

San Francisco Bay Conservation and Development Commission

375 Beale Street, Suite 510, San Francisco, California 94105 | Phone 415-352-3600
State of California | Gavin Newsom – Governor | info@bcdc.ca.gov | www.bcdc.ca.gov

September 4, 2026

TO: Commissioners and Alternates

FROM: Lawrence J. Goldzband, Executive Director (415-352-3653; larry.goldzband@bcdc.ca.gov)
Rylan Gervase, Director of Legislative & External Affairs (415-961-9088; rylan.gervase@bcdc.ca.gov)

SUBJECT: **Staff Recommendation to Enter into a Contract with Community Planning Collaborative to Provide Communications Support**
(For Commission consideration on September 17, 2026)

Summary and Recommendation

Staff recommends that the Commission authorize its Executive Director to enter into a contract for up to \$549,381 with Community Planning Collaborative (CPC) to provide ongoing communications support for the next three years. The staff further recommends that the Commission authorize the Executive Director to amend the contract as necessary, including revising the amount or duration of the agreement, so long as the amendment does not substantially change the services provided.

Staff Report

Background

On January 19, 2022 the Commission approved an initial contract with Greenbelt Alliance to provide communications support around regional adaptation using the Bay Adapt and Regional Shoreline Adaptation Plan brands. The contract also provided event planning support for BCDC's annual Rising Together summit, celebrating progress made on regional sea level rise adaption. This contract expired on June 30, 2026.

Purpose

The San Francisco Bay Conservation and Development Commission (BCDC) protects and enhances San Francisco Bay and advances its responsible, productive, and equitable use through planning, permitting, shoreline resilience, public access, and environmental justice work. Because BCDC's mission depends on public understanding, intergovernmental coordination, and meaningful engagement with diverse communities and stakeholders, communications is a core operational and strategic function of the agency. Communications services are essential to clearly convey agency priorities, policies, programs, and decisions; support public participation and transparency; strengthen relationships with partners and the public; and ensure that BCDC's work is accessible, timely, accurate, and responsive.



Summary of Tasks

- **TASK 1: Agency-wide Communications Support**
 - CPC will provide communications support across the entire agency, including a variety of stakeholders and audiences. CPC's team will maintain a prioritized, scheduled workplan for the variety of deliverables included and coordinate closely with their subcontractor, Keeton Public Relations, with expertise in local government and sustainability media. The contractor will create a style guide and brand toolkit, including guidance on BCDC's varied audiences, building a foundation for the remaining elements of this task.
- **TASK 2: Regulatory Communications Support**
 - CPC will lead communications support specifically for the Regulatory Division, supporting their work with clear, effective outreach materials and engagement programming. This work involves translation of complex policy and regulatory information into engaging and approachable content (plain language narrative and user-friendly, attractive graphics) to help specific audiences understand what they need to know.
- **TASK 3: Equity Communications Support**
 - With the support of the subcontractors Native American Health Center and Greenbelt Alliance, CPC will lead communications support for BCDC's Environmental Justice Team. This work will include an equity focused communication strategy that will identify culturally relevant messaging for priority communities, with the goal of building trusting relationships between the agency and the public.
- **TASK 4: Bay Adapt and RSAP Communications Support**
 - CPC will lead communications support specifically for the Bay Adapt Program, including the Bay Adapt Joint Platform and the Regional Shoreline Adaptation Plan (RSAP), utilizing the existing Bay Adapt brand and voice to continue broad and deep engagement activities. This will include an updated communications plan and public information for each effort, as well as graphic design support.
- **TASK 5: Rising Together Annual Summit**
 - With the support of the subcontractor Greenbelt Alliance, CPC will plan and manages BCDC's Rising Together, an annual summit launched by BCDC in 2024 to celebrate regional progress on adapting to sea level rise. The contractor will plan a one-day event paired with field trips that brings together 200-300 sea level rise adaptation practitioners, the public, and other interested parties to celebrate the progress made on sea level rise adaptation throughout the Bay Area with an emphasis on the Bay Adapt Joint Platform. The contractor will provide significant support to plan and execute three years of this annual event.

Selection Process

BCDC issued an RFP solicitation on May 7, 2026, with a deadline of June 4, 2026. BCDC received four complete proposals and conducted an initial review. Four consultant teams were selected for interviews July 9, 2026. All proposals were scored and the highest scoring proposal was selected. The Notice of Intent to Award was posted July 30, 2026, and finalized August 5, after a five-day public notice. Funding for this amended scope of work is provided through BCDC's General Fund. The contract period is January 1, 2027, through January 1, 2030, and is contingent on approval by the Department of General Services.