

**PROCUREMENT SUMMARY  
ADVERTISING & COMMUNICATION SERVICES/PS71009000**

<b>1</b>	<b>Contract Number:</b> PS71009000		
<b>2</b>	<b>Contractor:</b> Civilian, Inc.		
<b>3</b>	<b>Mod. Work Description:</b> Increase contract price for the base term		
<b>4</b>	<b>Contract Work Description:</b> Advertising and Communication Services		
<b>5</b>	<b>The following data is current as of:</b> 6/29/2023		
<b>6</b>	<b>Contract Completion Status</b>		<b>Financial Status</b>
	<b>Contract Awarded:</b>	4/22/2021	<b>Contract Award Amount:</b> \$ 1,738,469
	<b>Notice to Proceed (NTP):</b>	N/A	<b>Total of Modifications Approved:</b> \$ 0
	<b>Original Complete Date:</b>	5/30/2024	<b>Pending Modifications (including this action):</b> \$ 1,500,000
	<b>Current Est. Complete Date:</b>	5/30/2024	<b>Current Contract Value (with this action):</b> \$ 3,238,469
<b>7</b>	<b>Contract Administrator:</b> Aielyn Dumaua		<b>Telephone Number:</b> (213) 922-7320
<b>8</b>	<b>Project Manager:</b> Bunrort Em		<b>Telephone Number:</b> (213) 922-5246

**A. Procurement Background**

This Board Action is to approve Modification No. 1 to Contract No. PS71009000 to continue to provide advertising and communication services.

This contract modification will be processed in accordance with Metro’s Acquisition Policy and the contract type is a firm fixed unit rate.

In April 2021, the Board awarded a four-year (inclusive of a one-year option) firm fixed unit rate Contract No. PS71009000 to Civilian, Inc. to provide advertising and communication services.

Refer to Attachment B – Contract Modification/Change Order Log for modifications issued to date.

**B. Price Analysis**

The recommended price has been determined to be fair and reasonable based on firm fixed unit rates that were established and evaluated as part of the competitive contract awarded in 2021.

<b>Proposed Amount</b>	<b>Metro ICE</b>	<b>Recommended Amount</b>
\$1,500,000	\$1,500,000	\$1,500,000