



ADVERTISING AND COMMUNICATIONS SERVICES
Executive Management Committee
January 16, 2025



Metro®

Background

Metro's media buying agency contract ends on February 28, 2025. Media buying is essential for reaching riders, communities, and potential new users. It ensures targeted messaging through strategic ad placements across various channels.

A media buying agency is essential for Metro to reach key audiences, particularly in Equity Focus Communities (EFCs). Agencies provide expertise in securing strategic ad placements, optimizing cost-efficiency, and tailoring messaging for underserved areas.

This procurement aims to secure a full-service media agency to support ridership growth, rail openings, service changes, safety campaigns, and community outreach. The agency will collaborate with Metro's marketing team to develop integrated campaigns across print, digital, social, and emerging media, enhancing Metro's advertising and communications strategy and impact.

Media Contract Enables Reaching Customers

Media investment is crucial for increasing public transit ridership and program adoption. The new media agency will strategically place ads across TV, radio, print, outdoor, social media, streaming, and paid search to maximize awareness and engagement. Previous campaigns effectively promoted initiatives like GoPass, LIFE, and Leisure.

GoPass



GoPass wild postings (out-of-home billboards) with bold, guerrilla-style QR codes, capturing the attention of students walking to and from school.

LIFE



Engage Spanish-speaking riders on mobile apps with eye-catching ads that encourage exploration.

Leisure



Target users on mobile apps like gaming and lifestyle to reach Leisure users via eye-catching ads to promote Metro.



Alternatives Considered

While the Board could consider building an in-house media buying team, we do not recommend this approach. We would face the challenge of incomplete work, which means marketing efforts would need to be limited and carefully prioritized. To meet Metro's advertising needs, hiring at least six full-time experts in digital marketing and media planning would be necessary.

Additionally, new tools and software would need to be purchased, with ongoing upgrades for campaign management, analytics, and market research to keep pace with evolving trends.

After careful evaluation, we believe hiring an agency is more cost-effective and better aligned with Metro's needs.

Recommendation

Reward the media buying contract (No. PS123964000) to GP Generate, LLC for advertising and communications services in a total Not-to-Exceed (NTE) amount of **\$2,393,125**.

This includes **\$1,435,875 for the three-year base term** and **\$957,250 for the two-year option term**, effective February 15, 2025, pending the resolution of any properly submitted protests.

Additionally, authorize the allocation of funds (or pass through costs) for securing media inventory purchases made by the media agency as part of the advertising and media services under the contract. Pass-through the award of individual media purchases associated with the advertising and media services to be provided by GP Generate, LLC for a total NTE amount of \$9,000,000 for the first three-year period. If we exercise the option of adding the two-year option, we will have additional pass-through costs of \$6,000,000 under Contract No. PS123964000, for a total combined NTE contract value of \$17,393,125.