

DEOD SUMMARY

ADVERTISING AND COMMUNICATION SERVICES/PS123964000

A. Small Business Participation

GP Generate, LLC (GPG), a Small Business Enterprise (SBE), made a 42.96% SBE commitment and 6.53% Disabled Veteran Business Enterprise (DVBE) commitment on this contract. Based on payments to date, the contract is 82% complete. Current participation levels are 97.37% SBE and 0% DVBE, exceeding the SBE commitment by 54.41% but falling short of the DVBE commitment by 6.53%.

GPG has a shortfall mitigation plan on file and, with concurrence from Metro's Project Team, attributes the DVBE shortfall to the nature of the work assigned to date, which has been primarily focused on media strategy, planning, and buying. Video Vets, GPG's DVBE subcontractor, specializes in video production and related creative services; however, Metro has not issued any assignments requiring those services to date. GPG plans to engage Video Vets beginning in FY27 to support video production and content development for several outreach initiatives. In addition, GPG will continue working with Metro to identify further opportunities to utilize the DVBE subcontractor and advance progress toward meeting its DVBE commitment.

Small Business Commitment	42.96% SBE 6.53% DVBE	Small Business Participation	97.37% SBE 0.00% DVBE
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	SBE Subcontractors	% Committed	Current Participation¹
1.	GP Generate, LLC (SBE Prime)	42.96%	97.37%
	Total	42.96%	97.37%

	DVBE Subcontractors	% Committed	Current Participation¹
1.	Video Vets dba MediaVets	6.53%	0.00%
	Total	6.53%	0.00%

¹Current Participation = Total Actual amount Paid-to-Date to DBE firms ÷ Total Actual Amount Paid-to-date to Prime.

B. Living Wage and Service Contract Worker Retention Policy Applicability

The Living Wage and Service Contract Worker Retention Policy is not applicable to this modification.

C. Prevailing Wage Applicability

Prevailing wage is not applicable to this modification.

D. Project Labor Agreement/Construction Careers Policy

Project Labor Agreement/Construction Careers Policy is not applicable to this Contract. PLA/CCP is applicable only to construction contracts that have a construction related value in excess of \$2.5 million.

E. Manufacturing Careers Policy

The Manufacturing Careers Policy (MCP) does not apply to this contract. The MCP is required on Metro's Rolling Stock RFPs, with an Independent Cost Estimate of at least \$50 million.