

POSTING FOR

August 16, 2021

PROPOSED PERSONAL SERVICES CONTRACTS – REGULAR

PSC No	Dept Designation	PSC Amount	Description of Work	PSC Estimated Start Date	PSC Estimated End Date	Type of Approval
40737 - 20/21	BOARD OF SUPERVISORS	\$120,000.00	Board of Supervisors seeks to retain the services of a qualified consultant that has expertise in culturally and linguistically competent community outreach for the Redistricting Task Force. The community outreach includes informing and educating public of redistricting process, connecting with underserved communities and neighborhoods, and encouraging resident's participation in the redistricting process. Specifically, the consultant will produce contents in print and digital media, including but not limited to, newspaper advertisement, flyers, newsletters, email, website, and social media. Additionally, the outreach contents should be produced in multiple languages to disseminate information to the non-English speaking members of the public.	August 1, 2021	April 30, 2022	REGULAR
49843 - 20/21	PUBLIC UTILITIES COMMISSION	\$300,000.00	<p>The San Francisco Public Utilities Commission (SFPUC) is launching a Pilot Residential Green Infrastructure Grant Program and seeks to retain the services of a qualified Program Administrator to assist the SFPUC with the implementation of the Program. This new pilot Program will test new technologies on residential properties, encourage residential property owners to manage stormwater on-site, improve sewer collection system performance during wet weather, and educate San Franciscans on the collection system and stormwater management. This professional services contract will be used to fund a short-term, pilot-scale program to test a new grant administration structure and deliver a limited number of projects. The lessons learned from the results of this contract will contribute to future budgeting and staffing for the Residential Green Infrastructure Grant Program.</p> <p>The Program Administrator will be responsible for program administration, financial management, property owner outreach and coordination, project management, and reporting for the installation of green stormwater infrastructure facilities on residential properties in San Francisco. The Program Administrator will conduct outreach to interested homeowners and recruit them to participate in the Program through workshops, outreach collateral, and site visits. The Program Administrator will assess residential</p>	January 1, 2022	December 31, 2023	REGULAR

PSC No	Dept Designation	PSC Amount	Description of Work	PSC Estimated Start Date	PSC Estimated End Date	Type of Approval
			properties and support homeowners in developing applications for grant funding. The Program Administrator will issue payments to homeowners for the cost of design and construction services to build green stormwater infrastructure projects on their properties. The Program Administrator will also provide customer service, collect and manage data, and submit monthly reports on Program performance to the SFPUC.			
49656 - 20/21	PUBLIC UTILITIES COMMISSION	\$8,000,000.00	<p>The Emergency Firefighting Water System (EFWS), sometimes referred to as the Auxiliary Water Supply System (AWSS), is an independent high pressure water supply system dedicated to fire protection. It was installed in 1913 in response to the Great Earthquake and Fire of 1906 and consists of a 135mile pipeline network, a high elevation reservoir with two large capacity tanks, two pumping stations, three fireboats and underground water storage tanks (cisterns). The selected Consultant will work under the direction of the SFPUC to provide planning and engineering design services for the Emergency Firefighting Water System and City's Water Distribution System pipelines. Some assignments may require SFPUC engineering staff to be integrated into the consultant project team. The Consultant's work objective will be to perform planning and engineering design services applying all applicable codes and SFPUC Procedures and regulatory requirements/guidelines administered by the State Water Resources Control Board, Division of Drinking Water. Projects are expected to pertain to pipelines, pump stations, fireboat manifold systems.</p>	September 10, 2021	September 9, 2029	REGULAR
41615 - 20/21	SHERIFF	\$300,000.00	Contractor will examine and monitor the Incarcerated Person Communication Services ("IPCS") at the San Francisco Sheriff's Office ("SFSO") Facilities to assess the accuracy of SFSO's records and to provide a basis for evaluating service quality to meet the requirements of the SFSO under existing contracts with vendors. Contractor will work with the SFSO's contracted IPCS provider to ensure that all contractually required updates to hardware and software are completed. Contractor will continuously monitor and validate IPCS hardware and software against industry standards to ensure the the SFSO and incarcerated population is receiving the best	October 1, 2021	September 30, 2024	REGULAR

PSC No	Dept Designation	PSC Amount	Description of Work	PSC Estimated Start Date	PSC Estimated End Date	Type of Approval
			performance from the system and the best support from the contracted IPCS providers. In addition, the Contractor will assist SFSO in creating technical requirements for all incarcerated communication services solicitations, such as, telephones, video visitation system, and tablets. Contractor will work as the SFSO's liaison to resolve service calls and incarcerated grievances.			
41997 - 20/21	TREASURER/TAX COLLECTOR	\$1,000,000.00	<p>Branding analysis, design, and collateral and video production services, including:</p> <ul style="list-style-type: none"> Analyzing current collateral and creating brand communications design, brand strategy, and brand storytelling. Visual design including logo and brand development, campaign look & feel, illustrations, and animations. Developing creative communications and messaging, measurable cross-media campaigns with relevant calls-to-actions. Providing design services, graphic and production design for print and digital assets and brand collateral including infographics Creating digital experience design: campaign microsites, branded surveys, social media storytelling. Human-centered design including strategy development, research and development, prototyping, including recommending and deploying content strategies that target specific audience segments with measurable outcomes. Creating highly shareable compelling videos, including creating overall concept and script development, which may: provide overviews of programs and their accomplishments; highlight the experiences of people who have benefited certain programs; or explain how to take specific actions to utilize a program, Using insights from behavioral sciences to develop and improve applications, promotional materials, and enrollment processes to ensure they are accessible, easy to navigate, and reduce the administrative burden for individual applicants and departments. Examples of such processes include applications, enrollment processes, and promotional materials for low-income payment plans, and community service plans for low-income people, and application processes for various discounts provided by departments. Providing proficient multi-lingual collateral and videos, as well as accurate translation at minimum of English into Chinese, Spanish and Filipino. 	August 1, 2021	July 31, 2024	REGULAR
46457 - 20/21	TREASURER/TAX COLLECTOR	\$1,000,000.00	<p>Provide communications campaign management services, which includes:</p> <ul style="list-style-type: none"> Identifying and refining target audiences, key goals, and calls to action. 	August 1, 2021	July 31, 2024	REGULAR

PSC No	Dept Designation	PSC Amount	Description of Work	PSC Estimated Start Date	PSC Estimated End Date	Type of Approval
			<ul style="list-style-type: none"> • Creating compelling, creative, and culturally appropriate promotional content for all media types (including but not limited to traditional, non-traditional, online and mobile). • Providing proficiency in multi-lingual outreach, including but not limited to culturally • sensitive strategy and execution, as well as accurate translation at minimum of English into Chinese, Spanish and Filipino. • Coordinating, placing and purchasing off-line media in traditional and nontraditional • media vehicles including ethnic/in-language channels. Offline media vehicles include but not limited to print, radio, and spot TV. • Coordinating, purchasing online media including but not limited to search engine marketing, Ad words, display advertising (both standard and rich media), social media marketing, cross platform ads (mobile device ads, tablet ads, portable display ads, etc.), email marketing, and in-language media. • Tracking all appropriate metrics including but not limited to impressions, reach & frequency, awareness and return on investment. • Incorporate feedback from TTX as needed. • Ensuring on-going evaluation/analysis of tracked metrics and impacts in order to provide • TTX with real-time feedback and recommendations to maximize media efficiency. 			
49953 - 20/21	PUBLIC HEALTH	\$5,000,000.00	Contractor will act as an Original Equipment Manufacturer (OEM) or authorized OEM partner to provide, and administer the Department's data security network licensing and services contract(s). These services provide the San Francisco Department of Public Health (SFPDH) Security Operations team with advanced threat prevention that safeguards SFPDH networks, cloud and mobile operations against all known attacks combined with the industry's most comprehensive and intuitive single point of control management system. SFPDH utilizes these professional services for enhanced incident response as well as endpoint security, data security and security management product.	October 1, 2021	September 30, 2024	REGULAR

TOTAL AMOUNT \$15,720,000