

PROCUREMENT SUMMARY

COMMUNICATIONS BENCH / PS44432000

1.	Contract Numbers: PS44432001-010	
2.	Recommended Vendors: Arellano Associates; Celtis Ventures; Communications Lab; Community Connections; Consensus; Dakota Communications; ETA Agency; Lee Andrews Group; MBI Media; The Robert Group	
3.	Type of Procurement (check one): <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 type="checkbox"/> Task Order	
4.	Procurement Dates:	
	A. Issued: July 27, 2017	
	B. Advertised/Publicized August 3, 2017	
	C. Pre-proposal Conference: August 10, 2017	
	D. Proposals Due: August 31, 2017	
	E. Pre-Qualification Completed: Pending	
	F. Conflict of Interest Form Submitted to Ethics: October 5, 2017	
	G. Protest Period End Date: November 20, 2017	
5.	Solicitations Picked up/Downloaded: 51	Proposals Received: 17
6.	Contract Administrator: Antwaun Boykin	Telephone Number: (213) 922-1056
7.	Project Manager: Yvette ZR Rapose	Telephone Number: (213) 418-3154

A. Procurement Background

This Board Action is to approve the award of bench Contract Nos. PS44432001 through PS44432010 issued in support of the Metro Communications Department for a seven-year term inclusive of two, two-year options. The Contracts will be effective January 1, 2018 through December 31, 2024, plus two, two-year options, for a total amount not-to-exceed \$20,293,088. These services will be performed on an “as-needed” basis for which task orders will be issued. Board approval of contract awards are subject to resolution of properly submitted protests.

Request for Proposals (RFP) No. PS44432 was issued in accordance with Metro’s Acquisition Policy and the contract type is task order based.

Two amendments were issued during the solicitation phase of this RFP:

- Amendment No. 1, issued on August 11, 2017 provided documents from the pre-proposal conference ;
- Amendment No. 2, issued on August 24, 2017 provided a revised Cost Proposal ;

B. Evaluation of Proposals

A total of 17 proposals were received on the due date of August 31, 2017.

The firms are listed below in alphabetical order:

1. Arellano Associates
2. Celtis Ventures

3. Communications Lab
4. Community Connections
5. Consensus
6. Dakota Communications
7. ETA Agency
8. Lee Andrews Group
9. MBI Media
10. Noble Insight
11. North Star Alliances
12. PRR
13. Sensis
14. T&T/Saeshe
15. The Robert Group
16. Xerxes Studio
17. Zeldesign

A Proposal Evaluation Team (PET) consisting of staff from Metro Communications, Marketing, and Public 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:

- | | |
|---|------------|
| • Teaming Effort, Key Personnel Experience and Capabilities on the Contracting Team | 30 percent |
| • Experience in Transportation, LA County and Working in Diverse Communities | 25 percent |
| • Understanding of Work Scope and Approach for Implementation | 30 percent |
| • Cost | 15 percent |

Several factors were considered when developing these weights, giving the greatest importance to teaming effort, key personnel experience and capabilities on the contracting team, as well as, understanding of work scope and approach for implementation.

On August 31, 2017, the members of the PET were given copies of 16 written technical proposals to begin their evaluation. On September 1, 2017, one proposal was determined to be non-responsive because it did not meet the requirements of providing the services included in the statement of work. On September 18, 2017, the members of the PET met to determine the competitive range based on the evaluation criteria factors established in the solicitation. On September 22, 2017, six of the 16 firms were determined to be outside of the competitive range. From September 25, 2017 to September 27, 2017, the remaining 10 firms within the competitive range were contacted for additional discussion and clarification. Each proposing team was provided an opportunity to discuss their qualifications and respond to questions from the evaluation committee. In general, each team's presentation was designed to address questions submitted by the PET in order to clarify and discuss requirements of the RFP, and highlight their experience with all aspects of the required tasks. The PET concluded the evaluations on September 27, 2017.

The recommended firms for the bench are listed below in alphabetical order:

No.	Contract No.	Firm
1	PS44432001	Arellano Assosicates
2	PS44432002	Celtis Ventures
3	PS44432003	Communications Lab
4	PS44432004	Community Connections
5	PS44432005	Consensus
6	PS44432006	Dakota Communications
7	PS44432007	ETA Agency
8	PS44432008	Lee Andrews Group
9	PS44432009	MBI Media
10	PS44432010	The Robert Group

Nine of the recommended firms above are Metro certified SBE and/or DBE.

Qualifications Summary of Firms:

Arellano Associates

Arellano Associates (AA) is a Chino Hills based communications firm with over 23 years of experience. AA is a Metro certified SBE and DBE consulting firm specializing in communications and public outreach, community and government relations, and strategic planning and marketing programs. They offer a team of professionals who provide comprehensive communications and planning services for the full spectrum of public projects from planning to construction or implementation.

Celtis Ventures

Celtis Ventures (CV) is a Redondo Beach based communications firm with five years of experience. CV utilizes incisive strategies, creativity, brand transformation expertise and a targeted mix of digital, social, print, video and mobile tactics in communications and public outreach.

Communications Lab

Communications Lab (CL) is a communications firm based in the City of Orange with 12 years of experience. CL is a Metro certified SBE and DBE firm. CL has provided communications and public outreach for the Orange County Transportation Authority, Southern California Edison, and San Diego Gas and Electric.

Community Connections

Community Connections (CC) is a Los Angeles based communications firm with over 20 years of experience. CC is a Metro certified SBE and DBE firm. CC is an outreach specialist with experience working with and for public agencies and municipalities.

Consensus

Consensus is a Los Angeles based communications firm with over 30 years of experience. Consensus is a Metro certified SBE firm. Consensus specializes in public relations, public affairs and communications, the firm has provided services for the Orange County Transportation Authority, Caltrans, and the U.S. Veterans Administration for West Los Angeles.

Dakota Communications

Dakota Communications (DC) is a Los Angeles based communications firm with over 20 years of experience. DC is a Metro certified SBE and DBE firm. DC has experience building community support for public policy initiatives and programs advanced by corporate, business, governmental, non-profit and community-based organizations. DC has conducted outreach and public education campaigns for a variety of clients including Los Angeles Community College District and Los Angeles World Airport.

ETA Agency

ETA Agency (ETA) is a Long Beach based communications firm with 12 years of experience. ETA is a Metro certified SBE and DBE firm. ETA Agency specializes in community relations, increasing awareness and garnering public support for the public and private sector. ETA has experience working with government agencies, including Long Beach Transit, Newport Beach Police Department and Pasadena Fire Department.

Lee Andrews Group

Lee Andrews Group (LAG) is a Los Angeles based communications firm with over 20 years of experience. LAG is a Metro certified SBE and DBE firm. LAG has experience managing multiple community outreach projects and providing support and guidance to local government agencies and private entities. LAG has provided community and public outreach for Alameda Corridor-East Construction Authority and the City of Bakersfield.

MBI Media

MBI Media (MBI) is a Covina based communications firm with 28 years of experience. MBI is a Metro certified SBE and DBE firm. MBI specializes in Community Relations, Marketing, Public Relations and Multi-Media production. MBI has performed public outreach services for Metrolink and Los Angeles County Department of Public Works.

The Robert Group

The Robert Group (TRG) is a Los Angeles based communications firm with 25 years of experience. The Robert Group is a Metro certified SBE and DBE firm. TRG is a public affairs firm with expertise in community outreach, strategic communications, and governmental relations. TRG has worked with public sector governmental agencies such

as the City of Los Angeles Bureau of Sanitation and the City of Los Angeles Department of City Planning.

C. Price Analysis

The recommended fixed unit rates from all firms have been determined to be fair and reasonable based upon adequate price competition. Each individual task order will be competed and will comply with all requirements of Metro's Acquisition Policy and the terms and conditions of these Contracts. The contractors will propose according to the requirements of the task order, an independent cost estimate, technical evaluation, and cost/price analysis will be performed, as appropriate, on all task orders issued.

D. Background on Recommended Contractors

All ten firms listed above are recommended for award. These firms have been evaluated and determined to be qualified to work on Metro assignments on an as-needed, task order basis. Having multiple contracts ensures that Metro Communications Department will have a variety of on-call providers to support its communication and outreach efforts.