

PROCUREMENT SUMMARY

FILMING LIAISON / PS66940000

1.	Contract Number: PS66940000	
2.	Recommended Vendor: The Hollywood Locations Company, Inc.	
3.	Type of Procurement (check one): <input type="checkbox"/> IFB <input checked="" type="checkbox"/> RFP <input type="checkbox"/> RFP-A&E <input type="checkbox"/> Non-Competitive <input type="checkbox"/> Modification <input type="checkbox"/> Task Order	
4.	Procurement Dates:	
	A. Issued: December 20, 2019	
	B. Advertised/Publicized: January 3, 2020	
	C. Pre-Proposal Conference: January 8, 2020	
	D. Proposals Due: January 22, 2020	
	E. Pre-Qualification Completed: February 27, 2020	
	F. Conflict of Interest Form Submitted to Ethics: February 10, 2020	
	G. Protest Period End Date: April 20, 2020	
5.	Solicitations Picked up/Downloaded: 16	Proposals Received: 1
6.	Contract Administrator: Antwaun Boykin	Telephone Number: 213-922-1056
7.	Project Manager: Lan-Chi Lam	Telephone Number: 213-922-2349

A. Procurement Background

This Board Action is to approve Contract No. PS66940000 issued in support of filming liaison services. 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 revenue generating.

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

- Amendment No. 1, issued on January 10, 2020, provided documents from the pre-proposal conference and extended the proposal due date to January 22, 2020.

One proposal was received on the due date of January 22, 2020 from The Hollywood Locations Company. Several other firms were listed as plan holders of this RFP who were contacted for a market survey. The firms' responses indicated that inability to meet the minimum requirements and inadequate staffing to put together a proposal were the reasons for not submitting proposals in response to this solicitation.

B. Evaluation of Proposals

A Proposal Evaluation Team (PET) consisting of staff from Communications, Marketing, and Property and Asset Management Departments was convened and conducted a comprehensive technical evaluation of the proposal received.

The RFP required proposers to first pass the following minimum qualifications before being considered for further evaluation in this competitive procurement:

- a. Proposer must have at least ten years' experience in location management / representation.
- b. Proposer must have experience with similar contracts with a minimum contract amount of \$10,000.

The proposal that was received passed the minimum qualifications; it was then evaluated based on the following evaluation criteria and weights:

- | | |
|----------------------------|------------|
| • Experience of Firm | 20 percent |
| • Prime's Skill | 30 percent |
| • Capability Questionnaire | 25 percent |
| • Fee | 25 percent |

Several factors were considered when developing these weights, giving the greatest importance to the prime's skills.

The PET reviewed The Hollywood Locations Company's proposal and references were contacted, reviewed, and confirmed.

Qualifications Summary of Firms within the Competitive Range:

The Hollywood Locations Company

The Hollywood Locations Company was founded in 1989 and has served as Metro's filming liaison contractor for over seven years. The Hollywood Locations Company provides filming liaison services for Union Station, Immanuel Presbyterian Church and the Japanese American National Museum.

1	Firm	Average Score	Factor Weight	Weighted Average Score	Rank
2	The Hollywood Locations Company				
3	Experience of the Firm	95.80	20.00%	19.16	
4	Prime's Skill	90.00	30.00%	27.00	
5	Capability Questionnaire	96.64	25.00%	24.16	
6	Fee Proposal	100.00	25.00%	25.00	
7	Total		100.00%	95.32	1

C. Cost/Price Analysis

The proposed revenue has been determined to be fair and reasonable based upon fee analysis, historical data, technical analysis, and comparison with industry revenue rate for similar services.

D. Background on Recommended Contractor

The recommended firm, The Hollywood Locations Company, located in Los Angeles, has been in business for over 30 years in the field of filming liaison services. The Hollywood Locations Company is Metro's incumbent filming liaison services contractor and has performed satisfactorily.