

**PROCUREMENT SUMMARY
MULTICULTURAL MARKETING AGENCY/PS93705000**

1.	Contract Numbers: PS93705000	
2.	Recommended Vendors: Acento Advertising, Inc.	
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: February 27, 2023	
	B. Advertised/Publicized: February 27, 2023	
	C. Pre-Proposal Conference: March 13, 2023	
	D. Proposals Due: April 10, 2023	
	E. Pre-Qualification Completed: September 20, 2023	
	F. Ethics Declaration Forms submitted to Ethics: May 18, 2023	
	G. Protest Period End Date: October 23, 2023	
5.	Solicitations Picked up/Downloaded: 42	Proposals Received: 7
6.	Contract Administrator: Antwaun Boykin	Telephone Number: (213) 922 -1056
7.	Project Manager: Bernadette Mindiola	Telephone Number: (213) 922 - 5646

A. Procurement Background

This Board Action is to approve Contract No. PS93705000 issued in support of a Multicultural Marketing Agency to increase brand awareness and favorability for Metro with the goals of growing and retaining customers, generating awareness and excitement for Metro's transportation vision and projects, engaging existing Metro customers, and growing our workforce by exposing career and contracting opportunities to diverse audiences. Board approval of contract awards are subject to resolution of any properly submitted protest(s).

The Request for Proposals (RFP) was issued in accordance with Metro's Acquisition Policy and the contract type is firm fixed unit rate. The RFP was issued with a Disadvantaged Business Enterprise (DBE) goal of 20%.

One amendment was issued during the solicitation phase of this RFP:

- Amendment No. 1, issued on March 29, 2023, extended the proposal due date.

A total of 42 firms downloaded the RFP and were included in the planholders list. A virtual pre-proposal conference was held on March 13, 2023, that was attended by 13 participants representing 8 firms. There were 85 questions asked and responses were released prior to the proposal due date.

Seven (7) proposals were received by the due date of April 10, 2023, from the following firms listed below in alphabetical order:

1. Acento Advertising, Inc.
2. Axis Agency
3. Del Richardson & Associates
4. Lee Andrews Group, Inc.
5. ORCI and Associates
6. Sensis Agency
7. The Salon

B. Evaluation of Proposals

A Proposal Evaluation Team (PET) consisting of staff from the Metro Customer Experience and Transit Security Departments was convened and conducted a comprehensive technical evaluation of the proposals received.

Proposals were evaluated based on the following evaluation criteria stated in the RFP:

- Teaming Effort and Key Personnel Experience and Capabilities on the Contracting Team 25 Percent
- Experience in Transportation, LA County and Working with Diverse Communities 30 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 Experience in Transportation, LA County and Working with Diverse Communities, and Understanding of Work Scope and Approach for Implementation.

During the period of May 23, 2023, to August 2, 2023, the PET independently evaluated and scored the technical proposals. The PET finalized and submitted their technical scores based on the written proposal. On August 2, 2023, the PET completed its evaluation of the proposals and determined Acento Advertising, Inc. was the highest-ranked firm to perform the required services.

Qualifications Summary of Firms:

Acento Advertising, Inc.

Acento Advertising, Inc. is located in Los Angeles and has been in business for 40 years. Acento Advertising, Inc. demonstrated relevant experience and expertise in providing multicultural marketing services. Acento Advertising, Inc.’s proposal displayed knowledge

of multicultural marketing and a passion for social impact. Their proposal included a well-thought-out detailed plan for providing the services.

The Axis Agency

The Axis Agency (Axis) is a full-service multicultural marketing agency operating out of West Hollywood. Axis has helped organizations and brands of all sizes and categories with customer engagement. Axis has performed marketing services for Metrolink, USC and General Motors.

Del Richardson & Associates

Del Richardson & Associates is headquartered in Inglewood and has 30 years of experience. Del Richardson & Associates is a certified Disadvantaged Business Enterprise (DBE) and has provided consulting services for Los Angeles County, Hollywood Park, and Toyota.

Lee Andrews Group, Inc.

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

ORCI and Associates

Operating out of Los Angeles, ORCI and Associates has over 35 years of experience providing multicultural marketing support throughout the County of Los Angeles. The firm has provided services for Honda, Chevron, and Dole.

Sensis Agency

Sensis, Inc. is a Los Angeles-based certified Disadvantaged Business Enterprise (DBE) marketing agency with more than 21 years of experience. Sensis has experience providing advertising, digital communications, and multicultural marketing services, across a variety of industries. Sensis has provided similar services for clients including Metrolink, Foothill Transit and Auto Club Speedway.

The Salon

Founded in 2020, The Salon is a full service, fully integrated advertising and marketing communications agency operating out of Los Angeles. The Salon provides diverse strategies for multicultural marketing and advertising campaigns. The Salon has partnered with Kaiser Permanente, Unilever, and Forever 21.

The following is a summary of the PET scores:

1	Firm	Average Score	Factor Weight	Weighted Average Score	Rank
2	Acento Advertising, Inc.				
3	Teaming Effort and Key Personnel Experience and Capabilities on the Contracting Team	88.40	25.00%	22.10	
4	Experience in Transportation, LA County and Working with Diverse Communities	81.66	30.00%	24.50	
5	Understanding of Work Scope and Approach for Implementation	88.00	30.00%	26.40	
6	Cost	76.66	15.00%	11.50	
7	Total		100.00%	84.50	1
8	Sensis Agency				
9	Teaming Effort and Key Personnel Experience and Capabilities on the Contracting Team	80.10	25.00%	20.03	
10	Experience in Transportation, LA County and Working with Diverse Communities	81.66	30.00%	24.50	
11	Understanding of Work Scope and Approach for Implementation	74.50	30.00%	22.35	
12	Cost	100.00	15.00%	15.00	
13	Total		100.00%	81.88	2
14	The Axis Agency				
15	Teaming Effort and Key Personnel Experience and Capabilities on the Contracting Team	84.60	25.00%	21.15	
16	Experience in Transportation, LA County and Working with Diverse Communities	82.50	30.00%	24.75	
17	Understanding of Work Scope and Approach for Implementation	82.00	30.00%	24.60	
18	Cost	72.00	15.00%	10.80	
19	Total		100.00%	81.30	3
20	Lee Andrews Group, Inc.				
21	Teaming Effort and Key Personnel Experience and Capabilities on the Contracting Team	70.00	25.00%	17.50	

22	Experience in Transportation, LA County and Working with Diverse Communities	70.00	30.00%	21.00	
23	Understanding of Work Scope and Approach for Implementation	70.50	30.00%	21.15	
24	Cost	73.33	15.00%	11.00	
25	Total		100.00%	70.65	4
26	ORCI and Associates				
27	Teaming Effort and Key Personnel Experience and Capabilities on the Contracting Team	73.80	25.00%	18.45	
28	Experience in Transportation, LA County and Working with Diverse Communities	66.25	30.00%	19.88	
29	Understanding of Work Scope and Approach for Implementation	73.50	30.00%	22.05	
30	Cost	64.00	15.00%	9.60	
31	Total		100.00%	69.98	5
32	Del Richardson & Associates				
33	Teaming Effort and Key Personnel Experience and Capabilities on the Contracting Team	73.00	25.00%	18.25	
34	Experience in Transportation, LA County and Working with Diverse Communities	72.50	30.00%	21.75	
35	Understanding of Work Scope and Approach for Implementation	69.00	30.00%	20.70	
36	Cost	55.33	15.00%	8.30	
37	Total		100.00%	69.00	6
38	The Salon				
39	Teaming Effort and Key Personnel Experience and Capabilities on the Contracting Team	68.40	25.00%	17.10	
40	Experience in Transportation, LA County and Working with Diverse Communities	57.50	30.00%	17.25	
41	Understanding of Work Scope and Approach for Implementation	59.50	30.00%	17.85	
42	Cost	83.33	15.00%	12.50	
43	Total		100.00%	64.70	7

C. Price Analysis

The recommended price of \$8,799,840 has been determined to be fair and reasonable based upon price analysis, historical rates, and technical analysis. Staff successfully negotiated a cost savings of \$274,998.

Proposer Name	Proposal Amount	Metro ICE	Recommended Amount
Acento Advertising, Inc.	\$9,074,838	\$3,349,960	\$8,799,840
Sensis Agency	\$6,960,970		
The Axis Agency	\$9,663,713		
Lee Andrews Group, Inc.	\$9,469,614		
ORCI and Associates	\$10,813,554		
Del Richardson & Associates	\$12,559,124		
The Salon	\$8,325,000		

The variance between the independent cost estimate (ICE) and the recommended amount is attributed to the ICE using lower labor rates, which were not fully burdened and did not include escalation for the option term.

D. Background on Recommended Contractor

Acento Advertising, Inc.

The recommended firm, Acento Advertising, Inc., is a full-spectrum marketing and multicultural agency based in Los Angeles. Acento Advertising, Inc. has served agencies and organizations such as American Lung Association, City of Hope and Wells Fargo among many others.