

DRAFT

RESOLUTION 20xx-xxx

RESOLUTION AUTHORIZING THREE TWO-YEAR AGREEMENTS WITH FAIRBANK, MASLIN, MAULLIN, METZ & ASSOCIATES, INC. (FM3); TRUE NORTH RESEARCH, INC.; AND LUTH RESEARCH, LLC FOR AS-NEEDED MARKET RESEARCH CONSULTING SERVICES BEGINNING APRIL 11, 2018 TO APRIL 10, 2020 FOR AN AGGREGATE AMOUNT NOT TO EXCEED \$450,000

WHEREAS, the San Diego Unified Port District (District) is a public corporation created by the legislature in 1962 pursuant to Harbors and Navigation Code Appendix 1, (Port Act); and

WHEREAS, the Board of Port Commissioners (BPC) adopted BPC Policy No. 110 to establish a policy governing the processing and administration of public projects, consulting and service agreements, the purchasing of supplies, materials, and equipment, and grants; and

WHEREAS, in order to attain public input and direction on key initiatives, the Port supplements in-house staff with professional consumer research consulting firms that provide specific technical expertise; and

WHEREAS, these consulting firms provide key metrics to better inform decisions for outreach campaigns and be more efficient and effective with these campaigns; and

WHEREAS, On October 26, 2017, the RFQ for As-Needed Consumer Research Consulting Services was issued and on November 7, 2017, an information exchange meeting was held; and

WHEREAS, during the advertisement period, 1,373 vendors were notified and 55 vendors registered for the opportunity; and

WHEREAS, on December 5, 2017, the District received responsive proposals from 15 firms; and

WHEREAS, qualifications were reviewed by a cross-departmental panel of District staff; and

WHEREAS, 6 firms were selected for interviews based on their written submittals and interviews were conducted on January 18, 2018; and

20xx-xxx

WHEREAS, the selection panel found that Fairbank, Maslin, Maullin, Metz & Associates, Inc. (FM3); True North Research, Inc.; and Luth Research, LLC were the highest qualified based on the relevant experience of their staff and firm, approach to the project, capability to perform, and fair and reasonable cost.

NOW, THEREFORE, BE IT RESOLVED by the Board of Port Commissioners of the San Diego Unified Port District, as follows:

The Executive Director or her designated representative is hereby authorized and directed on behalf of the San Diego Unified Port District to enter into three two-year agreements with Fairbank, Maslin, Maullin, Metz & Associates, Inc.; True North Research, Inc.; and Luth Research for as-needed market research consulting services beginning April 11, 2018 to April 10, 2020 for an aggregate amount not to exceed \$450,000.

APPROVED AS TO FORM AND LEGALITY:
GENERAL COUNSEL

By: Assistant/Deputy

PASSED AND ADOPTED by the Board of Port Commissioners of the San Diego Unified Port District, this 10th day of April, 2018, by the following vote: