



BAY AREA  
AIR QUALITY  
MANAGEMENT  
DISTRICT

**AGENDA: 24**

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

**Board of Directors Meeting  
September 7, 2022**

**Lisa Fasano, External Affairs Officer  
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# Presentation Outcome



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



<b>RFP Issued</b>	<b>May 31, 2022</b>
<b>Questions from Bidders Due</b>	<b>June 10, 2022</b>
<b>Response to Questions from Bidders Due</b>	<b>June 15, 2022</b>
<b>RFP Submittal Deadline</b>	<b>June 21, 2022</b>
<b>Two Proposals Received by Deadline</b> <ul style="list-style-type: none"><li>▪ Keough Consulting</li><li>▪ Morant McLeod Consulting</li></ul>	

# 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**

	Total	A - Proposal	A-1 - Expertise	A-2 - Skill	A-3 - Approach	A-4 - Cost	A-5 - References	A-6 - Firm's Specialty Focus Area	A-7 - Available Resources/Customer Relations	A-8 - Advertising
Supplier	/ 185 pts	/ 100 pts	/ 15 pts	/ 15 pts	/ 15 pts	/ 15 pts	/ 5 pts	/ 10 pts	/ 10 pts	/ 15 pts
Keough Consulting	176.33	95.67	14	14.67	14	14.33	5	10	10	13.67

**Table 2: Scoring of Interview**

B - Interview	B-1 - Expertise	B-2 - Skill	B-3 - Approach	B-4 - Cost	B-5 - Available Resources/Customer Relations	B-6 - Advertising
/ 85 pts	/ 15 pts	/ 15 pts	/ 15 pts	/ 15 pts	/ 10 pts	/ 15 pts
80.67	14.67	14.67	13.67	14.33	9.333	14



# 2022 RFP Eliminated Submission Score



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

	A - Proposal	A-1 - Expertise	A-2 - Skill	A-3 - Approach	A-4 - Cost	A-5 - References	A-6 - Firm's Specialty Focus Area	A-7 - Available Resources/ Customer Relations	A-8 - Advertising
Supplier	/ 100 pts	/ 15 pts	/ 15 pts	/ 15 pts	/ 15 pts	/ 5 pts	/ 10 pts	/ 10 pts	/ 15 pts
<b>Morant McLeod</b>	<b>41.33</b>	<b>6.333</b>	<b>7</b>	<b>6</b>	<b>6.667</b>	<b>2.667</b>	<b>4.333</b>	<b>5</b>	<b>3.333</b>

# 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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