

## PROCUREMENT SUMMARY

## MEDIA PLANNING AND PLACEMENT SERVICES/PS5603300

1.	<b>Contract Number:</b> PS5603300	
2.	<b>Recommended Vendor:</b> Civilian, Inc.	
3.	<b>Type of Procurement (check one):</b> <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.	<b>Procurement Dates:</b>	
	<b>A. Issued:</b> September 13, 2015	
	<b>B. Advertised/Publicized:</b> September 23, 2015	
	<b>C. Pre-Proposal/Pre-Bid Conference:</b> N/A	
	<b>D. Proposals/Bids Due:</b> October 27, 2015	
	<b>E. Pre-Qualification Completed:</b> April 18, 2016	
	<b>F. Conflict of Interest Form Submitted to Ethics:</b> March 30, 2016	
	<b>G. Protest Period End Date:</b> August 25, 2016	
5.	<b>Solicitations Picked up/Downloaded:</b> 11	<b>Bids/Proposals Received:</b> 3
6.	<b>Contract Administrator:</b> Rommel Hilario	<b>Telephone Number:</b> (213) 922-4654
7.	<b>Project Manager:</b> Bernadette Mindiola	<b>Telephone Number:</b> (213) 922-1056

**A. Procurement Background**

This Board Action is to approve a contract award in support of Metro's Communications Department to plan and place advertising in traditional printed, social media, and digital formats as outlined in the Request for Proposal (RFP) No. PS197287140.

The RFP was issued as a competitive negotiated procurement in accordance with Metro's Acquisition Policy. The contract type is a firm fixed unit price.

No amendments were issued during the solicitation phase of this RFP.

A total of three proposals were received on October 27, 2015.

The three proposers are listed in alphabetical order:

1. Civilian, Inc.
2. RadioWave
3. Sensis

**B. Evaluation of Proposals/Bids**

Proposal submittals were evaluated in accordance with the criteria established in the RFP and in compliance with Metro's Acquisition Policy.

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

- Qualifications of the Firm 25%
- Staffing and Project Organization 25%
- Work Plan 25%
- Price 25%

The evaluation criteria are appropriate and consistent with criteria developed for other similar services procurements. Several factors were considered when developing these weights, giving equal importance to the various criteria.

The Proposal Evaluation Team (PET), consisting of staff from Metro’s Communications Department and external subject matter expert, met on November 10, 2015, to conduct a comprehensive review of the technical qualifications of the firms’ proposals based on the technical criteria consistent with the qualifications, experience, and resources necessary to meet the requirements of the RFP.

Based on additional questions from the PET, interviews were scheduled with all three firms on January 14, 2016. During the interviews, each firm’s presentation addressed the requirements of the RFP and their experience with all aspects of the required tasks. Each firm was asked questions relative to each of their proposed alternatives and previous experience. After the interviews, staff still needed to engage with all three firms on multiple rounds of questions regarding staffing plans, work plans, and perceived project issues.

This process highlighted the need for staff to revise the statement of work and increase the number of hours to accurately reflect what is needed to complete the project. In February 2016, staff began to revise the statement of work and the pricing sheets.

On May 5, 2016, a revised Statement of Work and a Schedule of Quantities and Prices were developed and sent out as a Best and Final Offer (BAFO) request to all three proposed firms.

As a result of the proposals, interviews, and BAFO responses, the PET recommendation for contract award is the following:

1	Firm	Average Score	Factor Weight	Weighted Average Score	Rank
2	Civilian, Inc.				
3	Qualifications of the Firm	87.00	25.00%	21.75	
4	Staffing/Project Organization	89.00	25.00%	22.25	

5	Work Plan	85.00	25.00%	21.25	
6	Price	100	25.00%	25.00	
7	<b>Total</b>		<b>100.00%</b>	<b>90.25</b>	<b>1</b>
8	<b>Sensis</b>				
9	Qualifications of the Firm	79.00	25.00%	19.75	
10	Staffing/Project Organization	80.32	25.00%	20.08	
11	Work Plan	78.68	25.00%	19.67	
12	Price	99.96	25.00%	24.99	
13	<b>Total</b>		<b>100.00%</b>	<b>84.49</b>	<b>2</b>
14	<b>RadioWave</b>				
15	Qualifications of the Firm	67.32	25.00%	16.83	
16	Staffing/Project Organization	59.32	25.00%	14.83	
17	Work Plan	55.00	25.00%	13.75	
18	Price	98.80	25.00%	24.70	
19	<b>Total</b>		<b>100.00%</b>	<b>70.11</b>	<b>3</b>

### C. Cost/Price Analysis

The recommended price has been determined to be fair and reasonable based upon adequate competition, price analysis, independent cost estimate, fact finding, and technical evaluation.

PROPOSER	BAFO AMOUNT	METRO ICE	AWARD AMOUNT
Civilian, Inc.	\$3,049,769.10	\$3,408,395.00	\$3,049,769.10
Sensis	\$3,051,312.00		
RadioWave	\$3,082,047.36		

### D. Background on Recommended Contractor

#### **Civilian, Inc.**

Civilian, Inc., located in San Diego, has been in business for 18 years and is a leader in marketing campaigns and placement services. In 2010, Civilian made the strategic decision to work only with organizations that help strengthen and improve communities. The following are benefits and advantages to working with Civilian: 1) demonstrated ability to produce positive measureable shifts in attitudes, beliefs and

behaviors within communities; 2) proven capacity to leverage new technologies to find the right solutions for marketing, consumer loyalty and growth, and marketing automation; 3) demonstrated public sector experience promoting public education, awareness and social marketing campaigns specifically for public transportation; and 4) a systematic and holistic approach which is informed by foundational research, fueled by engaging and resonant messaging, and directed from a strategic insight into making lasting shifts in awareness and the attitudes that deliver widespread change.