

PROCUREMENT SUMMARY

COMMUNITY INTERVENTION SPECIALIST (CIS)
PROGRAM MANAGEMENT/PS123774000

1.	Contract Numbers: PS123774000	
2.	Recommended Vendors: Lee Andrews Group, 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: May 14, 2024	
	B. Advertised/Publicized: May 14, 2024	
	C. Pre-Proposal Conference: May 22, 2024	
	D. Proposals Due: July 8, 2024	
	E. Pre-Qualification Completed: October 1, 2024	
	F. Ethics Declaration Forms submitted to Ethics: July 17, 2024	
	G. Protest Period End Date: October 29, 2024	
5.	Solicitations Picked up/Downloaded: 31	Proposals Received: 3
6.	Contract Administrator: Antwaun Boykin	Telephone Number: (213) 922-1056
7.	Project Manager: Karen Parks	Telephone Number: (213) 922-4612

A. Procurement Background

This Board Action is to award Contract No. PS123774000 to develop, manage and operate the Community Intervention Specialist Program that serves as a complement to the Metro Transit Ambassador Pilot Program. Board approval of contract award is subject to the resolution of any properly submitted protest(s), if any.

On May 14, 2024, Request for Proposals (RFP) No. PS123774 was issued as a competitive procurement in accordance with Metro's Acquisition Policy and the contract type is a firm fixed unit rate. The Diversity & Economic Opportunity Department (DEOD) recommended a 38% Small Business Enterprise (SBE) goal for this procurement. Further, the solicitation was subject to the following DEOD programs:

- SBE Contracting Outreach and Mentoring Plan (COMP) Program which required the selected contractor to mentor at least one (1) SBE firm for protégé development.
- Medium-Size Business Tier II Program (MSZ-II) which allowed medium-size tier II firms to submit proposals and, if more than one MSZ-II proposal is received, Metro may make an award to an MSZ-II firm. However, staff will consider proposals from all other firms if Metro doesn't receive an MSZ-II proposal.
- Local Small Business Enterprise Preference which gave eligible proposers 5% preference bonus points added to their overall evaluation score for utilizing local small business firms.

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

- Amendment No. 1, issued on May 17, 2024, revised the LOI-16 SBE COMP PROGRAM to include the number of firms required for protégé development, removed duplicate guidelines under LOI-18 - MSZ Program, incorporated Section 400 – SBE Contract Outreach and Mentoring Plan to the DEOD Instructions to Bidders/Proposers, included SP-05 - Insurance Requirements and evaluation criteria, revised the validity period of proposals and extended the due date for submission of questions and proposal due date.
- Amendment No. 2, issued on June 28, 2024, extended the proposal due date.

A total of 31 firms downloaded the RFP and were included on the planholders' list. A virtual pre-proposal conference was held on May 22, 2024, and was attended by 11 participants representing 4 firms. There were no questions received for this RFP.

A total of 3 proposals were received by July 8, 2024, from the following firms listed below in alphabetical order:

1. Lee Andrews Group, Inc.
2. RMI International
3. Strive Well-Being

B. Evaluation of Proposals

A Proposal Evaluation Team (PET) consisting of Metro staff from Customer Programs & Services, Homeless Outreach and Strategic Planning, and Systems Security and Law Enforcement Departments was convened and conducted a comprehensive technical evaluation of the proposals received.

Metro's Prequalification Office determined that all three proposers did not meet the definition of an MSZ-II firm. Since Metro did not receive proposals from an MSZ-II firm, the PET proceeded with the evaluation of all proposals received.

The proposals were evaluated based on the following evaluation criteria:

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| • Proposed Project Administration | 13% |
| • Strategic Recruitment, Hiring, and Retention | 20% |
| • Experience and Capabilities of Key Personnel | 13% |
| • Understanding of Work and Appropriateness of Approach of Management Plan | 10% |
| • Community Intervention Specialist Training Program | 20% |
| • SBE Contracting Outreach & Mentoring Plan (COMP) | 4% |
| • Price Proposal | 20% |
| • Local Small Business Enterprise (LSBE) Preference Program (Bonus Points) | 5% |

Several factors were considered when developing these weights, giving the greatest importance to strategic recruitment, hiring, and retention, community intervention specialist training program, and price.

From July 25, 2024, through September 20, 2024, the PET independently evaluated and scored the technical proposals. On September 17, 2024, staff conducted clarifications and discussions with all three proposing firms and requested each of them submit a Best and Final Offer (BAFO). At the conclusion of the evaluation, the PET determined Lee Andrews Group, Inc. to be the top-ranked firm. Staff conducted negotiations with Lee Andrews Group, Inc. through December 2024.

Qualifications Summary of Firms within the Competitive Range:

Lee Andrews Group, Inc.

Lee Andrews Group, Inc. (LAG), founded in 1993, is a Metro-certified small business firm, based in downtown Los Angeles, CA. LAG specializes in public relations and community engagement and is experienced in managing countywide initiatives. LAG has experience developing and implementing numerous successful public relations campaigns for such clients as Los Angeles Unified School District (LAUSD) and California Air Resources Board (CARB).

LAG's strategic recruitment and hiring plans demonstrated local knowledge of gangs and community dynamics, while showing a keen understanding of the underlying issues that impact the Metro service area and system. The LAG team includes four Los Angeles-based community organizations that have expertise in providing personal support, professional development, and resources to individuals affected by gang violence, incarceration, and social challenges. They also provide programs that promote peace, reduce violence, foster community empowerment, and drive impactful change.

LAG currently administers Metro's Customer Experience Street Team Program on the K Line and Discounted Fares Outreach Program, and performance has been satisfactory.

RMI International, Inc.

RMI International, Inc. (RMI), founded in 1996, is headquartered in Paramount, CA. RMI has experience providing public safety, customer support, and related services to public and private agencies such as the Los Angeles Police Department, American Honda Motor Company, Honda Aircraft Company, and Northwoods Retail Group.

RMI's technical expertise and experience are primarily focused on providing public safety, customer support, and related services. Further, its technical proposal did not sufficiently demonstrate how it would engage community-based organizations to reduce violence, assist in the personal development of high-risk individuals, provide gang intervention, and improve Metro-community relations.

Strive Well-Being

Strive Well-Being (SWB) is a Metro-certified small business firm, headquartered in San Diego, California. Founded in 2008, SWB provides holistic health and community well-being services across California. Existing government agency clients include the San Diego County Health and Human Services, and both Los Angeles County and Santa Clara County's Wellness Programs.

SWB's technical expertise and experience are mainly concentrated on providing customer support and community health and well-being services, particularly for the unhoused. In addition, SWB did not earn the LSBE preference bonus points.

The following is a summary of the PET scores:

1	Firm	Average Score	Factor Weight	Weighted Average Score	Rank
2	Lee Andrews Group, Inc.				
3	Proposed Project Administration	88.92	13.00%	11.56	
4	Strategic Recruitment, Hiring, And Retention	89.15	20.00%	17.83	
5	Experience And Capabilities of Key Personnel	94.46	13.00%	12.28	
6	Understanding of Work and Appropriateness of Approach of Management Plan	88.00	10.00%	8.80	
7	Community Intervention Specialist Training Program	100.00	20.00%	20.00	
8	SBE Contracting Outreach & Mentoring Plan (COMP)	0.00	4.00%	0.00	
9	Price Proposal	67.70	20.00%	13.54	
10	Local Small Business Enterprise (LSBE) Preference Program (Bonus Points)	100.00	5.00%	5.00	
11	Total		105.00%	89.01	1
12	RMI International, Inc.				
13	Proposed Project Administration	81.69	13.00%	10.62	
14	Strategic Recruitment, Hiring, And Retention	80.80	20.00%	16.16	
15	Experience And Capabilities of Key Personnel	77.23	13.00%	10.04	
16	Understanding of Work and Appropriateness of Approach of Management Plan	78.70	10.00%	7.87	

17	Community Intervention Specialist Training Program	73.35	20.00%	14.67	
18	SBE Contracting Outreach & Mentoring Plan (COMP)	0.00	4.00%	0.00	
19	Price Proposal	100.00	20.00%	20.00	
20	Local Small Business Enterprise (LSBE) Preference Program (Bonus Points)	100.00	5.00%	5.00	
21	Total		105.00%	84.36	2
22	Strive Well-Being				
23	Proposed Project Administration	73.85	13.00%	9.60	
24	Strategic Recruitment, Hiring, and Retention	79.15	20.00%	15.83	
25	Experience and Capabilities of Key Personnel	72.23	13.00%	9.39	
26	Understanding of Work and Appropriateness of Approach of Management Plan	82.70	10.00%	8.27	
27	Community Intervention Specialist Training Program	80.00	20.00%	16.00	
28	SBE Contracting Outreach & Mentoring Plan (COMP)	0.00	4.00%	0.00	
29	Price Proposal	75.95	20.00%	15.19	
30	Local Small Business Enterprise (LSBE) Preference Program (Bonus Points)	0.00	5.00%	0.00	
31	Total		105.00%	74.28	3

C. Price Analysis

The recommended amount has been determined to be fair and reasonable based on price analysis, an Independent Cost Estimate (ICE), and technical analysis. The recommended amount is 5.9% lower than the ICE. Staff successfully negotiated savings of \$7,006,763.

	Proposer Name	BAFO Amount	Metro ICE	Recommended Amount
1.	Lee Andrews Group, Inc.	\$31,933,884	\$26,496,055	\$24,927,121
2.	RMI International, Inc.	\$21,621,161		
3.	Strive Well-Being	\$28,471,454		

D. Background on Recommended Contractor

Lee Andrews Group, Inc.

Lee Andrews Group, Inc. (LAG) is a Metro-certified small business, Los Angeles-based firm founded in 1993. It is a communications, marketing, and advertising agency experienced in providing community outreach and communications programs for diverse and underserved communities.

LAG has been providing various community outreach services to Metro since 2018 and performance has been satisfactory.