



Request for Proposals
for
Public Education (and Community Outreach, Opinion Research,
and Expenditure Plan and Ballot Language Development)

PURPOSE

The Sacramento Transportation Authority (“Authority”) requests Proposals from consulting firms interested in planning and implementing a comprehensive program of public education, community outreach, opinion research, and expenditure plan and ballot language development for a potential supplemental Sacramento County transportation sales tax ballot measure.

The first objective of this project is to enhance general awareness among Sacramento County residents of the existing Measure A transportation sales tax program and its significant contributions to the County’s roadway and transit system.

If the Authority Board declares its intent to place a measure for a supplemental transportation sales tax on the November 2020 ballot, this project will also include:

- Informing community organizations and voters of the County’s unfunded transportation projects and programs;
- Assessing voter attitudes and opinions regarding transportation priorities and support for the measure and/or specific projects or programs for the measure; and
- Developing an expenditure plan of transportation projects and programs that reflect community priorities and drafting the ballot language.

BACKGROUND

The original Measure A transportation sales tax program was approved by Sacramento County voters in 1988. It imposed a one-half percent Countywide sales tax for 20 years (1989-2009) to fund a comprehensive program of roadway and transit improvements and services. In 2004, County voters extended Measure A for the period 2009–2039.

Measure A is administered by the Authority, an independent local government created under the Local Transportation Authority and Improvement Act of 1987 (California Public Utilities Code Sections 180000–180264). The Authority is governed by a 16-member board of elected officials from the County and incorporated cities. The Board consists of all five members of the County Board of Supervisors, five members of the Sacramento City Council, two members of the Elk Grove City Council, one member each from the Cities of Citrus Heights, Folsom, and Rancho Cordova, and one member appointed concurrently by the city councils of Galt and Isleton.

In 2016, Measure B, a supplemental one-half percent sales tax devoted primarily to “fix-it-first” transportation needs such as filling potholes and repairing and maintaining streets, repairing and strengthening deteriorating bridges, and improving bus and light rail service was narrowly defeated by less than one percentage point.

The Sacramento Area Council of Governments (SACOG) is currently coordinating a listening tour to solicit and receive community input on local transportation priorities throughout Sacramento County. Members of the Authority Board are actively participating in that process. Pending conclusion of the listening tour, the Authority Board may elect to proceed with efforts to place a supplemental transportation sales tax measure on the November 2020 ballot.

SCOPE OF SERVICES

The Scope of Services contains two separate components. Part 1 is public education regarding the existing Measure A and its significant contributions to the local roadway and transit systems. Part 2 contains services associated with placing a supplemental transportation sales tax measure on the November 2020 ballot. Part 2 is optional and may be amended into the consulting contract by the Authority Board in the event they declare its intent to proceed with the ballot measure.

The following are the anticipated work tasks:

Part 1 Public Education

- A complete redesign and update to the STA website featuring extensive information about Measure A transportation programs, completed and upcoming projects, and relevant news and other information (including hosting, maintenance, and regular updates through December 2020).
- An active social media presence featuring relevant transportation news, announcements, and other interesting information.
- Recognizable branding which may include new logo(s), new signage design, and a slogan.
- Press releases.
- Informational handouts and mailers.
- A decennial report on the first 10 years of Measure A describing and showing the projects, programs and accomplishments of the program from 2009 to 2019.

Part 2 Community Outreach, Opinion Research, Expenditure Plan and Ballot Language Development

- Supplement the tasks in Part 1 with information about unfunded transportation improvements, the need for additional local transportation investment, and the transportation benefits that would result from the measure.
- Conduct opinion research (surveys, focus groups, etc.) on voters' attitudes toward specific proposed projects and services, their transportation priorities, and level of support for the measure and/or parts thereof.
- Facilitate information sharing and information gathering meetings.
- Develop an expenditure plan of transportation projects and programs that reflect community priorities as gathered through the above opinion research and transportation priorities listening tour currently underway.
- Draft the language for the proposed measure to be used on the November 2020 ballot.

Proposers are expected to build upon or utilize the results, plans or findings from the Measure B effort. Proposers may add or subtract items from the Scope of Services as deemed for the most effective Work Plan. Creative thinking and new ideas are encouraged.

Consultants should note that the items individually set forth above are to clarify the breadth of the tasks inherent in this project. Authority does not intend that any one of them be executed independently of the others. Each is a fundamental and interrelated element of a comprehensive and coordinated outreach and research program. The project will require the consultant(s) to accommodate conflicting and complex policy issues in a sensitive, constructive, and transparent manner. Consultant proposals should represent that understanding.

PROPOSALS

Interested consultant firms should submit a Proposal that includes the following elements:

- Transmittal Letter that describes the firm's interest in performing the Scope of Services. The letter should be signed by an individual authorized to negotiate a contract.
- Background Information on the firm and any proposed subconsultants, including: legal name of firm; year established; business address, telephone number, and e-mail address; type of organization (partnership, corporation, etc.).
- Summary of firm's experience and qualifications related to the tasks set forth in the Scope of Services above.
- Organization chart depicting key persons who would be responsible for performing the tasks set forth in the proposed Work Plan, along with a summary of their relevant experience.
- Reference list of clients, with contact person and phone number, for which similar work has been performed.

- Suggested refinements or enhancements to the Scope of Services (optional).
- Proposed Work Plan to implement the Scope of Services:
 - Identify in sufficient detail and in chronological order the tasks.
 - Identify the appropriate roles and contributions of specified individuals, agencies, organizations, and institutions relative to completion of the identified tasks.
 - Prepare a timeline that describes when the identified tasks should commence and be completed relative to a December 2020 contract completion date.
- Two cost proposals, one to implement and manage a Work Plan for the tasks related to Part 1 for public education, and another one for everything else associated with Part 2. The cost proposals should be presented in the form of a budget and cash flow structure that depicts the anticipated cost to perform each significant Work Plan component.
- A statement that the consultant is not committed to another project or client, including an STA member agency, that would constitute a conflicting interest with the project described herein.
- A signed statement disclosing contributions of more than \$250 made to any member of the STA Governing Board during the prior 12 months by the consulting firm, any member of the proposed project team, any agents on behalf of the firm or any member of the proposed project team, or by majority shareholders of any corporation which is part of the proposed project team (see Fair Political Practices Act below).

FAIR POLITICAL PRACTICES ACT

The California Fair Political Practices Act prohibits a member of an appointed public board such as the STA from participating in or influencing a decision on whether to award a contract to an organization if he/she has received a contribution of more than \$250 from that organization within the previous 12 months. The Act further requires that an STA Board member who has received such a contribution disclose the contribution on the record of any applicable proceeding. In addition, Board members are prohibited from soliciting or accepting a contribution from any party vying for a contract while the matter is pending before the agency or for three months following the date on which a final decision on contract award has been made. As set forth above, respondents must list all contributions of more than \$250 made to any STA Board member during the past 12 months.

EVALUATION

A committee of the STA Board and the STA Executive Director will review the Proposals and develop a recommendation on the preferred consulting firm(s). The Proposals will be evaluated on the thoroughness, clarity, and quality of the material presented with emphasis on the understanding of the project, relevant experience with other projects of this type, particularly with developing other transportation educational outreach efforts in/for the Sacramento region, and the most comprehensive, feasible, sensible and cost-effective approach for the entire project

(Parts 1 and 2 together), as determined by the Board committee. The project cost estimate will also influence the recommendation.

Top proposer(s) will be invited to meet with the committee on August 23, 2018 to discuss qualifications, and the proposed approach and work plan. Following the interviews, the committee will forward a recommendation for a preferred consultant to the full STA Governing Board. At its September 12, 2018 regular meeting, the STA Governing Board will select the consultant with which to negotiate a formal agreement.

The RFP schedule is as follows:

- June 14, 2018 Release of Request for Proposals
- July 25, 2018 at 5:00 p.m. Deadline for submittal of questions
- August 1, 2018 at 5:00 p.m. Proposal submittal deadline
- August 2–15, 2018 Committee proposal review and selection of finalists
- August 23, 2018
between 1:00 p.m. and 3:00 p.m. Committee interviews top proposers and forwards recommendation to the full STA Board
- September 13, 2018 at 1:30 p.m. Board makes final consultant selection
- September 14, 2018 Contract execution and start of work

The Authority reserves the right to award a contract to the consultant(s) whose qualifications, proposal, and cost estimate—in the sole judgment of the Authority—most closely match the needs of the project.

In the event the STA Board decides to carry out Part 2, the Board reserves the right to amend the Part 1 contract with the existing consultant to include Part 2; or select a different consultant to carry out the Part 2 contract.

The Authority also reserves the right to reject any or all submittals, or to waive minor irregularities.

SUBMITTAL

Interested consultants should submit six (6) copies of their proposals by 5:00 p.m., Wednesday, August 1, 2018 to:

Norman Hom
Sacramento Transportation Authority
801 12th Street, 5th Floor
Sacramento, CA 95814

Questions should be submitted through the Public Purchase website at www.publicpurchase.com no later July 25, 2018. Answers to questions will be shared and made available for all proposers.

Thank you for your interest in this important project.