



Midpeninsula Regional  
Open Space District

R-21-61  
Meeting 21-14  
May 12, 2021

**AGENDA ITEM 6**

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Award of Contract with Matter Unlimited to develop a Comprehensive Plan for the Year-Long Public Events and Activities to Celebrate the Midpeninsula Regional Open Space District's 50<sup>th</sup> Anniversary

**GENERAL MANAGER'S RECOMMENDATION** *den*

Authorize the General Manager to enter into a contract with Matter Unlimited to provide consulting services for the 50<sup>th</sup> Anniversary Celebration Plan for a total contract amount not to exceed \$75,031.

**SUMMARY**

In 2022, the Midpeninsula Regional Open Space District (District) will celebrate 50 years of open space and agricultural land preservation, natural resource protection and ecologically sensitive public access. Plans are under development to commemorate the milestone with a year-long celebration of the District's founding, evolution, and accomplishments to connect constituents to the District's missions and work. Consultant resources are required to assist in the planning and implementation of celebratory events, activities and promotion.

Based on the results of a Request for Proposals (RFP) issued on January 5, 2021, the General Manager recommends awarding a contract to Matter Unlimited (Matter) to develop the plan for a contract amount not to exceed \$75,031. The upcoming fiscal year (FY) 2021-22 proposed budget includes sufficient funds to cover the cost of the recommendation.

**DISCUSSION**

The goals of the 50<sup>th</sup> Anniversary celebratory events and activities are to connect the public to the District's work and mission, and increase public awareness of and positive regard for the District; to tell the whole story of the agency's legacy, including why nature is essential, how open space is preserved, the role of rural and working lands, and the partnerships involved; and to engage and celebrate our diverse communities, partners, and volunteers for our collective accomplishments.

During previous discussions to review preliminary plans, the Board of Directors indicated a strong preference for a series of community and partner events to serve as the cornerstones of the 50<sup>th</sup> Anniversary Celebration. These events, along with other activities, will be supported and extended with media outreach, advertising and an ongoing online social media campaign. This contract covers the development of the comprehensive plan to integrate a calendar years' worth



of events, activities, outreach and stories to communicate key message themes and to reach and engage new audiences, alongside traditional participants.

### ***Consultant Selection***

A Request for Proposals (RFP) for 50th Anniversary Planning, Events and Video Production Services was issued on January 5, 2021 on BidSync. In addition, a project announcement was emailed to several firms. The deadline for submission was February 1, 2021. The RFP outlined a three-phased approach, including 1) overall planning, 2) specific event and activity planning, and 3) managing the execution of plan elements during calendar year 2022. The RFP highlighted five categories of project elements for which the District was seeking consultant support:

- Anniversary Year Celebration Plan
- Communications and Media
- Gatherings, Symposium and Events
- Explore Challenge
- Video Production

Firms were invited to submit proposals for any or all elements. Of the 17 proposals received, seven firms proposed some or all of the various planning elements with comprehensive planning costs (covering the overall plans and specific event and activity plans) ranging between \$70,000-\$106,000.

A consultant-selection panel comprised of staff from the Public Affairs, Natural Resources and the General Manager's Office reviewed and evaluated the consultant qualifications and proposals against consistent criteria regarding expertise, approach, qualifications, relevant experience and quality of relevant work samples. Five firms were selected for further interviews to solicit additional information and evaluate the consultant teams' understanding of project objectives and fitness for the assignment. During the evaluation period, the Board of Directors was twice consulted and the Board's prioritization of inclusive community events and attracting new audiences figured into final consultant selection.

The selection panel unanimously determined Matter to be the best suited and most qualified to develop the overall 50<sup>th</sup> Anniversary Celebration Plan and specific event and activities plans at a fair and reasonable price. Matter is an award-winning strategic and creative firm focused exclusively on mission-driven organizations. Their proposal and presentation outlined a depth of experience in designing and producing innovative events and campaigns to reach targeted audiences. The range of services provided by Matter offers streamlined access to a full suite of professional assistance to support the Public Affairs department in this major endeavor.

### ***Consultant Scope***

Under this contract, Matter will perform two phases of work: (1) developing a comprehensive plan for the 50<sup>th</sup> Anniversary Celebration, including proposed events, activities, media relations, advertising, and communications outreach, and (2) developing a budget and timeline for implementing each assigned project element. As part of the plan development, meetings will be held with Board Liaisons to discuss relevant plan elements. Contingent upon Matter's satisfactory performance, the General Manager would return to the Board in approximately six months to approve a contract amendment for the third phase of work, which will include final logistics and implementation for each event and activity plan, and executing assigned advertising



and communications tactics. Video production work will be covered under a separate contract(s), which will follow the District purchasing policy.

## **FISCAL IMPACT**

The upcoming fiscal year (FY) 2021-22 proposed budget includes \$402,000 for the 50th Anniversary Public Events and Activities project, which is sufficient to cover the cost of the recommendation.

## **BOARD AND COMMITTEE REVIEW**

This Project previously came before the Board of Directors at the following public meetings:

- **November 17, 2020:** Legislative, Funding and Public Affairs Committee review and input on the proposed scope of the 50<sup>th</sup> Anniversary Celebration Plans. ([R-20-130](#), [meeting minutes](#))
- **December 9, 2020:** Board review and input on the proposed scope of the 50<sup>th</sup> Anniversary Celebration Plans. ([R-20-148](#), [meeting minutes](#))
- **December 16, 2020:** Board discussion and input on the proposed scope of the 50<sup>th</sup> Anniversary Celebration Plans. ([R-20-148 - revised](#), [meeting minutes](#))
- **February 24, 2021:** Oral update and board discussion on 50<sup>th</sup> Anniversary Celebration Plans. ([meeting minutes](#))
- **April 14, 2021:** Oral update and board discussion on 50<sup>th</sup> Anniversary Celebration Plans. ([meeting minutes](#))

## **PUBLIC NOTICE**

Public notice was provided as required by the Brown Act

## **CEQA COMPLIANCE**

This item is not a project subject to the California Environmental Quality Act

## **NEXT STEPS**

Upon Board approval, the General Manager will direct staff to enter into a contract with Matter Unlimited. Once completed, the plan and contract for implementation assistance will be presented to the Board for review and adoption by November 2021.

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