



AGENDA REPORT

PROPOSED ACTION:

Resolution: Approve and Authorize the Executive Director to Approve a Supplemental Agreement with D&A Communications to Expand The Scope Of Work For The ‘Everyone’s Port’ Public Education Campaign

Submitted By: Robert Bernardo, Director of Communications; Danny Wan, Executive Director

Parties Involved: D&A Communications, 3719 Brunell Drive, Oakland, CA 94602

Amount: **\$155,000** (operating expense, part of a new total not to exceed of \$505,000 over three years)

EXECUTIVE SUMMARY:

Last year, The Port of Oakland entered into a 3-year Professional Services Agreement with Oakland-based communications firm, *D&A Communications* in an amount not to exceed \$350,000. We are requesting a supplemental to this existing contract. After consulting with the Port’s internal stakeholders, it was determined that the original Scope of Work needed to be expanded to further improve accuracy of the polling and provide additional workshops for community engagement and brand awareness. The list below provides the specific additional items to be added:

- Increase polling sample size from 400 to 600 for the three polls conducted over three years (English, Spanish and Chinese) including oversampling in West Oakland
- Add two (2) Port tenant and two (2) Port employee-specific opinion polls (total of 4 additional polls conducted over 3 years)
- Add two (2) executive-level “Everyone’s Port” education campaign workshops to review engagement plan for Oakland, Alameda and San Leandro community stakeholders
- Add one (1) brand awareness workshop and five (5) brand socialization meetings with Port employees

The cost for these additional scope items is an amount not to exceed \$155,000 over the course of 3 years.

BACKGROUND & ANALYSIS

As the Port continues its planning activities for major near-and long-term development projects, we will need greater engagement with our internal and external stakeholders. In June 2021, after a formal competitive process, the Port of Oakland entered into a 3-year contract with *D&A Communications* to provide the following: public opinion polling, brand awareness campaign, and stakeholder engagement workplan. The project goal is to gather

data from Port internal and external stakeholders that will be used to create an effective and strategic public education campaign for Port employees, tenants, and the general public. Information obtained from polling data and customer surveys will better assist the Port in assessing the public's general knowledge about the Port's value proposition as a job creator and regional economic engine. Any knowledge gaps will be addressed with intensive advertising, stakeholder engagement and public education efforts.

Based on stakeholder input to date Port staff recommends supplementing the agreement with additional scope and corresponding budget for the following items:

- Increase polling sample size from 400 to 600 for the three polls conducted over three years (English, Spanish and Chinese) including oversampling in West Oakland
- Add two (2) Port tenant and two (2) Port employee-specific opinion polls (total of 4 additional polls conducted over 3 years)
- Add two (2) executive-level "Everyone's Port" education campaign workshops to review engagement plan for Oakland, Alameda and San Leandro community stakeholders
- Add one (1) brand awareness workshop and five (5) brand socialization meetings with Port employees

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.

- ☒ Exempt from CEQA because it is not a "Project" 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: Supplemental to existing contract not to exceed \$155,000

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? Choose an item.

- ☐ Additional Notes:

LIVING WAGE (City Charter § 728):

Applies?

Choose an item.

- ☐ Additional Notes:

SUSTAINABLE OPPORTUNITIES:

Applies? Choose an item.

Reason:

GENERAL PLAN (City Charter § 727):

Conformity Determination:

Choose an item.

STRATEGIC PLAN. The proposed action would help the Port achieve the following goal(s) and objective(s) in the Port's Strategic Business Plan:

- | | |
|--|--|
| <input type="checkbox"/> Grow Net Revenues | <input type="checkbox"/> Modernize and Maintain Infrastructure |
| <input checked="" type="checkbox"/> Improve Customer Service | <input type="checkbox"/> Pursue Employee Excellence |
| <input type="checkbox"/> Strengthen Safety and Security | <input checked="" type="checkbox"/> Serve Our Community |
| <input type="checkbox"/> Care for Our Environment | |