

## PROCUREMENT SUMMARY

## METRO VIDEO BENCH / PS68458000 through PS68458007

1.	<b>Contract Numbers:</b> PS68458000 through PS68458007	
2.	<b>Recommended Vendors:</b> PS68458000 ALAS Media; PS68458001 Bubba's Chop Shop; PS68458002 Clockwork Media; PS68458003 Dreamseeker Media; PS68458004 Friendly Filmworks; PS68458005 MainSpring Business Video; PS68458006 Sanchez Media; PS68458007 Zero1 Agency	
3.	<b>Type of Procurement (check one):</b> <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.	<b>Procurement Dates:</b>	
	<b>A. Issued:</b> April 13, 2020	
	<b>B. Advertised/Publicized:</b> April 22, 2020	
	<b>C. Pre-proposal Conference:</b> April 22, 2020	
	<b>D. Proposals Due:</b> June 22, 2020	
	<b>E. Pre-Qualification Completed:</b> December 15, 2020	
	<b>F. Conflict of Interest Form Submitted to Ethics:</b> August 13, 2020	
	<b>G. Protest Period End Date:</b>	
5.	<b>Solicitations Picked up/Downloaded:</b> 31	<b>Proposals Received:</b> 26
6.	<b>Contract Administrator:</b> Antwaun Boykin	<b>Telephone Number:</b> (213) 922-1056
7.	<b>Project Manager:</b> Ana Vallianatos	<b>Telephone Number:</b> (213) 922-2248

**A. Procurement Background**

This Board Action is to approve the award of bench Contract numbers PS68458000 through PS68458007 issued in support of video production services for Metro Communications Marketing Department for a four-year term. The contracts will be effective March 1, 2021 with a cumulative total amount not-to-exceed \$3,541,000. Staff will issue task orders on an as-needed rotational basis to allow work opportunities for each firm on the bench. Board approval of contract awards are subject to resolution of any properly submitted protest

Request for Proposals (RFP) No. PS68458 was issued in accordance with Metro's Acquisition Policy and the contract type is task order based, firm fixed unit rate.

Five amendments were issued during the solicitation phase of this RFP:

- Amendment No. 1, issued on April 17, 2020 provided documents and the conference call information for the virtual pre-bid conference;
- Amendment No. 2, issued on April 23, 2020 provided documents from the virtual pre-bid conference;
- Amendment No. 3, issued on May 4, 2020 extended the bid due date and time and revised Contract Article IV: Ordering.
- Amendment No. 4, issued on May 29, 2020 provided Disadvantaged Business Enterprise (DBE) "Good Faith Effort" Forms.
- Amendment No. 5, issued on June 15, 2020 extended the bid due date and time.

A total of 26 proposals were received on the due date of June 22, 2020.

## **B. Evaluation of Proposal**

A total of 26 proposers responded to this solicitation. The firms are listed below in alphabetical order:

1. 24VR Productions
2. Agbohworks
3. ALAS Media
4. Avenida Productions
5. Blu Fable
6. Boatright-Simon Picture+Sound
7. Bubba's Chop Shop
8. Clockwork Media
9. Communications Lab
10. Conceptive
11. Dakota Communications
12. Dreamseeker Media
13. Duck Punk Productions
14. Firestarter Studios
15. Friendly Filmworks
16. Heromade Productions
17. Klein Creative Media
18. L.A. City Films
19. Lux Virtual
20. MainSpring Business Video
21. MBI Media
22. Midnight Hour Studios
23. MV MNT Productions
24. Producto Studios
25. Sanchez Media
26. Zero1 Agency

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:

- |                                       |     |
|---------------------------------------|-----|
| • Sample Video(s)                     | 50% |
| • Degree of The Proposer's Experience | 20% |
| • Degree of The Proposer's Skills     | 20% |
| • Cost                                | 10% |

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 sample videos of previous video production work.

Proposers were required to submit sample videos for the various video production categories for evaluation. Proposers could propose and submit sample videos for any category of their choosing. The categories are as follows:

1. Video Ad Unit
2. Instructional
3. Webisode
4. Documentary or News Magazine
5. Corporate Video

Of the 26 proposals received, 15 firms were determined to be outside the competitive range after failing to meet the scoring requirement of at least one video content category as stated in the RFP and were not included for further consideration of their written Technical Proposal or Cost Proposals. The 11 firms within the competitive range are listed below in alphabetical order:

1. Alas Media
2. Boatright-Simon Picture+Sound
3. Bubba's Chop Shop
4. Clockwork Media
5. Dreamseeker Media
6. Friendly Filmworks
7. MainSpring Business Video
8. Midnight Hour Studios
9. Producto Studios
10. Sanchez Media
11. Zero1 Agency

On June 26, 2020 the members of the Proposal Evaluation Team (PET) were given copies of all the sample video proposals to begin their evaluation. On October 5, 2020 the PET met to discuss the evaluations of all submitted sample videos, determine competitive range and distribute the 11 written technical proposals of the proposers determined to be within the competitive range. Finally, on November 17, 2020 the PET met for final evaluations of all submitted written technical proposals.

Of the 11 proposers within the competitive range, eight were determined to be technically acceptable and are being recommended for the bench contracts in various categories (Attachment B). They are listed below in alphabetical order:

No.	Contract No.	Firm
1	PS68458000	ALAS Media
2	PS68458001	Bubba's Chop Shop
3	PS68458002	Clockwork Media
4	PS68458003	Dreamseeker Media
5	PS68458004	Friendly Filmworks
6	PS68458005	MainSpring Business Video
7	PS68458006	Sanchez Media

8	PS68458007	Zero1 Agency
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### **C. Price Analysis**

The recommended fixed professional rates from all firms have been determined to be fair and reasonable based upon adequate competition, historical rates and technical analysis. Each individual task order will comply with all requirements of Metro Acquisition Policy and the terms of the contract.

### **D. Background on Recommended Contractors**

#### **ALAS Media**

ALAS Media is a Los Angeles based video production company with over 9 years of globally recognized experience helping organizations and companies find, cultivate and share their stories. They offer complete video production services and specialize in marketing, documentary and corporate video. ALAS Media has created marketing videos for businesses, schools and education organizations, corporate training videos, fundraising videos for non-profits and event coverage for domestic and international clients. Alas Media has been providing video production services since 2017 under the previous Metro Video Bench and performance has been satisfactory.

#### **Bubba's Chop Shop**

Bubba's Chop Shop's (Bubba's) in-house team is proficient in a multitude of areas of video production and marketing strategy. The team also brings to every project diverse perspective, as staff comes from various backgrounds in front of and behind the camera. Bubba's Chief Executive Officer and Executive Producer Ian Nelson is the founder of Bubba's Chop Shop. He has worked in various roles in the film industry for more than 15 years with a primary focus on film editing. Ian is currently enrolled in Goldman Sachs' prestigious 10,000 Small Businesses Program, focused on helping entrepreneurs create jobs and economic opportunity by providing greater access to education, capital, and business support services. Bubba's Chop Shop has grown exponentially since its launch in 2012, having worked with some of the most recognizable brands and organizations. Bubba's Chop Shop has been providing video production services since 2017 under the previous Metro Video Bench and performance has been satisfactory.

#### **Clockwork Media**

Clockwork Media has extensive relevant experience production services. Clockwork Media has 10 years of experience and provides such services as production logistics, permitting, high quality cameras, aerial cameras, chase camera car, voiceovers, studio, graphics, and animation. Previously, Clockwork Media has contracted with NBC Sports, LAPD and Toyota USA.

## **Dreamseeker Media**

Dreamseeker Media brings 20 years of industry experience in providing video production services. Dreamseeker is well-versed in a variety of film and video formats including documentary film, corporate/government video, web-based video and television PSAs. Dreamseeker Media has worked with companies like PBS SoCal previously.

## **Friendly Filmworks**

Friendly Filmworks runs every aspect of productions in-house, their full-service capabilities handle the entire process, from preproduction to post-production. Friendly Filmworks has produced several videos for Metro under the previous Video Bench. Friendly Filmworks draws on industry professionals to serve client productions. Their approach is hands-on, creative and professional. Friendly Filmworks has a team that is experienced and driven and has been providing video production services to Metro since 2014 and performance has been satisfactory.

## **MainSpring Business Video**

MainSpring Business Video has 20 years of experience producing video content. Their focus is collaboration and communication to present client's messages in a straightforward and easy-to-understand way. The firm's goal is to utilize their methodologies, technologies, and programs to create videos with high-level graphics that create an added value to video productions.

## **Sanchez Media**

Established in 2018, Sanchez Media has collaborated with universities, government organizations, non-profits, and brands across California, to create videos that educate, empower and reflect local communities. Over the last two years, Sanchez Media LLC, has worked with a variety of clients on projects that range from ads, news/documentary, corporate, as well as explainer/instructional videos. Sanchez Media's past clients include Starbucks, Gap Inc. and Verizon.

## **Zero1 Agency**

Zero1 Agency is a minority owned advertising, marketing, & consulting agency. The firm's services include video production, creative, logistics, casting, permitting, editing, animation, motion graphics. With over 18 years of experience, Zero1 Agency has provided video production services for both Red Bull and Spotify.