



**AGENDA REPORT**

**PROPOSED ACTION:**

**Resolution:** Approve and Authorize the Executive Director to Execute an Agreement with Chen Design Associates, Inc., for Creative Advertising and Design Services for the Oakland International Airport for a Term of Three Years with Two, One-Year Options to Extend, in a Total Amount Not to Exceed \$2,250,000. **(Aviation)**

**Submitted By:** Bryant L. Francis C.M., Director of Aviation;  
Danny Wan, Executive Director

**Parties Involved:** Chen Design Associates, Inc., Oakland, CA, Josh Chen

**Amount:** Not to exceed \$2,250,000 over five years (Operating Expense)

**EXECUTIVE SUMMARY:**

The Port uses professional advertising and design firms to develop and implement Airport-related advertising programs targeted to various passenger groups. Staff issued a new formal request for proposals because the existing agreement expired this year. Chen Design Associates was ranked highest based on this formal process. They are a Port-Certified Local Very Small business. Expenses will be included in the Port's Annual Expense Budget request.

**BACKGROUND & ANALYSIS**

**A. Background**

The Aviation Marketing Department promotes Oakland International Airport (OAK) to two distinct groups of passengers with messages centered on OAK's relative convenience and reliability as a major San Francisco Bay Area airport:

1. To the local originating San Francisco Bay Area market, OAK is promoted as the easily accessible, reliable, and centrally located airport in the region. "Fly the East Bay Way" is the identifiable message to the local audience.
2. To inbound domestic and international travelers, OAK is promoted as "The Best Way to San Francisco Bay."

Consistent with the Port's Strategic Plan goals, the Aviation Marketing Department's plan is to continue to execute strategic marketing campaigns promoting new and existing air service to maintain and grow passenger traffic. The Port uses consultants with expertise in these areas to support these efforts. With the prior agreement expiring this year, staff initiated a formal request for proposals for these services.

On January 19, 2021, Port staff issued Request for Proposal (RFP) No. 20-21/14 to solicit professional consulting services to oversee the development, design and production of a variety of advertising assets to be used for various advertising programs pursued each year. The selected agency will be tasked to further develop and execute the existing integrated marketing campaigns to increase the use of OAK by both outbound and inbound travelers. The contract amount includes the cost of market research, strategy development, design of creative assets, and administration.

The Social Responsibility Division and Purchasing Staff worked closely with Aviation Marketing to ensure outreach and analysis in accordance with the Port's Non-Discrimination and Small Local Business Utilization Policy (NDSLBP). Outreach included: direct email to known, qualified advertising design firms, including entities certified with the Port's Social Responsibility Division; Port website announcement of the contract opportunity; advertisement in the Oakland Tribune; information sharing and NDSLBP applicability, potential point allocations, and certification requirements; solicitation notifications sent to 112 recipients subscribed through Community-Based Organizations and Chamber of Commerce branches; email notifications to businesses located in the Local Impact Area and Local Business Enterprise Area from the California Department of General Services certified database of Small and Micro Businesses; email notifications to Caltrans' certified database of Disadvantaged Business Enterprise (DBEs) doing businesses within the identified categories; e-blasts to sister agencies (i.e., City of Oakland and County of Alameda).

By the March 18, 2021 deadline, the Port received sixteen proposals in response to the RFP.

## B. Analysis

The sixteen firms responding to the Port's RFP were evaluated based on their ability to meet the needs of OAK's advertising goals, knowledge and experience, plan and approach; resources, references and key personnel, proposed costs, and the NDSLBP.

To evaluate the proposals, the Port established a four-person Evaluation Committee (Committee) comprised of staff from the Aviation Marketing Department and the NDSLBP evaluation being conducted by SRD staff. The top four ranked firms were invited for interviews.

The Committee evaluated each proposal on the criteria listed in the RFP as follows:

Criteria	Weighting
<b>1. Adherence to Port Policy Requirements and Required Forms (Pass/Fail)</b> – Completion of forms attached to RFP	Pass/Fail
<b>2. Company Information</b> – Company Information, Client References, Litigation Information, Past Performance, Resources	10%
<b>3. Knowledge and Experience</b> – Key personnel, and project experience in the following areas: Managing creative design, production costs, materials, and advertising; research and development; experience in promotional media, including internet and social media; experience working with non-profit and/or government clients.	25%
<b>4. Plan and Approach</b> - Evidence of capabilities to fulfill the general scope of work required in the RFP.	25%
<b>5. Proposed Costs</b> - Fee structure, with hourly rates and distribution of hours by staff type	25%
<b>6. Non-Discrimination and Small Local Business Utilization</b> – Up to 15 preference points are granted in accordance with the Port's Non-Discrimination and Small Local Business Utilization Policy	15%

*Plan and Approach* evaluations were based on the firm's proven ability to fulfill the full scope of work as outlined in the RFP which included:

- Brand Growth and Development:
  - Capability to further develop the Oakland International Airport brand
  - Assist in the consistency of the brand message throughout all marketing programs and campaigns
  - Assist in strategic development of marketing initiatives, marketing communications, and advertising campaign.
- Production: Produce and reproduce high quality print and digital advertising
- Website Design: Provide design and branding support for the Aviation Division's website (oaklandairport.com) and associated online websites

The final ranking of the firms following the panel's evaluation and interviews is as follows:

Proposers	Location	Rank
Chen Design Associates, Inc.	Oakland, CA	1
Nice & Company, LLC	San Francisco, CA	2
Circa Now, LLC	Santa Rosa, CA	3
Havana Hyde	Bozeman, MT	4
Creative Digital Agency	San Ramon, CA	5
Carol H William Advertising	Oakland, CA	6
Hylink Digital	Santa Monica, CA	7
Polytecnic Marketing	Berkeley, CA	8
Creative MINT	Concord, CA	9
lowercase productions	San Francisco, CA	10
MOB Media	Foothill Ranch, CA	11
Fuseideas LLC	Winchester, MA	12
School of Thought	Oakland, CA	13
WeUsThem Inc	Halifax, Canada	14
Current360 Inc	Louisville, KY	15
Goodsides LLC	North Hollywood, CA	16

The four finalist proposals stood out in terms of scoring in comparison to the other twelve proposers. Among the finalists, each of whom participated in an in-person interview, Chen Design Associates Inc.'s (CDA) experience and plan and approach set them apart from the others. CDA is an award-winning and globally recognized design studio based in uptown Oakland. In particular, CDA's recent airport experience and innovative use of digital campaigns stood out in the evaluation process.

## **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:

Reason: It can be seen with certainty that entering into a contract with a creative design agency, Chen Design Associates, Inc., will not result in a physical change in the environment, the action is not a "Project" under CEQA, and is not subject to CEQA under the Common Sense Exemption.

### **BUDGET**

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

☐ Operating

☐ Non-Operating

☐ Capital

Analysis: The Aviation Division includes operating expenses for marketing in its annual budget. The proposed action does not have any budget or staffing impact.

### **STAFFING**

- ☒ No Anticipated Staffing Impact.

- ☐ Anticipated Change to Budgeted Headcount.

Reason:

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

Reason:

<p><b><u>MARITIME AND AVIATION PROJECT LABOR AGREEMENT (MAPLA):</u></b></p> <p><u>Applies?</u> 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.</p> <p><input type="checkbox"/> <u>Additional Notes:</u></p>	<p><b><u>LIVING WAGE</u></b> (City Charter § 728):</p> <p><u>Applies?</u> No (Not Covered Entity) – proposed action involves an entity that is not covered by the Living Wage requirements because it is not a covered service provider or tenant, does not employ at least 21 employees, or receive from or pay to the Port at least \$50,</p> <p><input type="checkbox"/> <u>Additional Notes:</u></p>
<p><b><u>SUSTAINABLE OPPORTUNITIES:</u></b></p> <p><u>Applies?</u> No.</p> <p><u>Reason:</u> Port staff have reviewed the Port's 2000 Sustainability Policy and did not complete the Sustainability Opportunities Assessment Form. There are no sustainability opportunities related to this proposed action because it does not involve a development project, purchasing of equipment, or operations that presents sustainability opportunities.</p>	<p><b><u>GENERAL PLAN</u></b> (City Charter § 727):</p> <p><u>Conformity Determination:</u></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 style="display: flex; flex-wrap: wrap;"> <div style="width: 50%;"> <input checked="" type="checkbox"/> Grow Net Revenues         </div> <div style="width: 50%;"> <input type="checkbox"/> Modernize and Maintain Infrastructure         </div> <div style="width: 50%;"> <input type="checkbox"/> Improve Customer Service         </div> <div style="width: 50%;"> <input type="checkbox"/> Pursue Employee Excellence         </div> <div style="width: 50%;"> <input type="checkbox"/> Strengthen Safety and Security         </div> <div style="width: 50%;"> <input type="checkbox"/> Serve Our Community         </div> <div style="width: 50%;"> <input type="checkbox"/> Care for Our Environment         </div> </div>	