



Memorandum

TO: HONORABLE MAYOR
AND CITY COUNCIL

FROM: John Ristow

SUBJECT: SEE BELOW

DATE: June 14, 2021

Approved

Date

06/17/21

**SUBJECT: CONSULTANT SERVICES AGREEMENT FOR VISION ZERO
STRATEGIC COMMUNICATIONS AND OUTREACH PLAN**

RECOMMENDATION

Adopt a resolution authorizing the City Manager or designee to negotiate and execute an Agreement for Consultant Services between the City of San Jose and Moore Iacofano Goltsman, Inc. (MIG) for the development of a comprehensive Vision Zero strategic communications and outreach plan in an amount not to exceed \$991,700 for the initial three-year term, with two 1-year options to extend.

OUTCOME

The execution of the agreement with MIG will result in a data-driven communications and outreach strategy, and a branded multi-touchpoint campaign that helps to raise awareness of Vision Zero in San José, and to educate and promote safer streets among all road users.

BACKGROUND

In May 2015, San José became the fourth city in the nation to formally adopt a Vision Zero transportation safety initiative, which aims to eliminate fatalities and reduce severe injuries caused by traffic collisions. While San José's injury crash rate has declined in the last 30 years, the city's traffic fatalities nearly doubled from 33 in 2011 to 60 in 2015 and 2019. In the last five years (2016-2020), 257 people have died in traffic in San José, with pedestrian fatalities (110) representing the highest number by mode.

In February 2020, City Council approved an updated Vision Zero Action Plan with six key priorities to work towards eliminating fatalities and reducing severe injuries while providing safe mobility on our roadways. One of the key priorities is to educate and effectively communicate about traffic safety and to build a culture around safety. Leading Vision Zero cities invest in professional communications and campaigns as a way to build awareness that traffic safety is heavily influenced by driver decisions, educate roadway users on rules of the road, and to encourage safe walking, biking and driving behaviors. The Federal Highway Administration recognizes education and engagement as strategies for improving traffic safety through behavior change.

As directed by Council, staff solicited services of a consultant to design a community engagement strategy and messaging campaign to raise awareness in the community, and be culturally inclusive and offered in multiple languages. The strategic communications plan would be data driven, focused, engaging, varied in delivery, and assessed for effectiveness.

ANALYSIS

Request for Proposal Process

On November 20, 2020, the Department of Transportation (DOT) advertised a Request for Proposal (RFP) through the City's e-procurement system, seeking qualified full-service firms to develop, execute, analyze, and refine a sustained, proactive, and effective communications campaign. A total of five firms submitted a proposal by the submittal deadline of January 8, 2021. In support of county agencies' interest to collaborate on a communications campaign, a multi-agency review panel was created to help analyze each firm's proposal and rated the proposals based on the evaluation criteria set forth in the RFP. Panel members included three DOT staff, one Valley Transportation Authority staff, and one Santa Clara County Public Health staff.

The evaluation criteria are as follows:

1. General Requirements – 15%
2. Experience and Qualifications – 20%
3. Project Approach – 20%
4. Technical Capabilities & Example Campaigns – 20%
5. Cost Proposal – 15%
6. Local Business Enterprise – 5%
7. Small Business Enterprise – 5%

The overall ranking for each firm is summarized below.

Rank	Firm	Score
1	Moore Iacofano Goltsman, Inc. (MIG)	72
2	Circle Point	61
3	Keen	57
4	WeAreRally	55
5	WeUsThem	51

MIG received the highest overall score of 72 out of 100 maximum possible points. The MIG project team has extensive experience in delivering engaging strategic communications, including social marketing campaigns and other relevant projects with similar nature. The project team demonstrated excellent understanding of the work plan, project objectives and goals, and the varying demographics of the city. In addition, the project team is familiar with San José and the Vision Zero guiding principles and policies. They have also provided similar services to other public agencies on traffic safety communications and educational projects, including the San Francisco Municipal Transportation Agency on Vision Zero SF for over six years.

The Notice of Intent to Award was posted on March 4, 2021, followed by a 10-day protest period. No protests were received.

Proposed Agreement with MIG

The project scope consists of four main phases, plus an additional phase that will allow for other potential interventions informed by Phases 1 and 2 and/or crash data.

Phase 1 will establish a communications and branding platform to serve as a robust foundation and roadmap for all Vision Zero San José communications. This process includes a quantitative market research baseline study to uncover the community's attitudes about traffic safety and their current awareness and associations with Vision Zero San José. This includes using an Address-Based Sampling approach to conduct a multilingual survey (English, Vietnamese, and Spanish) while ensuring that the results are representative of the demographics and geographic distribution of San José residents (as compared with the U.S. Census data). There will be an assessment of the demographics of those who completed the survey to ensure there are groups that are not underrepresented. Residents will be invited to the survey by mailed postcard, and will be followed up by a phone call and text message. Residents can choose to participate either by phone or by web accessible on-line survey.

Phase 2 will center on selecting a specific traffic safety issue or campaign focus to establish a campaign strategy and creative campaign concepts. MIG will leverage the findings from Phase 1 research and facilitate group discussions to build consensus on a focused campaign. MIG will work with the focus groups to define campaign-specific objectives, identify campaign audiences and discuss possible causes, motivations, and barriers to behavior change. The composition of focus groups will be designed in the most relevant manner to allow for quality discussion, including by residence area, driving habits or frequency, age, ethnicity, or other demographic or behavioral variables. The focus groups will be conducted in English, Spanish, and Vietnamese.

Once the strategy is developed in Phases 1 and 2, staff will present the proposed strategy to the Vision Zero Task Force for feedback before proceeding with Phases 3 and 4.

Phase 3 will focus on campaign production and distribution, including intensive development of campaign-specific rollout strategies, plans and production of associated creative assets, followed by campaign launch, including new innovations in communications and social networking that can influence behavior change. Types of paid media may include billboards, transit shelters, outdoor posters, broadcast radio and streaming audio, digital display, mobile interstitial, digital in-banner and pre-roll video, and paid social media ads. Web content will be compliant to Web Content Accessibility Guidelines (WCAG 2.0) and will adhere to the City guidelines to ensure accessibility in heading styles, lists, data tables, links, and images.

Phase 4 will evaluate the effectiveness of the campaign by gathering data to assess campaign impact. This will include an assessment of the campaign reach and engagement through media performance metrics to determine the campaign's impact on constituent traffic safety attitudes, changes in behavior, including a quantitative market research tracking survey, and a look-back at the City's Vision Zero program statistics and collision data.

Phase 5 will be focused on a smaller and focused campaign based on the results of the research performed in Phases 1 and 2 or recent crash trends that can use a focused campaign to educate our roadway users.

Other public agencies will be permitted to use this contract to procure above services under the same pricing and terms.

CONCLUSION

The communications strategy will provide a campaign that builds a culture around safety with the goal of reducing and eventually eliminating traffic fatalities and severe injuries on San José streets. The consultant will analyze available crash data to identify root causes, conduct a multilingual survey in an equitable manner to measure attitudes and self-reported behaviors, build focus groups to inform the campaign and strategy, launch the campaign, including outreach and engagement work, and evaluate the campaign's effectiveness.

EVALUATION AND FOLLOW UP

The strategy developed in Phases 1 and 2 will be presented at the Vision Zero Task Force meeting to solicit feedback before proceeding with Phases 3 and 4. DOT also provides updates of staff's progress on the Vision Zero Action Plan to the Transportation and Environment Committee, which will also include progress on this strategic communications and outreach plan.

CLIMATE SMART SAN JOSE

The recommendations in this memo align with one or more Climate Smart San José energy, water, or mobility goals.

PUBLIC OUTREACH

To solicit bids, the RFP was listed on Biddingo. This memorandum will be posted on the City's Council Agenda Website for the June 29, 2021 Council meeting.

COORDINATION

This memorandum has been coordinated with the City Attorney's Office, the Department of Planning, Building, and Code Enforcement, and the City Manager's Budget Office.

COMMISSION RECOMMENDATION/INPUT

The proposed scope of work was presented at the Vision Zero Task Force meeting on June 4, 2021 to solicit feedback and received general support on the strategy from the Vision Zero Task Force members.

COST SUMMARY/IMPLICATIONS

The total cost of the five phases of the agreement is up to a maximum of \$991,700. The total consultant agreement with MIG will be funded out of the Vision Zero: Outreach and Education Strategy appropriation in the Construction Excise Tax Fund.

Phase 1 (Strategic Communications Platform):	\$183,500
Phase 2 (Campaign Strategy Development):	\$116,500
Phase 3 (Campaign Production and Distribution):	\$373,200
Phase 4 (Campaign Evaluation and Program Look-Back):	\$118,500
Phase 5 (Additional Services):	\$200,000
Maximum Contract Amount:	\$991,700

BUDGET REFERENCE

The table below identifies the fund and appropriation to fund the agreement as part of this memo.

Fund #	Appn #	Appn Name	Total Appn	Amt for Contract	2021-2022 Proposed Capital Budget Page**	Last Budget Action (Date, Ord. No.)
465	4200	Vision Zero: Outreach and Education Strategy	\$1,000,000*	\$991,700	V-638	N/A

*The 2022-2026 Proposed Capital Improvement Program includes \$700,000 programmed in 2021-2022; \$300,000 is part of the Manager’s Budget Addendum for amendments to the 2021-2022 Proposed Capital Budget.

**The 2022-2026 Proposed Capital Improvement Program was adopted by the City Council on June 22, 2021.

CEQA

Not A Project, File No. PP17-002, Consultant services for design, study, inspection, or other professional services with no commitment to future action.

/s/
JOHN RISTOW
Director of Transportation

For questions, please contact Lily Lim-Tsao, Deputy Director, at (408) 975-3269.