

PROCUREMENT SUMMARY

METRO BRANDED AND SPECIALTY ITEMS/PS120351000

1.	Contract Numbers: PS120351000	
2.	Recommended Vendors: CéteraMarketing, LLC	
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: May 06, 2024	
	B. Advertised/Publicized: May 06, 2024	
	C. Pre-Proposal Conference: May 16, 2024	
	D. Proposals Due: June 17, 2024	
	E. Pre-Qualification Completed: September 9, 2024	
	F. Ethics Declaration Forms submitted to Ethics: June 26, 2024	
	G. Protest Period End Date: October 29, 2024	
5.	Solicitations Picked up/Downloaded: 39	Proposals Received: 2
6.	Contract Administrator: Antwaun Boykin	Telephone Number: (213) 922 -1056
7.	Project Manager: Tyra Johnson	Telephone Number: (213) 922-2789

A. Procurement Background

This Board Action is to approve Contract No. PS120351000 to CéteraMarketing, LLC to provide Metro branded and specialty items. Board approval of contract award is subject to the resolution of any properly submitted protest(s), if any.

On May 6, 2024, Request for Proposals (RFP) No. PS120351 was issued as a competitively negotiated procurement in accordance with Metro's Acquisition Policy and the contract type is a firm fixed unit rate. The Diversity & Economic Opportunity Department recommended a Race Conscious Disadvantaged Business Enterprise (DBE) participation goal of 27% for this procurement.

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

- Amendment No. 1, issued on June 5, 2024, extended the proposal due date.

A total of 39 firms downloaded the RFP and were included on the planholders list. A virtual pre-proposal conference was held on May 16, 2024, and was attended by 4 participants representing 3 firms. There were 20 questions received, and responses were released prior to the proposal due date.

Two proposals were received by June 17, 2024, from the following firms listed below in alphabetical order:

1. CéteraMarketing, LLC
2. Snap Marketing

Since only two proposals were received, staff conducted a market survey of the planholders to determine why no other proposals were submitted. Responses were received from four firms and they included the following reasons:

- the scope of services not being within our area of expertise
- our firm’s value is in our strategic consulting
- we usually pass on these opportunities when we feel the significant amount of effort outweigh the opportunity
- we usually don’t submit a proposal if the expected delivery time is less than 45 days

B. Evaluation of Proposals

A Proposal Evaluation Team (PET) consisting of Metro staff from Public Relations, Marketing, Community Relations and Talent Development Departments was convened and conducted a comprehensive technical evaluation of the proposals received.

The proposals were evaluated based on the following evaluation criteria:

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|--|-----|
| • Qualifications of the Firm/Team | 30% |
| • Qualifications of Key Personnel | 10% |
| • Understanding of the Scope of Services and Proposed Approach | 15% |
| • Ordering System and Storage | 20% |
| • Price Proposal | 25% |

The evaluation criteria are appropriate and consistent with criteria developed for similar procurements for Metro branded and specialty items. Several factors were considered when developing these weights, giving the greatest importance to the qualifications of the firm/team.

Evaluations were conducted from June 17, 2024, through July 22, 2024. The PET independently evaluated and scored the technical proposals and determined CéteraMarketing, LLC to be the top-ranked firm.

Qualifications Summary of Firms:

CéteraMarketing

CéteraMarketing, LLC (CéteraMarketing), located in North Hollywood, CA, was founded in 2008. CéteraMarketing is a Metro certified small business firm, and a California Unified Certification Program (CUCP) certified Disadvantaged Business Enterprise (DBE). The CéteraMarketing team brings a combined 62 years of experience in brand marketing and software development. Existing clients include Honda, Target, Los Angeles Dodgers, Bristol Myers Squibb and Boeing.

Snap Marketing

Snap Marketing, headquartered in Los Angeles, CA was founded in 2007. The Snap Marketing team has over 20 years of promotional branding and industry experience

providing promotional items to local government agencies and private entities. Existing clients include Disney, Metropolitan Water District, Long Beach Memorial Medical Center, and Southern California Edison.

The following is a summary of the PET scores:

1	Firm	Average Score	Factor Weight	Weighted Average Score	Rank
2	CéteraMarketing				
3	Qualifications of the Firm/Team	93.33	30.00%	28.00	
4	Qualifications of Key Personnel	89.40	10.00%	8.94	
5	Understanding of the Scope of Services and Proposed Approach	90.87	15.00%	13.63	
6	Ordering System and Storage	92.50	20.00%	18.50	
7	Price Proposal	100.00	25.00%	25.00	
8	Total		100.00%	94.07	1
9	Snap Marketing				
10	Qualifications of the Firm/Team	80.83	30.00%	24.25	
11	Qualifications of Key Personnel	83.10	10.00%	8.31	
12	Understanding of the Scope of Services and Proposed Approach	80.00	15.00%	12.00	
13	Ordering System and Storage	86.00	20.00%	17.20	
14	Price Proposal	92.00	25.00%	23.00	
15	Total		100.00%	84.76	2

C. Price Analysis

The recommended fully burdened rates for the branded and specialty items required have been determined to be fair and reasonable based on price analysis, Independent Cost Estimate (ICE), and technical evaluation.

Work for this Contract will be authorized through the issuance of contract purchase orders.

D. Background on Recommended Contractor

CéteraMarketing

CéteraMarketing is a full-service B2B (business-to-business) merchandise agency with a boutique approach to service, style and safety testing. It is a marketing firm that specializes in producing innovative, on-trend promotional products, custom corporate gifts, event branding and digital marketing solutions.

The proposed project manager has 20 years of sales experience/customer engagement and 12 years of experience in sourcing promotional goods. The project manager has demonstrated history fostering client satisfaction, and engagement, for companies such as Major League Baseball, Honda, and Cisco.

CéteraMarketing has been providing Metro-branded and specialty items to Metro and performance has been satisfactory.