



METROPOLITAN  
TRANSPORTATION  
COMMISSION

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## Memorandum

TO: Administration Committee

DATE: February 7, 2018

FR: Executive Director

W.I. 1112, 1121

- RE: 1. Consultant Bench – Public Engagement, Digital Engagement and Promotion and Market Research Support: Circlepoint, Civic Edge Consulting, Corey, Canapary & Galanis, Craft & Commerce, LLP, EMC Research, Inc., GOOD Worldwide Inc., Moore Iacofano Goltsman, Inc., Redhill Group, Inc.; and  
2. Contract – Futures/Next Plan: Public Engagement and Digital Engagement and Promotion: Civic Edge Consulting (\$300,000)

This memorandum requests approval of a pre-qualified bench of consultants to provide support in the following service areas: Category A: Public Engagement; Category B: Digital Engagement and Promotion; and Category C: Market Research. This bench will be utilized for a 40-month period ending June 30, 2021 for a variety of agency projects and programs. Attachment A to the Request for Committee Approval lists the firms selected for each service category.

In addition, staff requests the Committee's approval to negotiate and enter into a 40-month contract with Civic Edge Consulting (Civic Edge) in an amount not to exceed three hundred thousand dollars (\$300,000). Civic Edge shall be directly selected from Category A: Public Engagement and Category B: Digital Engagement and Promotion to develop and implement public engagement and digital engagement strategies for the next regional transportation plan (RTP) and Sustainable Communities Strategy (SCS) and as a new effort tentatively entitled "Futures," which is further described below.

### Request for Qualifications & Evaluation Process

In November of 2017, MTC issued a Request for Qualifications (RFQ) to establish an on-call bench of pre-qualified consultants to provide technical assistance for the three service categories listed above. In response, MTC received Statements of Qualifications (SOQs) from a total of 16 consulting firms. All 16 firms were found to have met the minimum qualifications for at least one area specified in the RFQ. An evaluation panel, including staff from MTC and the Bay Area Air Quality Management District, evaluated the SOQs based on each firm's qualifications, quality and creativity of samples/previous projects, cost effectiveness/reasonableness of hourly rates, and written and oral communications.

Based on the evaluations, staff recommends that the firms shown in Attachment A to the Request for Committee Approval be approved as pre-qualified consultants for the listed Service Categories. The evaluation panel selected firms for the a) Public Engagement, b) Digital Engagement and Promotion, and c) Market Research service categories based on their having scored 75 points or higher.

Eight firms (also shown in Attachment A) are not being recommended as the panel deemed them to be not as competitive, based on overall firm experience, quality of their samples, pricing, or a combination of these factors.

Through this RFQ, MTC may seek future consultant assistance to provide public engagement, digital engagement and market research support on a variety of initiatives. Award of a contract with one of the pre-qualified consultants may take place by direct selection or via a mini-procurement, pursuant to MTC's procurement procedures. Attachment B includes a summary of the small business and disadvantaged business enterprise status of the recommended firms and their respective subconsultants.

**Background on Futures and Next Plan Outreach**

MTC and ABAG regularly update the RTP, a comprehensive blueprint over a 20-year time frame for the development of highway, transit, local roadway, bicycle, and pedestrian facilities, and the SCS, a plan that aims to reduce greenhouse gas emissions through the integration of transportation and land-use planning. Known as Plan Bay Area 2040, the current RTP/SCS was adopted by MTC and ABAG in July 2017. By law, the plan must be updated every four years.

For the past two planning cycles, MTC and ABAG have engaged in more traditional planning and outreach techniques and strategies for its RTP/SCS. However, given the ever-changing economic, technological and climate conditions in the Bay Area, a more innovative planning and engagement program is warranted, one that can assist with analyzing a range of future impacts and developing solutions to these impacts. This upcoming planning and outreach effort (tentatively titled Futures) will help to create a broad range of options for the Bay Area. Although a separate effort, the results of the Futures work will help inform the next RTP/SCS and will require a more robust and innovative public engagement strategy.

**Contract – Public Engagement, Digital Engagement and Promotion: Civic Edge (\$300,000)**

Staff requests the Committee's approval to negotiate and enter into a 40-month contract with Civic Edge, in an amount not to exceed three hundred thousand dollars (\$300,000), to develop and implement a public engagement and digital engagement and promotion strategy for Futures and the next RTP/SCS. The evaluation committee rated the Civic Edge team very highly based on the team's extensive experience on relevant, related projects, the quality of its work samples and a well-written proposal.

**Recommendation**

Staff recommends that this Committee approve the pre-qualified consultant bench identified in Attachment A to the Request for Committee Approval, to provide Public Engagement, Digital Engagement and Promotion and Market Research support in the specified categories. This bench will be utilized for a 40-month period ending June 30, 2021.

In addition, staff recommends that the Committee authorize the Executive Director or his designee to negotiate and enter into a contract with Civic Edge in an amount not to exceed three hundred thousand dollars (\$300,000) to provide public engagement and digital engagement and promotions support for Futures and the next RTP/SCS. Funds have been set aside in the FY 2017-18 agency budget for this purpose.

  
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Steve Heminger

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Attachment

**ATTACHMENT A**  
**Public Engagement, Digital Engagement and Promotion and Market Research**  
**List of Selected Firms by Category**

<b>Selected Firms:</b>	<b>A: Public Engagement</b>	<b>B: Digital Engagement and Promotion</b>	<b>C: Market Research</b>
Circlepoint	X	X	
Civic Edge Consulting	X	X	
Corey, Canapary & Galanis			X
Craft & Commerce, LLP		X	
EMC Research, Inc.			X
GOOD Worldwide Inc.	X	X	
Moore Iacofano Goltsman, Inc.	X		
Redhill Group, Inc.			X
<b>Number of Firms Selected</b>	<b>4</b>	<b>4</b>	<b>3</b>

<b>Firms Not Selected:</b>	
CivicMakers LLC	OneWorld Communications, Inc.
HDR Engineering, Inc.	O’Rorke, Inc.
JD Franz Research, Inc.	Sierra Infosys, Inc.
Next Steps Marketing, Inc.	VSCE, Inc.

**ATTACHMENT B**  
**Disadvantaged Business Enterprise and Small Business Enterprise Status**

Firm Name	DBE* Firm			SBE** Firm		
	Yes	If Yes, List #	No	Yes	If Yes, List #	No
Circlepoint			X	X	40528	
Civic Edge Consulting			X	X	1800102	
Bang the Table			X			X
Imprenta			X	X	1003462	
Lowercase			X	X	2000740	
Civimakers, LLC			X	X	2004377	
Corey, Canapary & Galanis			X	X	32928	
Craft & Commerce, LLP			X			X
EMC Research, Inc.			X			X
GOOD Worldwide Inc			X			X
Alta Planning + Design			X			X
HDR Engineering, Inc.			X			X
EnviroIssues	X	41402				X
TDW+Co			X			X
JD Franz Research, Inc.	X	7461		X	5068	
Davis Research			X			X
Moore Iacofano Goltsman, Inc.			X			X
Next Steps Marketing, Inc.	X	41733				X
Emily Designs			X			X
Big Mouth Productions	X	39252		X	1750939	
OneWorld Communications, Inc.			X			X
O'Rorke, Inc.			X	X	9310	
Two Hundred	X	39346				X
Rocket Science Studios			X			X
Redhill Group, Inc.			X	X	25900	
Sierra Infosys, Inc.	X	35360				X
VSCE, Inc.	X	34787		X	39283	

\*Denotes certification by the California Unified Certification Program (CUCP).

\*\*Denotes certification by the State of California.

REQUEST FOR COMMITTEE APPROVAL  
Summary of Proposed Consultant Bench

Work Item No.:	1112
Contractors:	See Attachment A to the Executive Director's February 7, 2018 memorandum
Work Project Title:	Public Engagement, Digital Engagement and Market Research Support
Purpose of Project:	To provide public engagement, digital engagement and market research support to MTC projects and programs.
Brief Scope of Work:	Provide support in the following service categories: a) Public Engagement; b) Digital Engagement and Promotion; and c) Market Research.
Project Cost Not to Exceed:	Individual contracts to be determined; the estimated total budget for the contracts has not been determined at this time.
Funding Source:	TDA, other sources to be determined.
Fiscal Impact:	No immediate fiscal impact until contracts are awarded.
Motion by Committee:	That the consultants listed in Attachment A to the Executive Director's Memorandum dated February 7, 2018 be pre-qualified to enter into contracts with MTC to provide public engagement, digital engagement and promotion and market research services on an as-needed basis through June 30, 2021, as described above and in the Executive Director's memorandum dated February 7, 2018, subject to applicable contract approval procedures and necessary budget.
Administration Committee:	<hr/> Federal D. Glover, Chair
Approved:	Date: February 14, 2018

REQUEST FOR COMMITTEE APPROVAL  
Summary of Proposed Contract

Work Item No.:	1121
Contractor:	Civic Edge Consulting, Inc. (San Francisco, CA)
Work Project Title:	Public Engagement and Digital Engagement support
Purpose of Project:	Provide public engagement and digital engagement and promotion support for Futures and next RTP/SCS.
Brief Scope of Work:	Develop and implement public engagement and digital engagement strategy for Futures and next RTP/SCS.
Project Cost Not to Exceed:	\$300,000
Funding Source:	TDA
Fiscal Impact:	Funds are available in MTC's FY 2017-18 budget.
Motion by Committee:	That the Executive Director or his designee is authorized to negotiate and enter into a contract with Civic Edge Consulting for the development and implementation of public engagement and digital engagement for Futures and Next Plan as described above and in the Executive Director's memorandum dated February 7, 2018, and the Chief Financial Officer is directed to set aside funds in the amount of \$300,000 for such contract.
Administration Committee:	<hr/> Federal D. Glover, Chair
Approved:	Date: February 14, 2018