



**AGENDA REPORT**

**PROPOSED ACTION:** Approve and Authorize the Executive Director to Execute a Professional Services Agreement for Strategic Communications and Media/Public Relations Services with Full Court Press Communications for a Three-Year Term and a Maximum Compensation Not-To-Exceed \$525,000 (**Communications**).

**Submitted By:** Matt Davis, Chief Public Engagement Officer; Danny Wan, Executive Director

**Parties Involved:** Full Court Press Communications, Emeryville, CA

**Amount:** Total amount not to exceed \$525,000 over three years (operating expense)

**EXECUTIVE SUMMARY:** The Port of Oakland (Port) must continue to engage and build broad public support and strengthen its positive reputation, particularly while the Port carries out its major development priorities. Multi-year projects require strategic communications and effective reputation management. The Port's Communications Division issued a Request for Proposal (RFP) for a full-service consultant to in the areas of strategic public relations, risk management/incident response, editorial and media outreach, advertising, social media, graphic design and video production on an as-needed basis. Based on the proposals received and evaluated as part of a formal competitive RFP, Full Court Press (FCP) was the top-ranked firm to provide these services.

**BACKGROUND & ANALYSIS**

The Port is currently focused on modernizing and growing, and adding community value from, its seaport, aviation, commercial real estate, and public utility businesses while decarbonizing its operations to reach its zero-emissions goals. The Port is embarking upon strategic development projects that will build for the next generation. For example, Oakland Airport (OAK or Airport) is continuing its process for the OAK Terminal Modernization Development Project that will upgrade aging Airport facilities. At the Oakland Seaport, a proposed Turning Basins Widening Project involves widening both the inner and outer harbor turning basins for more efficient and safer movement of ships. In Commercial Real Estate, the Port recently issued a Request for Qualifications (RFQ) seeking a developer for the 50-acre Howard Property. Waterfront property in an urban area is valuable acreage for exciting new developments and business opportunities. The Port Utility is pursuing significant new and upgraded electrical infrastructure along with on-site generation and resiliency projects to support the Zero Emissions transition. The Port also applies for state and federal grant opportunities for development and decarbonization initiatives. Grant applications have a greater chance of being awarded when there is strong public support and media visibility.

Currently, the Port uses multiple vendors to provide these types of services. To streamline these efforts, the Port Staff sought a consultant to provide a full suite of support services

in the areas of strategic public relations, risk management/incident response, editorial and media outreach, advertising, social media, graphic design, and video production on an as-needed basis.

In August 2024, Port Staff issued a formal Request for Proposal (RFP) for Strategic Communications & Media/Public Relations Services (RFP No. 24-25/04). An optional pre-proposal meeting was held on Sept. 19, 2024, and was attended by fifteen firms.

Proposers were allowed to partner with other consultants to offer the full array of services requested in the RFP. The Port received five responses from qualified firms on October 10, 2024. The Port Staff Evaluation Committee (Committee) evaluated and scored the five proposals based on the criteria in Table 1.

**Table 1**  
**RFP Proposal Scoring Criteria**

Item	Criteria	Weights
0	Adherence to Port Policy and Other requirements	Pass/Fail
1	Company Information, Client References, litigation and Other Information, and Required Forms	Pass/Fail
2	Knowledge and Experience	25%
3	Plan, Approach, Schedule, and Availability	40%
4	Proposed Costs	20%
5	Non-Discrimination and Small Local Business Utilization Policy (NDSLBP)	15%
6	<b>Total</b>	100%

All proposals received by the deadline which met the RFP's requirements were presented to the Committee. The Committee reviewed the proposals, scored all the submissions, and invited all five firms to interview. The interviews were held on November 4 and 5, 2024. Based on the scoring criteria, the firms were ranked as shown below in Table 2.

**Table 2**  
**Firm Ranking**

Firm	Location	Rank
Full Court Press Communications	Emeryville, CA	1
Convey Inc	Emeryville, CA	2
Telegraph LLC	Oakland, CA	3
The Worker Agency	Berkeley, CA	4
D&A Communications	Oakland, CA	5

FCP was determined to be the top ranked firm because they demonstrated 21 years of experience with proven results in providing communications services for counties, cities, and special districts, environmental and educational organizations, labor unions, community organizations, and private sector companies. Their proposal included strong full-service support in communications strategy, planning and public relations, and social and traditional media outreach to enhance the Port's public engagement efforts. This also includes social media, graphic design, advertising, marketing, and video production services.

## **OTHER FINDINGS AND PROVISIONS**

### **ENVIRONMENTAL REVIEW**

The proposed action was analyzed under the California Environmental Quality Act (CEQA) and was found to be:

- ☐ Categorically exempt under the following CEQA Guidelines Section:

Choose an item.

- ☐ Not a "Project" under CEQA, as defined in Public Resources Code § 21065.
- ☒ "Common Sense" exemption under CEQA Guidelines Section 15061(b)(3).
- ☐ Other/Notes:

### **BUDGET**

- ☐ Administrative (No Impact to Operating, Non-Operating, or Capital Budgets); OR

☒ Operating

☐ Non-Operating

☐ Capital

Analysis: The FY 2024 Communications Division operating expense budget includes \$150,000 for strategic communications and media/public relations services. With an anticipated annual expenditure of \$175,000, the \$25,000 for unbudgeted costs for FY25 is expected to be absorbed in the Communications Division's operating expense budget or absorbed into the Port's overall operating budget.

### **STAFFING**

- ☒ No Anticipated Staffing Impact.

- ☐ Anticipated Change to Budgeted Headcount.

Reason:

- ☐ Other Anticipated Staffing Impact (e.g., Temp Help).

Reason:

### **MARITIME AND AVIATION PROJECT LABOR AGREEMENT (MAPLA):**

Applies? No (Not Aviation or Maritime CIP Project) – proposed action is not covered work on Port's Capital Improvement Program in Aviation or Maritime areas above the threshold cost.

- ☐ Additional Notes:

### **LIVING WAGE** (City Charter § 728):

Applies?

No (Other) – see explanation below.

- ☒ Additional Notes: The Company has fewer than 20 employees.

### **SUSTAINABLE OPPORTUNITIES:**

Applies? No.

### **GENERAL PLAN** (City Charter § 727):

Conformity Determination:

<p><u>Reason:</u> There are no sustainability opportunities related to this proposed action because it does not involve a development project, purchasing of equipment, or operations that present sustainability opportunities, including adaptation to sea level rise.</p>	<p>No Project – conformity determination not required because proposed action does not change use of or make alterations to an existing facility, or create a new facility.</p>
<p><b><u>STRATEGIC PLAN.</u></b> The proposed action would help the Port achieve the following goal(s) and objective(s) in the Port's Strategic Business Plan:</p> <div> <div> <input checked="" type="checkbox"/> Grow Net Revenues         </div> <div> <input type="checkbox"/> Improve Customer Service         </div> <div> <input type="checkbox"/> Strengthen Safety and Security         </div> <div> <input checked="" type="checkbox"/> Care for Our Environment         </div> <div> <input checked="" type="checkbox"/> Modernize and Maintain Infrastructure         </div> <div> <input type="checkbox"/> Pursue Employee Excellence         </div> <div> <input checked="" type="checkbox"/> Serve Our Community         </div> </div>	