be eligible to proceed to the next phase of the evaluation process.

3. Oral Interviews

The respondents who score 75 points or more at the written submittal evaluation phase will be invited to an oral interview. The interview will consist of a presentation by the respondents followed by standardized questions asked of each respondent. The questions will be related to the respondents' qualifications, project approach, team organization, and any questions which seek to clarify submittal components. The selection panel will evaluate each respondent based on each respondent's presentation and/or responses.

Following the completion of the interviews, Port staff will tabulate the scores from the written and oral phases of the evaluation and rank the respondents according to their scores. Port staff intends to make recommendations to the Port Commission to award contracts to the two highest-ranked consulting teams.

4. Contract Negotiation and Award

After receiving approval from the Port Commission, Port staff will negotiate and formally award a maximum of two contracts to the highest-ranked consulting firm or firms.

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 limiting participation in the contracts to firms that have been certified as micro LBEs by CMD. 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.

OUTREACH EFFORTS

Subject to Port Commission authorization, Port staff will advertise the RFQ opportunity on the Port and City's Supplier Portals. Staff will contact Micro-LBE firms certified to provide public relations and marketing services 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:

- City and County of San Francisco Supplier Portal
- Contract Monitoring Division Directory of Certified LBEs
- San Francisco African American Chamber of Commerce
- Hispanic Chamber of Commerce of San Francisco
- Chinese Chamber of Commerce, San Francisco
- LGBTQ Chamber of Commerce, San Francisco (Golden Gate Business Association)

- Local Business Enterprise Advisory Committee, San Francisco
- #@SFPORT (Port Twitter account)
- Port of San Francisco Website

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	September 22, 2020
Civil Service Commission Authorization	September 22, 2020
Commence RFQ Advertisement	September 23, 2020
Pre-submittal Conference	October 8, 2020
Submission Due Date	November 6, 2020
Port Commission Authorization to Award Contracts	January 12, 2021
New Contracts Commence	February 15, 2021

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: Albie Udom, Senior Contracts Analyst,
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and

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

And

Deirdre Hussey, Director, External Affairs

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

RESOLUTION NO. 20-43

WHEREAS, in 2017, the Port issued a Request for Qualifications (“2017 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 2017 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 two 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 participation in the contract be limited to firms that have been certified by the City’s Contract Monitoring Division (“CMD”) as micro-LBEs;

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 certify firms as micro LBEs; and

WHEREAS, the Contract Monitoring Division staff reviewed the proposed scope of work for the proposed RFQ and, based on the availability of micro-LBE firms, agreed that the contracts should be micro LBE set-asides; 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, from up to two consultant teams, each proposed contract with a not-to-exceed value of Two Hundred and Twenty Five Dollars (\$225,000) for a total combined not-to-exceed value total of Four Hundred and Fifty Thousand Dollars (\$450,000), 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 up to two contracts for As-Needed Public Relations, Communications,

Media Services and Related Professional Services, as micro-LBE set aside contracts 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 September 22, 2020.

Secretary