

ASSOCIATION OF BAY AREA GOVERNMENTS

Representing City and County Governments of the San Francisco Bay Area



ABAG

Date: March 14, 2019

To: ABAG Executive Board

From: Executive Director

Subject: **Authorization to Enter into Contract with Ariel Rubissow Okamoto on behalf of the San Francisco Estuary Partnership (SFEP) for Writing, Editorial, and Administrative Services in an amount up to \$500,000 from on or about April 1, 2019 to June 30, 2023**

Executive Summary

The San Francisco Estuary Partnership (SFEP), a program of the Association of Bay Area Governments (ABAG), produces the award-winning ESTUARY News Magazine approximately four times a year. ESTUARY News is the 25-year-old regional magazine of SFEP and its myriad partners around the Bay and Delta. Written by professional, independent journalists, it provides in-depth, silo-crossing coverage of the environmental, restoration, and climate adaptation issues of our time and tells the stories behind the 2016 Estuary Blueprint.

A Request for Qualifications (RFQ) to produce ESTUARY News, other SFEP publications as needed, and to administer the magazine including raising funds for its continued publication, was issued on February 15, 2019. The RFQ closed on March 6, 2019.

Funding for the agreement consists of three components: 1) EPA grant funds; 2) fundraising efforts by the contractor to be recommended; and 3) additional grant funds if available.

For the initial contract period of April 1, 2019 through June 30, 2020, SFEP has secured \$31,250 in Environmental Protection Agency (EPA) grant funds for production of the ESTUARY News Magazine. Based on historical fundraising activities, SFEP projects an additional \$93,750 should be raised through donation over this same time period. Funds from donations will be encumbered by the Metropolitan Transportation Commission (MTC) as they are raised.

Funding for the time period of July 1, 2020 through June 30, 2023 is subject to securing future EPA grants, estimated at \$25,000 per fiscal year, and additional donations. Based on historical fundraising activities, SFEP projects an additional \$75,000 per fiscal year to be raised by Ariel Rubissow Okamoto.

Contract Agreement for Writing, Editorial, and Administrative Services

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Funding Breakdown:

| | |
|------------------------------------|---|
| 04/01/2019 – 06/30/2020 | \$125,000 (\$31,250 EPA + \$93,250 donations) |
| 07/01/2020 – 06/30/2023 | \$300,000 (\$25,000 EPA + \$75,000 donations) per fiscal year |
| Estimate of Additional Fundraising | \$75,000 (If available, to be used for other SFEP publications) |

In the event that sufficient funds could not be raised by Ariel Rubissow Okamoto to ensure publication, the contract contains language directing publication to cease rather than spending funds that are not available.

Recommended Action

The Executive Board is requested to authorize the Executive Director of the Metropolitan Transportation Commission, or her designee, to negotiate and enter into a contract on behalf of the San Francisco Estuary Partnership with Ariel Rubissow Okamoto for Writing, Editorial, and Administrative Services in an amount up to \$500,000 from on or about April 1, 2019 to June 30, 2023, with funding for the agreement consisting of three components: 1) EPA Grant Funds; 2) fundraising efforts by the contractor to be recommended; and 3) additional grant funds if available.


Therese W. McMillan

Attachment

Summary Approval