

PROCUREMENT SUMMARY

SEPULVEDA TRANSIT CORRIDOR COMMUNITY PARTICIPATION
PROGRAM / PS68039000

1.	Contract Number: PS68039000	
2.	Recommended Vendor: Arellano Associates LLC	
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: January 24, 2020	
	B. Advertised/Publicized: January 24, 2020	
	C. Pre-Proposal Conference: February 5, 2020	
	D. Proposals Due: February 24, 2020	
	E. Pre-Qualification Completed: Pending	
	F. Conflict of Interest Form Submitted to Ethics: October 6, 2020	
	G. Protest Period End Date: November 23, 2020	
5.	Solicitations Picked up/Downloaded: 87	Bids/Proposals Received: 3
6.	Contract Administrator: Ana Rodriguez	Telephone Number: 213-922-1076
7.	Project Manager: Karen Swift	Telephone Number: 213-922-1348

A. Procurement Background

This Board Action is to approve Contract No.PS68039000 in support of developing and implementing a community engagement program for the Sepulveda Transit Corridor's environmental review process, inclusive of the Pre-Development Agreement process. Board approval of contract awards is subject to resolution of any properly submitted protest.

Request for Proposals (RFP) No. PS68039 was issued in accordance with Metro's Acquisition Policy and the contract type is a firm fixed price.

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

A pre-proposal conference was held on February 5, 2020 and was attended by 23 participants representing 20 firms. There were 5 questions submitted and responses were released prior to the proposal due date.

A total of 87 firms downloaded the RFP and were included on the plan holders list. A total of three proposals were received by the due date of February 24, 2020 from the following firms:

- Arellano Associates LLC
- Lee Andrews Group, Inc.
- McCormick-Busse, Inc. (MBI Media)

B. Evaluation of Proposals

A Proposal Evaluation Team (PET) consisting of staff from Metro's Community Relations Department, Countywide Planning Department, and Transit Project Delivery (Program Management) was convened and conducted a comprehensive technical evaluation of the proposals received.

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

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|---|------------|
| • Minimum Requirements and Qualifications | Pass/Fail |
| • Understanding of the Scope of Services and Approach | 35 percent |
| • Experience of Team Members | 35 percent |
| • Effectiveness of Project Management Plan | 10 percent |
| • Price Proposal | 20 percent |

Several factors were considered when developing these weights, giving the greatest importance to understanding of the scope of services and the experience of team members.

All proposers were determined to have met the minimum requirements and qualifications identified in the RFP. During the period of February 24, 2020 to March 30, 2020, the PET members independently evaluated and scored the technical proposals. All three firms were interviewed by the PET on April 15 and 16, 2020. The firms were requested to focus their presentation on the project management approach, how they would adhere to Metro's Communications Protocol established for this project, and how they would engage harder-to-reach populations.

The PET finalized their scores on August 7, 2020. The final scoring determined Arellano Associates to be the highest ranked firm.

Qualifications Summary of Firms within the Competitive Range:

Arellano Associates

Arellano Associates (AA) is a Metro certified SBE that specializes in providing communications, public and stakeholder engagement strategies to its clients. Similar past outreach projects include the Sepulveda Transit Feasibility Study, NextGen Bus Study, the Metro Purple Line Extension Section 2 outreach, and the West Santa Ana Branch Transit Corridor Community Participation Program.

AA submitted a technical proposal containing a comprehensive approach and demonstrated a good understanding of the project issues, activities, and tools required to complete the work. The assembled team demonstrated their knowledge and experience in this corridor and their understanding of the various relevant stakeholders.

MBI Media

MBI Media (MBI) is a Metro-certified SBE that was established in 1989 and is a strategic communications firm with over 30 years of experience in the areas of outreach, media, and community relations. Similar past projects include the Metro Link Union Station project, the Metro I-710 EIR/EIS project, and the Metro Long Range Transportation Plan.

Lee Andrews Group

Lee Andrews Group is a Metro-certified SBE that was established in 1993 and has over 26 years of experience. They provide public outreach services to public agencies. Similar past projects include Community Outreach for the Crenshaw/LAX Transit Corridor and the Public Information Management for the I-15 Cajon Pass Rehabilitation Design-Build Project.

A summary of the PET scores is provided below.

1	Firm	Average Score	Factor Weight	Weighted Average Score	Rank
2	Arellano Associates				
3	Understanding of the Scope of Services and Approach	92.57	35.00%	32.40	
4	Experience of Team Members	87.14	35.00%	30.50	
5	Effectiveness of Project Management Plan	82.00	10.00%	8.20	
6	Price Proposal	30.10	20.00%	6.02	
7	Total		100.00%	77.12	1
8	MBI Media				
9	Understanding of the Scope of Services and Approach	58.00	35.00%	20.30	
10	Experience of Team Members	61.71	35.00%	21.60	
11	Effectiveness of Project Management Plan	56.50	10.00%	5.65	
12	Price Proposal	100.00	20.00%	20.00	
13	Total		100.00%	67.55	2
14	Lee Andrews Group				
15	Understanding of the Scope of Services and Approach	52.00	35.00%	18.20	
16	Experience of Team Members	52.57	35.00%	18.40	
17	Effectiveness of Project Management Plan	48.00	10.00%	4.80	
18	Price Proposal	70.58	20.00%	14.12	
19	Total		100.00%	55.52	3

C. Cost/Price Analysis

The recommended price has been determined to be fair and reasonable based upon an independent cost estimate (ICE), cost analysis, technical evaluation, fact finding, and negotiations.

Metro’s ICE underestimated the level of effort that would be required to complete the project. Furthermore, the original proposal assumed a much higher level of effort than would be required, especially with regards to the optional task for expanding the Community Participation program to include the Westside/LAX area. The optional Westside/LAX task accounted for over 40% of the total proposed price and this was not commensurate with Metro’s expectations for this task, if it should be exercised. Through discussions, clarifications, and negotiations, a more efficient level of effort was determined which resulted in cost savings to Metro.

	Proposer Name	Proposal Amount	Metro ICE	Negotiated amount
1.	Arellano Associates	\$8,948,709	\$4,627,401	\$4,861,759
2.	MBI Media	\$2,692,231		
3.	Lee Andrews Group	\$3,814,226		

D. Background on Recommended Contractor

The recommended firm, Arellano Associates is located in Chino Hills, CA, has been in business for 25 years and focuses on communications for public infrastructure and urban planning programs. Arellano Associates has completed previous projects for Metro and has performed satisfactorily.