

## PROCUREMENT SUMMARY

CONTRACT NO. PS85397007

TASK ORDER NO. 1  
STREET TEAMS PROGRAM

1.	<b>Contract Numbers:</b> Task Order No. 1 under Contract No. PS85397007	
2.	<b>Recommended Vendors:</b> Lee Andrews Group	
3.	<b>Type of Procurement : (check one):</b> <input checked="" type="checkbox"/> RFP <input type="checkbox"/> IFB <input type="checkbox"/> IFB-A&E <input type="checkbox"/> Non-Competitive <input type="checkbox"/> Modification <input checked="" type="checkbox"/> Task Order	
4.	<b>Procurement Dates:</b>	
	<b>A. Issued:</b> October 21, 2022	
	<b>B. Advertised/Publicized:</b> N/A	
	<b>C. Pre-Proposal Conference:</b> N/A	
	<b>D. Proposals Due:</b> November 4, 2022	
	<b>E. Pre-Qualification Completed:</b> Pending	
	<b>F. Conflict of Interest Form Submitted to Ethics:</b> November 16, 2022	
	<b>G. Protest Period End Date:</b>	
5.	<b>Solicitations Picked up/Downloaded:</b> 12	<b>Proposals Received:</b> 4
6.	<b>Contract Administrator:</b> Antwaun Boykin / Mark Lu	<b>Telephone Number:</b> (213) 922-1056
7.	<b>Project Manager:</b> Lilian De Loza-Gutierrez	<b>Telephone Number:</b> (213) 922-7479

**A. Procurement Background**

This Board Action is to approve the award of Task Order No. 1 under Contract No. PS85397007, Communications Bench, issued to hire a strategic communications team to develop, manage and administer Metro's Customer Experience Street Team Program for the remainder of FY 22/23. Board approval of task order awards are subject to resolution of any properly submitted protest(s).

The Task Order Request for Proposals (RFP) was issued in accordance with Metro's Acquisition Policy and the contract type is firm fixed price. The twelve qualified contractors under Discipline 1 - Strategic Communication of the Communications Bench, received the Task Order RFP.

There were 26 questions asked and responses were released prior to the proposal due date. One amendment was issued during the solicitation phase of this RFP to extend the proposal due date.

A total of four proposals were received on November 4, 2022, from the following firms listed below in alphabetical order:

1. Lee Andrews Group
2. Murakawa Communications
3. North Star Alliance
4. Redwood Resources

## **B. Evaluation of Proposals**

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

The proposals were evaluated based on the following evaluation criteria and weights:

- Project Administration 30 percent
- Experience and Capabilities of Key Personnel 30 percent
- Understanding of Work and Appropriateness of Approach of Management Plan 30 percent
- Cost Proposal 10 percent

The evaluation criteria are appropriate and consistent with criteria developed for other, similar types of procurement.

During the period of November 7, 2022 to November 15, 2022, the PET independently evaluated and scored the technical proposals and requested that all four firms be invited for an oral presentation on November 10, 2022, which provided them the opportunity to respond to questions from the PET. Following the oral presentation, the firms were asked to submit clarifications to their proposals. The PET finalized and submitted their technical scores based on both the written proposal and input received during the oral presentation and clarifications. On November 15, 2022, the PET completed their evaluation of the proposal and determined Lee Andrews Group was the highest ranked firm to perform the required services.

Lee Andrews Group demonstrated relevant experience and expertise in providing street team program services. Their proposal included a well thought-out detailed plan to providing the services. The firm proposed to utilize Community Based Organizations and qualified staff to deliver the services.

Below is the evaluation score summary:

<b>1</b>	<b>Firm</b>	<b>Average Score</b>	<b>Factor Weight</b>	<b>Weighted Average Score</b>	<b>Rank</b>
<b>2</b>	<b>Lee Andrews Group</b>				
<b>3</b>	Project Administration	93.33	30.00%	28.00	
<b>4</b>	Experience and Capabilities of Key Personnel	100.00	30.00%	30.00	
<b>5</b>	Understanding of Work and Appropriateness of	93.33	30.00%	28.00	

	Approach of Management Plan				
<b>6</b>	Cost	50.90	10.00%	5.09	
<b>7</b>	<b>Total</b>		<b>100.00%</b>	<b>91.09</b>	<b>1</b>
<b>8</b>	<b>Murakawa Communications</b>				
<b>9</b>	Project Administration	80.00	30.00%	24.00	
<b>10</b>	Experience and Capabilities of Key Personnel	66.67	30.00%	20.00	
<b>11</b>	Understanding of Work and Appropriateness of Approach of Management Plan	86.67	30.00%	26.00	
<b>12</b>	Cost	100.00	10.00%	10.00	
<b>13</b>	<b>Total</b>		<b>100.00%</b>	<b>80.00</b>	<b>2</b>
<b>14</b>	<b>North Star Alliance</b>				
<b>15</b>	Project Administration	80.00	30.00%	24.00	
<b>16</b>	Experience and Capabilities of Key Personnel	66.67	30.00%	20.00	
<b>17</b>	Understanding of Work and Appropriateness of Approach of Management Plan	80.00	30.00%	24.00	
<b>18</b>	Cost	60.00	10.00%	6.00	
<b>19</b>	<b>Total</b>		<b>100.00%</b>	<b>74.00</b>	<b>3</b>
<b>20</b>	<b>Redwood Resources</b>				
<b>21</b>	Project Administration	63.33	30.00%	19.00	
<b>22</b>	Experience and Capabilities of Key Personnel	73.33	30.00%	22.00	
<b>23</b>	Understanding of Work and Appropriateness of Approach of Management Plan	70.00	30.00%	21.00	
<b>24</b>	Cost	45.60	10.00%	4.56	
<b>25</b>	<b>Total</b>		<b>100.00%</b>	<b>66.56</b>	<b>4</b>

### C. Price Analysis

The recommended price of \$6,753,722.52 has been determined to be fair and reasonable based upon adequate competition, historical rates, and technical analysis.

<b>Proposer Name</b>	<b>Proposal Amount</b>	<b>Metro ICE</b>	<b>Award Amount</b>
Lee Andrews Group	\$6,753,722.52	\$4,988,000.00	\$6,753,722.52
Murakawa Communications	\$3,440,721.26		

North Star Alliances	\$5,729,932.00		
Redwood Resources	\$7,545,094.87		

The variance between the ICE and award amount can be attributed to the ICE not accounting for the compensation of community-based partners that are being requested in the SOW. Additionally, higher labor hours are needed for overall project administration and management of the street team program.

**D. Background on Recommended Contractor**

**Lee Andrews Group**

The recommended firm, Lee Andrews Group, is a Los Angeles based communications firm with over 20 years of experience. Lee Andrews Group is a Metro certified SBE firm with experience managing multiple community outreach projects and providing support and guidance to local government agencies and private entities. Lee Andrews Group has provided community and public outreach for Alameda Corridor-East Construction Authority and the City of Bakersfield. The firm has also worked on several Metro projects and has performed satisfactorily.