

# Metropolitan Transportation Commission Administration Committee

May 13, 2020

Agenda Item 2d – 20-0602

## Contract Amendment – Regional Housing Needs Allocation and Plan Bay Area 2050 Public Engagement Assistance: Civic Edge Consulting (\$100,000)

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- Subject:** This item requests Committee approval to enter into a contract amendment in an amount not to exceed \$100,000 with Civic Edge Consulting to provide ongoing public, stakeholder and digital engagement support for Plan Bay Area 2050 and the Regional Housing Needs Allocation.
- Background:** In November 2017, MTC issued a Request for Qualifications (RFQ) to establish an on-call bench of pre-qualified firms to provide services for Public Engagement, Digital Engagement and Market Research Support. The RFQ contained three service categories in which firms were invited to submit qualifications: 1) Public Engagement; 2) Digital Engagement and Promotion; and 3) Market Research. In February 2018, this Committee approved eight firms for placement on an on-call bench for a period ending June 30, 2021, including Civic Edge Consulting, which qualified for the bench for both the first category (Public Engagement) and the second category (Digital Engagement and Promotion). In addition, this committee awarded Civic Edge Consulting a direct select contract to develop and implement public and digital engagement for Plan Bay Area 2050 and related efforts.
- Since 2018, Civic Edge Consulting has assisted MTC in the development and implementation of public and local engagement efforts for the Horizon initiative, Plan Bay Area 2050, the Committee to House the Bay Area (CASA) and the Regional Housing Needs Allocation (RHNA). Specifically, Civic Edge has worked closely with MTC staff to develop an overall engagement strategy for the Horizon initiative and Plan Bay Area 2050; provide support for local engagement with the Committee to House the Bay Area (CASA); develop and implement Horizon digital and public engagement, including development and implementation of interactive elements (e.g., games, tools and boards for public engagement events); provide support for stakeholders and local elected officials with communications via the Housing Methodology Committee on RHNA; and support for public and digital engagement for Plan Bay Area 2050. Of these tasks, the public and stakeholder engagement efforts for Plan Bay Area 2050 and RHNA continue; both are anticipated to conclude in 2021.
- The proposed contract amendment would fund the ongoing assistance for the remaining two rounds of public and digital engagement for Plan Bay Area 2050 and its environmental impact report, as well as the remaining public and stakeholder engagement efforts for RHNA. The proposed amendment would add \$100,000 to the current contract with Civic Edge Consulting, bringing the total to \$587,000.
- Work on Plan Bay Area 2050 and RHNA public and stakeholder engagement is mandated by federal and state law and is a critical component of both programs

prior to their adoption in 2021. Funds for this amendment are included in the FY 2019-20 agency budget, which includes financial contribution from ABAG's REAP funds to support the RHNA engagement.

Attachment A includes a summary of Civic Edge Consulting and its project team's small business and disadvantaged business enterprise status.

**Issues:** None.

**Recommendation:** Staff recommends that the Committee authorize the Executive Director or designee to negotiate and enter into a contract amendment with Civic Edge Consulting to add \$100,000 to the current contract, for a total new contract not to exceed amount of \$587,000 to fund ongoing public, stakeholder and digital engagement support services for MTC.

**Attachments:** Request for Committee Approval – Summary of Proposed Contract Amendment

  
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Therese W. McMillan

## ATTACHMENT A

### Disadvantaged Business Enterprise and Small Business Enterprise Status

	Firm Name	Role on Project	DBE* Firm			SBE** Firm		
			Yes	If Yes, List #	No	Yes	If Yes, List #	No
Prime Contractor	Civic Edge Consulting	Public, Stakeholder and Digital Engagement			X	X	1800102	
Subcontractor	Bang the Table	Digital Engagement Platform			X			X
Subcontractor	Imprenta	Printing			X			X
Subcontractor	Lowercase	Design and Production			X			X

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

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

## REQUEST FOR COMMITTEE APPROVAL

### Summary of Proposed Contract Amendment

Work Item No.:	1121
Consultant:	Civic Edge Consulting San Francisco, CA
Work Project Title:	Public, Stakeholder and Digital Engagement for Plan Bay Area 2050 and the Regional Housing Needs Allocation
Purpose of Project:	Provide ongoing public, stakeholder and digital engagement support for Plan Bay Area 2050 and the Regional Housing Needs Allocation efforts.
Project Cost Not to Exceed:	This amendment: \$100,000 Current contract amount before this amendment: \$487,000 Maximum contract amount after the amendment: \$587,000
Funding Source:	General Fund, REAP funds
Fiscal Impact:	\$100,000 is included in the FY 2019-20 Agency Budget
Motion by Committee:	That the Executive Director or designee is authorized to negotiate and enter into a contract amendment with Civic Edge Consulting for outreach and web support services described above and in the Administration Committee Summary Sheet dated May 13, 2020 and the Chief Financial Officer is authorized to set aside \$100,000 for such contract amendment.
Administration Committee:	<hr/> Federal D. Glover, Chair
Approved:	Date: May 13, 2020