

PROCUREMENT SUMMARY

MARKET RESEARCH AND BRANDING AGENCY / PS74537000

1.	Contract Number: PS74537000	
2.	Recommended Vendors: Sensis, 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: March 16, 2021	
	B. Advertised/Publicized: March 22, 2021	
	C. Pre-proposal Conference: March 31, 2021	
	D. Proposals Due: April 16, 2021	
	E. Pre-Qualification Completed: TBD	
	F. Conflict of Interest Form Submitted to Ethics: June 1, 2021	
	G. Protest Period End Date: July 17, 2021	
5.	Solicitations Picked up/Downloaded: 63	Proposals Received: 4
6.	Contract Administrator: Antwaun Boykin	Telephone Number: (213) 922-1056
7.	Project Manager: Robert Heavrin	Telephone Number: (213) 418-3238

A. Procurement Background

This Board Action is to approve the award of Contract No. PS74537000 issued in support of market research and branding services for Metro Communications Marketing Department for a three-year base term, with two, one-year option terms. Board approval of contract awards are subject to resolution of any properly submitted protest.

Request for Proposals (RFP) No. PS74537 was issued in accordance with and complies with Metro's Acquisition Policy for a competitive negotiated procurement and the contract type is indefinite delivery, indefinite quantity. The RFP was issued as a Small Business Set Aside procurement and was open to SBE certified small businesses only.

A virtual pre-proposal conference was held on March 31, 2021.

There were no amendments issued during the solicitation phase of this RFP. A total of four proposals were received on the due date of April 16, 2021.

B. Evaluation of Proposals

A Proposal Evaluation Team (PET) consisting of staff from Metro Communications Marketing Department was convened and conducted a comprehensive technical evaluation of the proposals received.

The proposals were evaluated based on the following evaluation criteria and weights:

- Degree of Skills, Experience, Capabilities for Quantitative Survey Operations: Brand Tracker and Ad-Hoc Surveys 30 percent

- Degree of Skills, Experience, Capabilities for Qualitative Market Research 20 percent
- Degree of Usefulness of Technology Platforms for DIY Survey Platform, Online Data Analysis Platform 10 percent
- Degree to Which Convey Skills & Experience for Full-Service Market Research, Brand and Marketing Consulting 10 percent
- Degree of Skills, Experience, Capabilities for Statistical Analysis 5 percent
- Degree of Usefulness of Technology Platforms for Market Research Online Community (I), and UX Testing 5 percent
- Cost 20 percent

The evaluation criteria are appropriate and consistent with criteria developed for other, similar service procurements. Several factors were considered when developing these weights, giving the greatest importance to degree of skills, experience, and capabilities for quantitative survey operations.

Of the four proposals received, three were determined to be within the competitive range and are listed below in alphabetical order:

1. Evitarus, Inc.
2. Noble Insight
3. Sensis, Inc.

One firm was determined to be outside the competitive range and was not included for further consideration.

On April 19, 2021, the technical proposals were distributed to the PET for their independent review and evaluation. On May 13, 2021, interviews were conducted with the firms within the competitive range. As a result of the evaluation process, the PET determined that the technical proposal received from Sensis, Inc. best addressed the RFP requirements and its personnel demonstrated they are qualified and experienced with all aspects of the required tasks. Based on a thorough evaluation of the proposals, the PET determined Sensis to be the highest ranked firm qualified to perform the services.

1	Firm	Average Score	Factor Weight	Weighted Average Score	Rank
2	Sensis, Inc.				
3	Quantitative Survey Operations	94.33	30.00%	28.3	
4	Qualitative Market Research	81.16	20.00%	16.2	

5	Usefulness of Technology Platforms	100.00	10.00%	10.0	
6	Degree to Which Convey Skills and Experience	89.00	10.00%	8.9	
7	Statistical Analysis	87.33	5.00%	4.3	
8	Market Research Online Community (I), and UX Testing	93.33	5.00%	4.6	
9	Cost	95.50	20.00%	19.1	
10	Total		100.00%	91.4	1
11	Noble Insight				
12	Quantitative Survey Operations	80.00	30.00%	24.0	
13	Qualitative Market Research	76.66	20.00%	15.3	
14	Usefulness of Technology Platforms	75.00	10.00%	7.5	
15	Degree to Which Convey Skills and Experience	78.00	10.00%	7.8	
16	Statistical Analysis	71.33	5.00%	3.5	
17	Market Research Online Community (I), and UX Testing	86.66	5.00%	4.3	
18	Cost	100.00	20.00%	20.0	
19	Total		100.00%	82.4	2
20	Evitarus, Inc.				
21	Quantitative Survey Operations	70.00	30.00%	21.0	
22	Qualitative Market Research	82.33	20.00%	16.4	
23	Usefulness of Technology Platforms	81.66	10.00%	8.1	
24	Degree to Which Convey Skills and Experience	70.00	10.00%	7.0	
25	Statistical Analysis	78.66	5.00%	3.9	

26	Market Research Online Community (I), and UX Testing	60.00	5.00%	3.0	
27	Cost	46.50	20.00%	9.3	
28	Total		100.00%	68.7	3

C. Price Analysis

The proposed professional rates have been determined to be fair and reasonable based upon adequate competition, historical rates and technical analysis.

D. Background on Recommended Contractors

Sensis, Inc. is a Los Angeles based Metro certified SBE marketing agency with over 21 years of experience in advertising, digital communications, and multicultural marketing, across a variety of industries. Sensis has provided similar services for clients that include Metrolink, Foothill Transit and Auto Club Speedway.