

THIS PRINT COVERS CALENDAR ITEM NO.:
FOR THE MEETING OF: April 8, 2005

TRANSBAY JOINT POWERS AUTHORITY

BRIEF DESCRIPTION: Authorizing the Executive Director to execute a Professional Services Agreement with Singer Associates to provide public relations support and community outreach services for a term not to exceed three years, and at a cost not to exceed \$420,000.

SUMMARY:

- On December 15, 2004, the TJPA issued a revised request for proposals (RFP) for a consultant to provide public relations support and community outreach services for up to three years.
- On January 19, 2005, the TJPA received six proposals in response to the RFP.
- A Selection Committee reviewed the proposals for technical merit, and a Cost Evaluation Committee evaluated the proposed costs.
- Based on the committees' evaluation scores of the written proposals, the TJPA selected the four highest scoring teams and conducted interviews with these teams.
- Following interviews, the Selection Committee again evaluated strengths and weaknesses of the interviewed teams and scored their performance during the interview process.
- The results of the Selection Committee and Cost Evaluation Committee evaluations determined that the Singer Associates proposal was most responsive to the RFP and that the proposer was well qualified to perform the scope of services.
- TJPA staff has negotiated an agreement with Singer Associates and recommends that the Board of Directors award this agreement. Singer Associates has committed to complying with the DBE participation goals established in the RFP (25 percent).
- Funding for this agreement will be provided from the existing federal grant for the first year. Funding for future years will depend upon new allocations.
- The initial certification of funds for this agreement will be in the amount of \$144,632.

ENCLOSURES:

1. Resolution
2. Selection Committee Report
3. Agreement

EXPLANATION:

A short-term public relations contract was awarded under small purchase procurement

procedures in May 2004, following a competitive invitation for proposals, and was completed in August 2004. The TJPA then developed the RFP for “long-term” public relations support and community outreach services. It was initially issued in October 2004; after receiving one proposal the TJPA chose to re-issue the RFP. On December 15, 2004, the TJPA issued a revised request for proposals (RFP) for a consultant to provide public relations support and community outreach services for up to three years.

The RFP was sent to 62 firms or individuals. It was advertised in the San Francisco Independent and was posted on the CCSF Contract Administration website and the TJPA website.

On January 19, 2005, six proposals were received. Five were determined to be responsive to the DBE goal in the RFP by the MTA Contract Compliance Office. The Executive Director convened a Selection Committee to review these five proposals and a Cost Evaluation Committee to score the proposed costs. The Selection Committee Report is attached to this staff report and includes the Cost Evaluation Committee Report. Evaluation criteria consisted of the following:

- Responsiveness to request for proposals—expertise in necessary disciplines, understanding of scope of services, approach to cost-effectiveness, comprehensiveness and creativity
- Qualifications and experience of assigned staff, relevance and success of recent projects, ability to provide services
- Service cost (based on mathematical formula using total proposed cost over the life of contract)

The rankings of the proposals by the Cost Evaluation Committee are shown in the table below:

Proposer	Singer	Public Affairs Mgmt	O’Rorke	MIG	Bay Relations
Cost Ranking	1	2	3	4	5

On February 16, 2005, the Selection Committee discussed the strengths and weaknesses of each written proposal and subsequently each member of the committee scored each proposal individually. The raw scores of the written proposal evaluations were then tabulated, added to the cost score, and ranked from one through five. Based on the scoring of the written proposals, four firms were selected for oral presentation and interviews. The four shortlisted firms participated in oral presentations and interviews on February 17, 2005.

The presentations and interviews were evaluated based on the following criteria:

- Project understanding and approach
- Ability to provide services
- General experience and qualifications
- Responses to technical questions

The oral presentation and interview scores provided by the Selection Committee were tabulated, averaged, added to the average evaluation scores, the cost scores and ranked. The results of this process determined that the Singer Associates team (including Sunshine Communications, a DBE subconsultant) was most responsive to the RFP and that the proposer was qualified to perform the work. Summaries of scores are included in the attached Selection Committee Report.

TJPA staff has negotiated an agreement with Singer Associates with the assistance of the City Attorney's office and recommends that the Board of Directors award this agreement. The agreement is before the Board today for award (attached to this staff report).

Prior to initial negotiations, TJPA staff prepared a detailed and expanded scope of work for the contract, which detailed major tasks, subtasks and deliverables. The major contract tasks include: Public Information; Materials for Public Information, Outreach and Media; Media Relations; Community Outreach; Messaging, Graphics and Visual Design; and Crisis Communications.

The scope, deliverables and schedule requirements are specified in Appendix A of the attached agreement. Compensation for services performed under this agreement will be on a lump sum basis. TJPA staff developed a Fee Schedule Per Task, which assigns a "not to exceed" amount for each of the six major tasks for contract year one, and an "estimated not to exceed" amount for tasks in contract years two and three. Each subtask is assigned an estimated percent of the total dollar amount budgeted for each task. Payment will be based on the percent complete of each subtask as outlined in the Fee Schedule Per Task. The budget limits for each task are outlined in Appendix B (Fee Schedule Per Task) of the attached agreement.

RECOMMENDATION:

Staff recommends that the Board of Directors authorize the Executive Director to execute a Professional Services Agreement with Singer Associates to provide public relations support and community outreach services for a period not to exceed three years, and at a cost not to exceed \$420,000.

TRANSBAY JOINT POWERS AUTHORITY
BOARD OF DIRECTORS

Resolution No. _____

WHEREAS, On December 15, 2004, the Transbay Joint Powers Authority (TJPA) issued a revised request for proposals (RFP) for a consultant to provide public relations support and community outreach services for up to three years; and

WHEREAS, On January 19, 2005, the TJPA received six proposals in response to the RFP, five of which were determined to be responsive by the Municipal Transportation Agency's Contract Compliance Office, and a selection committee evaluated these proposals for approach and qualifications and a cost evaluation committee evaluated the proposed costs; and

WHEREAS, The selection committee conducted interviews of the top four highest scoring teams following proposal evaluation; and

WHEREAS, The selection committee found the proposal submitted by Singer Associates, teamed with Sunshine Communications, to be the most responsive to the RFP and that the proposer is well qualified to perform the scope of services in a cost effective manner; and

WHEREAS, The Executive Director has negotiated the agreement with Singer Associates attached hereto for a term of three years at a total cost not to exceed \$420,000; now, therefore be it

RESOLVED, That the TJPA Board of Directors authorizes the Executive Director to execute a Professional Services Agreement for public relations support and community outreach services with Singer Associates substantially similar in all respects to the document attached hereto, with only such minor changes as are necessary and approved by the Executive Director and Legal Counsel for a term of three years at a cost not to exceed \$420,000.

I hereby certify that the foregoing resolution was adopted by the Transbay Joint Powers Authority Board of Directors at its meeting of _____.

Secretary, Transbay Joint Powers Authority