

PROCUREMENT SUMMARY

ADVERTISING AND COMMUNICATIONS SERVICES/PS71009000

1.	Contract Number: PS71009000	
2.	Recommended Vendor: Civilian, Inc.	
3.	Type of Procurement (check one): <input type="checkbox"/> IFB <input checked="" type="checkbox"/> RFP <input type="checkbox"/> RFP-A&E <input type="checkbox"/> Non-Competitive <input type="checkbox"/> Modification <input type="checkbox"/> Task Order	
4.	Procurement Dates:	
	A. Issued: August 24, 2020	
	B. Advertised/Publicized: August 24, 2020	
	C. Pre-Proposal Conference: September 9, 2020	
	D. Proposals Due: October 7, 2020	
	E. Pre-Qualification Completed: December 2, 2020	
	F. Conflict of Interest Form Submitted to Ethics: October 8, 2020	
	G. Protest Period End Date: April 19, 2021	
5.	Solicitations Picked up/Downloaded: 76	Bids/Proposals Received: 5
6.	Contract Administrator: Greg Baker	Telephone Number: (213) 922-7577
7.	Project Manager: Bunrort Em	Telephone Number: (213) 922-5246

A. Procurement Background

This Board Action is to approve the award of Contract No. PS71009000 to Civilian, Inc. to provide advertising and communications services. Board approval of contract awards are subject to resolution of any properly submitted protest.

On August 24, 2020, Request for Proposals (RFP) No. PS71009 was issued as a competitive negotiated procurement in accordance with Metro's Acquisition Policy and the contract type is a firm fixed unit rate. This solicitation was issued under the Small Business Prime Program.

One amendment was issued during the solicitation phase of this RFP:

- Amendment No. 1, issued on September 21, 2020 extended the proposal due date.

A virtual pre-proposal conference was held on September 9, 2020. A total of 76 firms downloaded the RFP and were included in the planholders' list. A total of 71 questions were received, and Metro provided responses prior to the proposal due date.

A total of five proposals were received on October 7, 2020 from firms listed below in alphabetical order:

1. Acento Advertising

2. Civilian, Inc.
3. GP Generate, LLC
4. Pulsar Advertising, Inc.
5. Sensis, Inc.

B. Evaluation of Proposals

A Proposal Evaluation Team (PET) consisting of staff from Metro’s Communications and Board Relations departments was convened and conducted a comprehensive technical evaluation of the proposals received.

On October 12, 2020, the PET met to review the evaluation criteria package, process confidentiality and conflict of interest forms and take receipt of the five proposals to initiate the evaluation phase. Evaluations were conducted from October 12, 2020 through October 29, 2020.

On October 20, 2020, Metro’s Diversity and Economic Opportunity Department (DEOD) determined Acento Advertising to be ineligible for award under the SBE Prime Program since it is not a Metro-certified SBE firm at the time of the proposal due date. Hence, Acento Advertising was excluded from further consideration.

The PET continued to evaluate the remaining four proposals based on the following weighted evaluation criteria:

- | | |
|---|------------|
| • Degree of the Prime's Skills and Experience | 40 Percent |
| • Experience and Qualification of Proposed Personnel | 25 Percent |
| • Understanding of Work and Appropriateness of Approach for Implementation of the Services Identified in the Scope of Service (SOS) | 25 Percent |
| • Cost Proposal | 10 Percent |

The evaluation criteria are appropriate and consistent with criteria developed for similar advertising and communication services procurements. Several factors were considered in developing these weights, giving the greatest importance to the degree of the prime's skills and experience.

On October 30, 2020, the PET reconvened and determined that of the remaining four proposals received, one firm was determined to be outside the competitive range and was not included for further consideration. The three firms within the competitive range are listed below in alphabetical order:

1. Civilian, Inc.
2. Sensis, Inc.
3. Pulsar Advertising, Inc.

Each firm provided an overview of existing clientele, presented the industry experience of each team member, proposed commitment to the project and existing engagements that may impact work performance on this contract.

Qualifications Summary of Firms within the Competitive Range:

Civilian, Inc.

Civilian, Inc. established in 1999, is an advertising and marketing agency for government and non-profit organizations. The firm specializes in strategic planning, research and audience insights, brand development, media planning and placement, digital and social media, web development, creative development and production, and stakeholder engagement.

Sensis, Inc.

Sensis, Inc. established in 1998 and headquartered in Los Angeles, provides full, integrated advertising and web development services to government agencies, with experience spanning all traditional and digital marketing, and communications services platforms. Its clients include the Department of Homeland Security, Department of Health and Human Services and the Department of Defense.

Pulsar Advertising, Inc.

Pulsar Advertising, Inc. has been in business for over 28 years and is a full-service advertising and marketing agency that provides a full range of advertising and marketing services in the transportation industry.

At the conclusion of the evaluation process, Civilian, Inc. was determined to be the top ranked firm.

A summary of the PET scores is provided below:

1	Firm	Average Score	Factor Weight	Weighted Average Score	Rank
2	Civilian, Inc.				
3	Degree of the Prime's Skills and Experience	84.45	40.00%	33.78	
4	Experience and Qualification of Proposed Personnel	80.56	25.00%	20.14	
5	Understanding of Work and Appropriateness of Approach for Implementation of the Services Identified in the SOS	84.20	25.00%	21.05	

6	Cost Proposal	74.90	10.00%	7.49	
7	Total		100.00%	82.46	1
8	Sensis, Inc.				
9	Degree of the Prime's Skills and Experience	80.00	40.00%	32.00	
10	Experience and Qualification of Proposed Personnel	69.96	25.00%	17.49	
11	Understanding of Work and Appropriateness of Approach for Implementation of the Services Identified in the SOS	75.04	25.00%	18.76	
12	Cost Proposal	86.10	10.00%	8.61	
13	Total		100.00%	76.86	2
14	Pulsar Advertising, Inc.				
15	Degree of the Prime's Skills and Experience	78.35	40.00%	31.34	
16	Experience and Qualification of Proposed Personnel	72.24	25.00%	18.06	
17	Understanding of Work and Appropriateness of Approach for Implementation of the Services Identified in the SOS	68.36	25.00%	17.09	
18	Cost Proposal	100.00	10.00%	10.00	
19	Total		100.00%	76.49	3

C. Cost/Price Analysis

The recommended firm fixed unit rates have been determined to be fair and reasonable based upon adequate price competition, price analysis, fact finding, negotiation and technical analysis.

D. Background on Recommended Contractor

The recommended firm, Civilian, Inc. is headquartered in San Diego, CA. It is a full-service marketing communications agency that has provided advertising and communications services to Metro for the past five years. Civilian Inc.'s performance has been satisfactory.

Civilian, Inc. is a women-owned, Metro certified small business firm and will perform 100% of the work with its own workforce.

The proposed Executive Lead and Project Manager have over 30 years of combined experience in marketing, communications and outreach that is centered on public agencies, including the transportation industry.