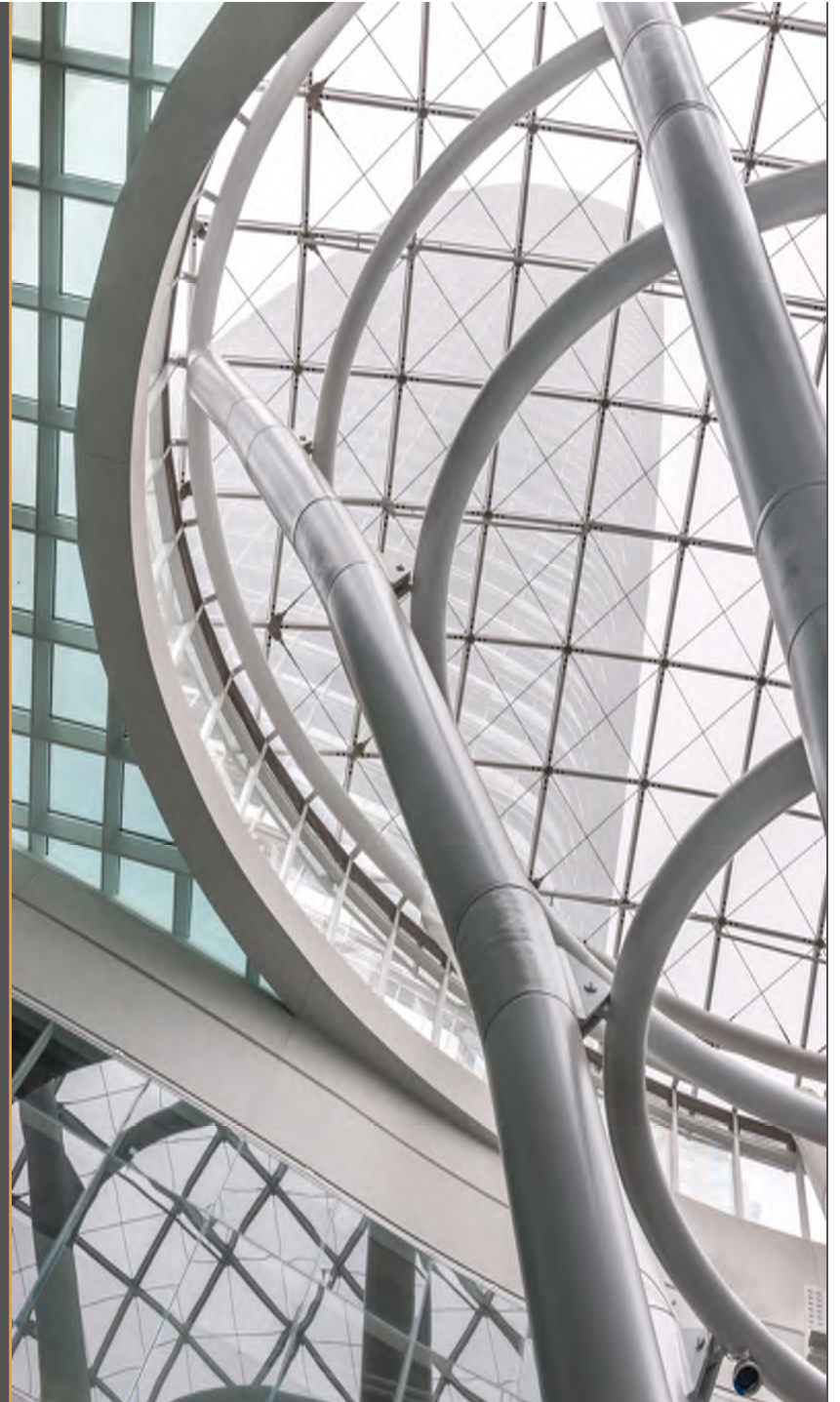


RFP 20-08 Preproposal and Informational Meeting

August 11, 2020



Agenda

- Introductions / TJPA Overview
- Transbay Program Overview
- Scope of Services
- DBE/SBE Programs
- Conclusion





Introductions / TJPA Overview

TRANSBAY TERMINAL

80 Years of History as a Transportation Hub

- Built in 1939 to serve Bay Area commuters and for the first time directly linked San Francisco by rail to the East Bay, Contra Costa County, and even Sacramento
- Was the terminal for East Bay trains using the newly opened Bay Bridge
- Served trains until 1958, when regional commuter buses from the East Bay, Marin County and San Mateo County and long-distance buses such as Greyhound arrived
- ***In 1989, suffered structural damage in the Loma Prieta earthquake leading to its wholesale replacement***



Transbay Joint Powers Authority (TJPA)

TJPA Member Agencies

- City & County of San Francisco
- Alameda-Contra Costa Transit District
- California High Speed Rail Authority
- Peninsula Corridor Joint Powers Board
 - City & County of San Francisco
 - San Mateo County Transit/Caltrain
 - Santa Clara Valley Transportation Authority
- Caltrans, State Department of Transportation



San Francisco Peninsula Rail Program MOU

- Executive Steering Committee (ESC)

TJPA

MTC

SFCTA

Caltrain

CHSRA

CCSF (Mayor's Office)

- Support the TJPA in the development of the DTX
- Makes recommendations directly to the TJPA Board; TJPA Board may accept or reject
- Meets at least monthly
- Executive Steering Committee is supported by Integrated Program Management Team (IPMT)
- Project Director-TJPA Employee



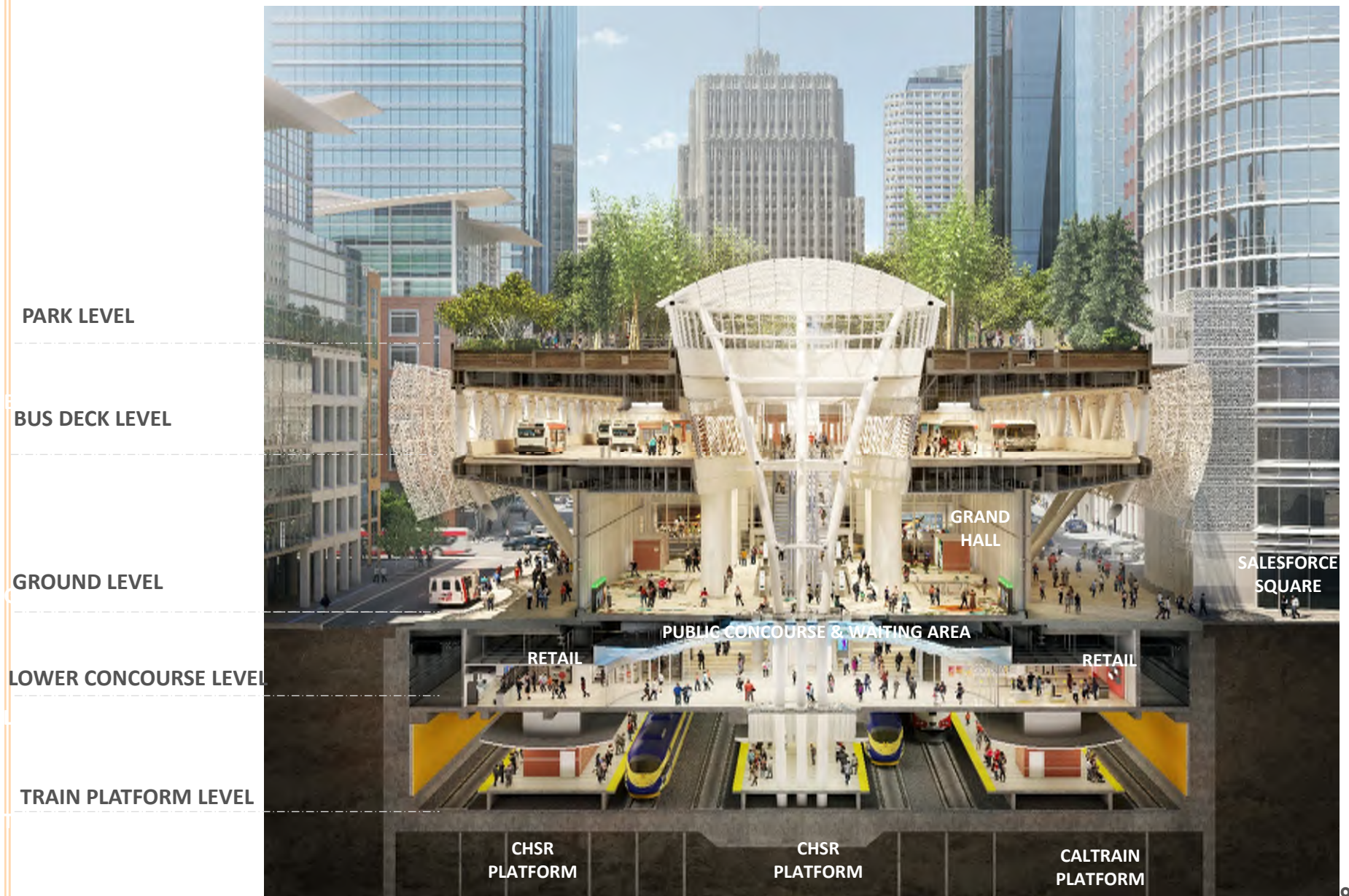
Program Overview



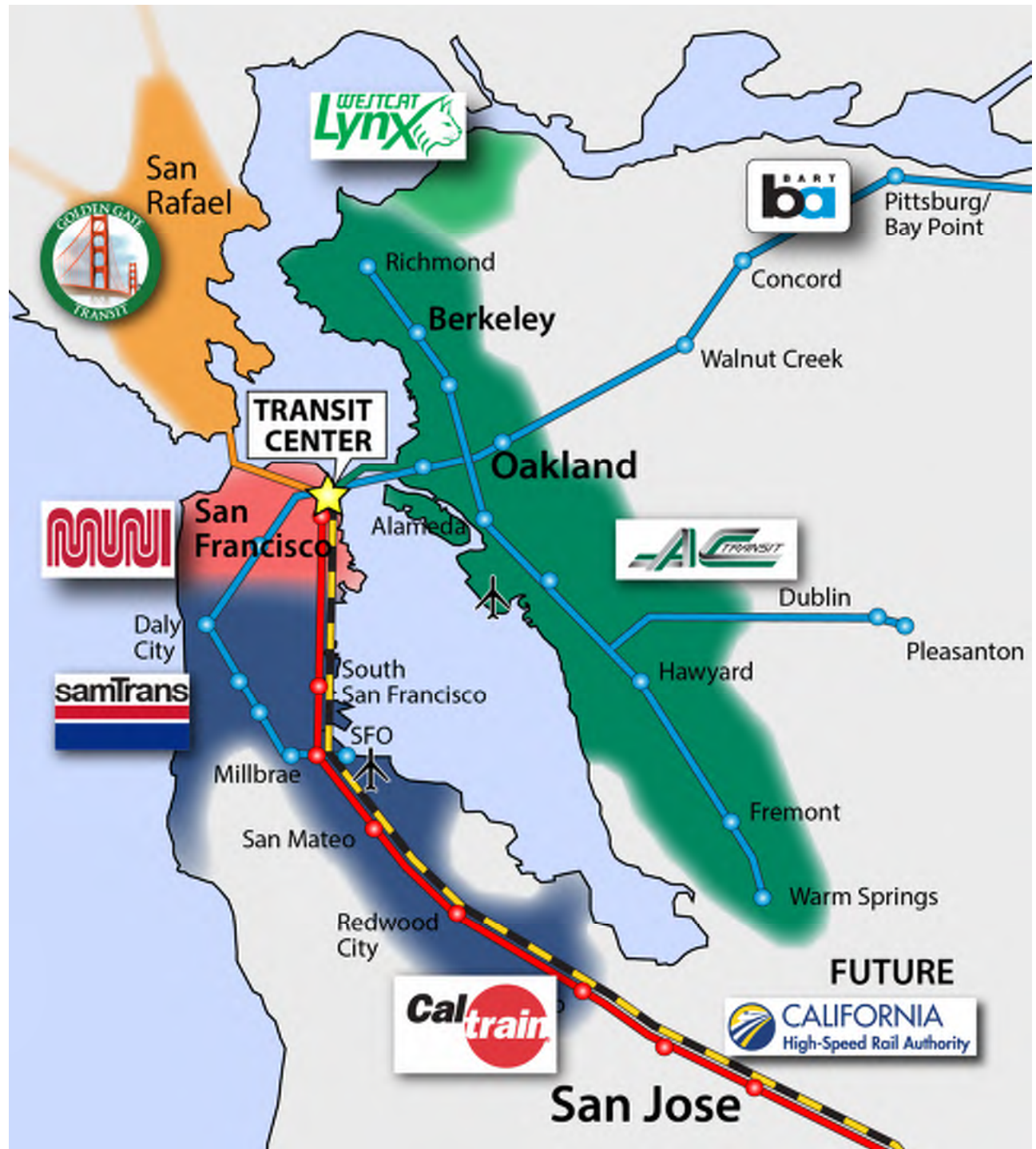
Transbay Program

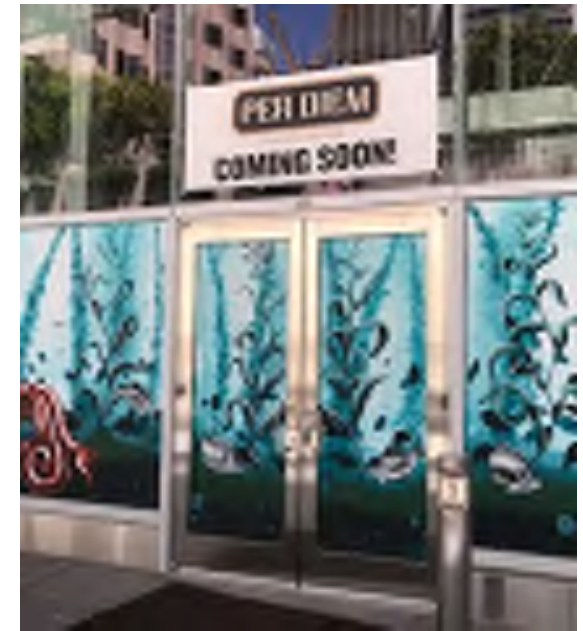
1. Multi-Modal Transit Center – Phase 1
2. Downtown Extension and facilities for Caltrain and California High Speed Rail – Phase 2
3. New Neighborhood

Building Cross Section



Transbay Service Providers





RETAIL

Transit Center Retail Nearly 80 Percent Full

First Stores Opened Fall 2019

**The Downtown Rail
Extension (DTX) extends rail
service to
downtown San Francisco
(1.95 miles of construction)**

Transit Center

**New Fourth &
Townsend Station**

**Downtown
Rail Extension**

Current Caltrain Station





Scope of Services

Scope of Services (RFP Section 3)

- General Communication Needs
 - Message
 - Product/Delivery and Implementation
- Communications Support
 - Implement program/plan
 - Social media
- Community Outreach Services
 - Inform Public, neighbors, community leaders, and interest groups
- Other Related Support and Services
 - Re-Branding
- Website Update and Expansion
 - tjpa.org
 - salesforcetransitcenter.com

General Communications Needs: Message

- Develop and maintain a consistent/positive impression at the local, state, and national level to gain public support for the Program, including current operations, DTX, and all other elements of Phase 2
- Conduct as-needed stakeholder research and outreach to develop high-level messaging to effectively convey the:
 - Status of Program activities and transit center operations
 - Available amenities to the surrounding neighborhood and general public
 - Value of the Program
 - Value of the transportation components
 - Role of the Program as a national and international model for transportation development
 - Phase 2 funding plan and progress towards full funding

General Communications Needs: **Product/Delivery and Implementation**

- Develop annual outreach plan for targeted audiences
- Develop relevant collateral material
- Ongoing media and public information campaign
- Highly designed website that allows TJPA staff to easily update
- Continued expansion of social media outreach, including recommending new platforms
- Support TJPA Board and staff in media and public forums

Communications Support: **Implement Program/Plan**

- Implement comprehensive communications program/plan
- Communicate effectively with identified target audiences
- Maintain consistent TJPA identity and image to ensure positive coverage and support
- Develop marketing strategies to disseminate key messages
- Develop long-term outreach strategy for transit center operations and ongoing Phase 2 activities

Communications Support:

- Develop and maintain press pipeline for outreach and media events
- Secure top-tier news coverage (national, local, regional, TV, radio, etc.)
- Cultivate innovative social media content
- Develop all supporting materials (press releases, facts sheets, brochures, public service announcements, etc.)
- Media strategy and support, including events

Community Outreach Services

- As requested by the TJPA, work with the TJPA staff to:
 - Inform public of Program/project progress.
 - Engage proactively with neighbors, community leaders, and interest groups.
 - Provide monthly status reports on outreach efforts to TJPA and program management team
 - Participate in summarizing key public issues and concerns and develop appropriate outreach plan to address.
 - Keep the TJPA websites and social media channels up-to-date.

Other Related Support and Services: **Re-branding**

- Rebrand Phase 2 with updated messaging and graphics based on economic benefits
- Develop an external outreach plan to engage with stakeholders, advocacy groups, and the public
- Implement additional communications and outreach projects not defined in RFP, if consultant feels they would enhance the scope of work
- Proactively suggest strategies to maintain public interest and support of Phase 2 and the overall Program
- Provide briefings to TJPA staff, attend meetings, and submit monthly progress reports

Website Update and Expansion

- Provide support for both TJPA websites (tjpa.org and salesforcetransitcenter.com) as necessary
- Update and expand TJPA website by assessing content and recommending cost effective, content-friendly system that staff can update
- Redesign the home page to allow additional content to be posted
- Upgrades should allow for mobile device accessibility, including video
- Provide staff trainings and user manuals, and instructions outlining necessary steps to edit all components of the website
- Ensure software and plug-in remain up-to-date

Key Proposal Elements

- Minimum Required Skills and Experience
 - RFP Section 4
 - At least 5 years of experience
- Introduction
- Understanding and Approach (35 points)
- Qualifications and Experience (30 points)
- References (5 points)
 - Current email
 - Availability
- Cost (30 points)

Key RFP Dates

Deadline for Submission of Questions:	August 18, 2020	by 2 p.m.
Answers to Written Questions Posted:	August 21, 2020	
Proposals Due:	September 1, 2020	by 2 p.m.
Interviews, if necessary: (Week of)	September 8, 2020	
Contract Recommended for TJPA Approval:	October 8, 2020	
Estimated NTP:	October 2020	



DBE/SBE Programs

DBE/SBE Programs

- TJPA has DBE advisories, but SBE goals. SBE goals are mandatory and binding, and good faith efforts must be made to meet the goal.
- **Certifications accepted from:**
 - CA Dept. of General Services (SB, DVBE)
 - CA Unified Certification Program (DBE)
 - SF Human Rights Commission (L/M/WBE)
- SBE Goal on this contract is **16.12%**
- **Forms and instructions included in RFP**

**TRANSBAY JOINT POWERS AUTHORITY
BIDDERS/PROPOSERS INFORMATION REQUEST FORM**

To be completed by Prime Contractor and submitted as part of bid/proposal.

NAME OF PROJECT/PROPOSAL							PROJECT/PROPOSAL NUMBER				
PROPOSER BUSINESS NAME AND ADDRESS											
NAME OF PERSON SUBMITTING BID				SIGNATURE OF PROPOSER						DATE	
CONTACT PERSON NAME				CONTACT PHONE NUMBER				CONTACT EMAIL			
IMPORTANT: 1) Identify all DBE/SBE firms being claimed for credit. 2) List names of all DBE/SBE subcontractors and their respective items of work. 3) Attach a copy of the proof of DBE/SBE certification for each DBE/SBE subcontractor listed on this form. 4) Attach "Intent to Perform" letter signed by the subcontractor.											
LIST BUSINESS FIRM(S) List Name, Address, and Contact Person (If not the same as above)	Phone Number	Email Address	Age of Firm	Item of Work, Service or Material Supplied	NAICS Code (if known) *	Annual Gross Receipts of Firm	DBE/SBE Participation			Award Amount	Percentage of Contract Participation
Certified DBE or SBE (Y/N)	Certifying Agency	Type of DBE or SBE **									
A. PRIME Contractor											
B. Subcontractor/Vendor/Joint Venture											
TOTAL										\$0	0.00%



Send Questions

Email:

RFP@tjpa.org

by

AUG 18th 2 p.m.



425 Mission Street, San Francisco, CA 94105 • 415.597.4620 • www.tjpa.org



Thank You!

**Please check for
updates at
tjpa.org**



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