Vendor Selection Strategic Communications and Evaluation of the Flex Your Commute Program

Board of Directors Meeting
September 7, 2022

Lisa Fasano, External Affairs Officer
lfasano@baaqmd.gov
1. Approve selection of Keough Consulting for award of contract; Strategic Communications and Evaluation of the Flex Your Commute program; and

2. Authorize Interim Executive Officer/APCO to execute contract with Keough Consulting in an amount not to exceed $250,000.00 for one year with the option of extending the contract two additional years pending successful year review.
Presentation Outline

- Background
- Scope of Work
- Request for Proposal (RFP) Process
- RFP Evaluation Criteria and Scoring Results
- Recommendation
Background

• *Flex Your Commute* launched May 2021.

• Logo, key messages and low-cost ad campaign created - held until January 2022.

• *Flex Your Commute* is a messaging and employer partnership program to reduce drive alone commutes - improving air quality and reducing GHGs.

• Partnerships encouraged to promote sustainable commuter choices and provide commuter benefits.
Scope of Work

- **Strategic Communications** - *Flex Your Commute* communication and marketing:
  - Communication plan and web-based information.
  - Develop and produce regional and multicultural media messaging campaign(s) generating Bay Area wide press coverage.
  - Social media content development.

- **Media/Social Media Strategy** - Develop media/social media strategy to drive ongoing coverage of *Flex Your Commute* encouraging sustainable commuting.

- **Partnership Development, and Training** - Deliver effective *Flex Your Commute* employer outreach, training, and partnership program maximizing what has been learned by employers and employees during COVID.
## 2022 RFP Process

<table>
<thead>
<tr>
<th>Event</th>
<th>Date</th>
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<tbody>
<tr>
<td>RFP Issued</td>
<td>May 31, 2022</td>
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<tr>
<td>Questions from Bidders Due</td>
<td>June 10, 2022</td>
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<tr>
<td>Response to Questions from Bidders Due</td>
<td>June 15, 2022</td>
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<td>RFP Submittal Deadline</td>
<td>June 21, 2022</td>
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<tr>
<td>Two Proposals Received by Deadline</td>
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<tr>
<td>▪ Keough Consulting</td>
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<tr>
<td>▪ Morant McLeod Consulting</td>
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2022 RFP Evaluation Criteria

Evaluation and review panel: 2- Air District and 1- MTC staff member

- Expertise, Skill, & Approach: Technical expertise, size and structure of the firm and personnel assigned to RFP tasks:
  - Firm’s ability to perform and complete work in a professional and timely manner.
  - Experience working on similar projects.
  - Responsiveness based on clear understanding of work to be performed.

- Cost: Cost effectiveness and resource allocation strategy.

- References: References of the firm.

- Firm’s Specialty Focus Area: Disadvantaged Business or Green Business.
# 2022 RFP Bidder Score & Interview Score

## Table 1: Scoring of Proposal

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<tbody>
<tr>
<td>Keough Consulting</td>
<td>176.33</td>
<td>95.67</td>
<td>14</td>
<td>14.67</td>
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## Table 2: Scoring of Interview

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<th>B - Interview</th>
<th>B-1 - Expertise</th>
<th>B-2 - Skill</th>
<th>B-3 - Approach</th>
<th>B-4 - Cost</th>
<th>B-5 - Available Resources/Customer Relations</th>
<th>B-6 - Advertising</th>
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<tbody>
<tr>
<td>/ 85 pts</td>
<td>/ 15 pts</td>
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The Eliminated Submissions lists the RFP maximum total score, evaluation criteria and shows firm’s average score by criteria and scoring for its proposal:

### Eliminated Submissions

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<tbody>
<tr>
<td>Morant McLeod</td>
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<td>6.333</td>
<td>7</td>
<td>6</td>
<td>6.667</td>
<td>2.667</td>
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<td>3.333</td>
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Keough Consulting Overview

- Full-service strategic communications and marketing agency, including:
  - Advertising
  - Media planning
  - Public relations
  - Employer relations
  - Conference planning and event management

- Clients are government agencies or related, understand supporting clients with regulatory compliance on various local, state and federal regulations.

- Experience on campaigns informing the public about rules and ordinances that affect everyday behaviors.

- Developed outreach and education plan for employers, as well as public service announcements encouraging commuters to take advantage of the employer benefits.
Actions Requested

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