



## Board Report

File #: 2019-0621, File Type: Contract

Agenda Number: 45.

### EXECUTIVE MANAGEMENT COMMITTEE SEPTEMBER 19, 2019

**SUBJECT: COMMUNICATIONS SUPPORT SERVICES BENCH**

**ACTION: APPROVE CONTRACT MODIFICATION**

#### **RECOMMENDATION**

AUTHORIZE the Chief Executive Officer to execute Modification No. 2 to Bench Contract Nos. PS44432001 through PS44432010 to:

- A. INCREASE the base contract value by \$9,000,000 from \$9,505,568 to \$18,505,568 for communications support services through December 31, 2020; and
- B. AWARD AND EXECUTE task orders for a not-to-exceed total authorized amount of \$18,505,568.

#### **ISSUE**

In December 2017, the Metro Board of Directors approved the establishment of a Communication Support Services Bench contracts (Bench) for an amount not-to-exceed \$9,505,568 for a 3-year base term, plus two, two-year options. The Bench provided Metro Communications Department with supplementary communications services in support of Metro projects, programs and initiatives such as public engagements, public information, and community outreach activities.

The Bench has been successfully utilized in providing professional communications support services to multiple and diverse Metro projects, programs and initiatives. The success of the Bench has exhausted the not-to-exceed value for the base term earlier than anticipated. To date, a total of 13 task orders have been issued against the Bench, for a cumulative total contract value of \$9,003,401, or 95% of the approved bench contract value of \$9,505,568 for the initial 3-year base term. The unexpected increase in the Bench utilization was attributable to three task orders issued in support of Metro's Long-Range Transportation Plan (LRTP), NextGen Bus Study (NextGen), and Project Management for LRTP/NextGen which comprise approximately 40% of the base period contract amount. Other sizeable task orders issued were for complex projects such as LA River Bike Gap Project and the West Santa Ana Branch Project.

To continue to meet the delivery of both current and approved planned construction projects, programs, and initiatives for FY19/20, additional contract authority is being requested for the base contract term. Currently, Metro has numerous processes that require ongoing communications

support such as the Long-Range Transportation Plan, the NextGen Bus Service Study and other efforts to increase ridership and enhance the customer experience. Further, Metro Communication Department anticipates that communications support services shall be required for the following upcoming projects and initiatives:

1. I-10 ExpressLanes Conversion Environmental Outreach
2. I-405 ExpressLanes Conversion Environmental Outreach
3. I-210 Barrier Replacement Environmental Outreach and Construction Relations
4. Vermont Transit Corridor Project Environmental Outreach
5. Bus Rapid Transit Project Vision and Principles Study
6. 6<sup>th</sup> Street/Arts District Red/Purple Line Station Environmental Outreach
7. Green Line Extension to Torrance Environmental Outreach
8. 110 ExpressLanes Adams Bl Flyover Project Environmental Outreach

Approval of the Recommendation will increase the base period contract authorization by \$9,000,000 to provide funding for communications support services through the end of the base term, December 31, 2020.

## **DISCUSSION**

With the passage of Measure M in November 2016, Metro's work effort has expanded greatly. To optimize the agency's existing communications workforce and to ensure adherence to Metro's External Communications Policy, this growing work effort will be accomplished through a combination of agency staff and contracted services through the Bench.

The Communications Support Services Bench consists of 10 full-service, multi-disciplinary teams that serve on an on-call, task order-basis. Services provided by the Bench include:

1. Coordination with other project/program/initiative team members;
2. Project staffing;
3. Strategic communications;
4. Copywriting, copying, printing and mailing support;
5. Community meeting logistics, planning & facilitation;
6. Development of graphic design, photography, digital and video production;
7. Digital and social media;
8. Special event planning and outreach;
9. Door-to-door canvassing and literature distribution;
10. Multi-ethnic/multi-lingual interpretation and translation services;
11. Targeted outreach support;
12. Media relations support;
13. Interactive website development;
14. Innovative methods for reaching diverse community stakeholders;
15. Opinion research;
16. Media buyer; and
17. Documentation reports.

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The Bench contracts include a 20% Disadvantaged Business Enterprise (DBE) participation goal for task orders awarded with federal funds and 17% Small Business Enterprise (SBE), and 3% Disabled Veteran Business Enterprise (DVBE) goal for task orders awarded with no federal funds.

To date, the Bench has provided communication support services for the following projects and initiatives:

1. Centinela Grade Crossing Environmental Outreach and Education
2. Civil Rights Triennial Update - Limited English Proficiency Outreach
3. Crenshaw North LRT Extension Environmental Outreach and Education
4. Crenshaw/LAX Opening Communications/Faith Community Outreach
5. Eastside Light Rail Project Phase 2 Environmental Outreach
6. LA River Bike Gap Project Environmental Outreach and Education
7. Long Range Transportation and NextGen Bus Study Project Management
8. Long Range Transportation Plan Outreach and Education
9. NextGen Bus Study Outreach and Education
10. North Hollywood to Pasadena Bus Rapid Transit Environmental Outreach and Education
11. North San Fernando Valley Bus Rapid Transit Project Environmental Outreach and Education
12. Public Opinion Research and Focus Groups
13. Public Relations - El Pasajero Writing and Editing
14. Public Relations Street Teams
15. West Santa Ana Branch Project Downtown Los Angeles Outreach and Education

## **FINANCIAL IMPACT**

The funding for the bench contract will parallel that of the benefiting projects charged which may include sales tax, grants, fares, and other funding sources within the agency. There is no single source of funds that will unilaterally fund this contract. As specific work efforts arise, task orders will be issued and funded from the corresponding project budget upon approval by the responsible project manager, or by the relevant department.

Funding for FY20 is included in the department, cost center budgets. Departments including Planning, Program Management, Operations, and Communications will include budget allocations to cover the cost of each task order. Each task order awarded to a Contractor will be funded with the source of funds identified for that project. Since this is a multi-year contract, the departmental cost center managers will be responsible for budgeting costs in future years.

### **Impact to Budget**

The funding for these task orders is dependent upon the specific project and could consist of federal, state or local funds.

## **DETERMINATION OF SAFETY IMPACT**

Contractors may be required to conduct tasks on Metro property where construction may be taking place. All safety requirements will be met with requisite training and clearance as established by Metro Safety, Construction and Operation protocols.

## **IMPLEMENTATION OF STRATEGIC PLAN GOALS**

The recommended actions support the following goals:

- Goal 1: Provide high-quality mobility options that enable people to spend less time traveling;
- Goal 2: Deliver outstanding trip experiences for all users of the transportation system;
- Goal 3: Enhance communities and lives through mobility and access to opportunity;
- Goal 5: Provide responsive, accountable, and trustworthy governance within the Metro organization

The Communications Support Services Bench allows the agency to engage stakeholders in an authentic, meaningful, and responsive manner on all of the agency's project, programs, and initiatives.

## **ALTERNATIVES CONSIDERED**

1. Pursue procurement processes and solicit proposals for each individual task when the requirement arises. This alternative is not recommended as it would place an undue burden on the small business community, requiring them to expend significant and costly resources to respond to multiple procurement processes each year. It also would require extensive staff time to develop a scope of work, internal estimate and proceed with a competitive procurement for each individual task. This would also delay the provision of services and prevent the opportunity to expedite services when needed. Additionally, procuring services on a per-assignment basis would impose significant additional burden on the Communications and Vendor/Contract Management departments.
2. Utilize existing Communications staff to provide the required support services. This alternative is also not feasible as Metro's current Communications staff is being fully utilized to support existing projects, programs and initiatives. Due to these commitments, it would be a major challenge for current staff to provide the necessary additional support required for future projects, programs and initiatives. If this alternative was exercised, Metro would need to hire additional staff with expertise in several disciplines to perform the desired work. Based on staffing trends, it is unlikely the agency can support this effort in-house.
3. Direct departments to procure services for their own needs. This option puts an undue burden on the small business community, requiring them to expend significant and costly resources to respond to multiple procurement processes each year. It also is counter to Metro's External Communications Policy, which is designed to consolidate, optimize and strategically coordinate communications services across the agency.

**NEXT STEPS**

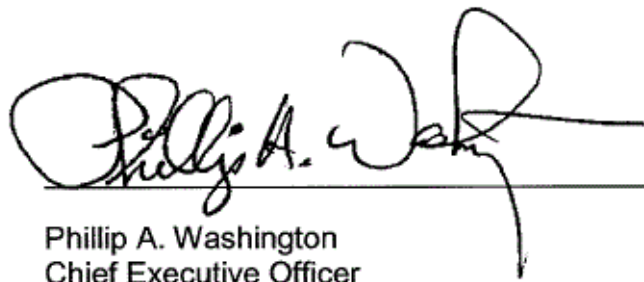
Upon Board approval, staff will execute Contract Modification No. 2 to the Communications Support Services Bench Contracts and continue to award individual task orders for communications support services.

**ATTACHMENTS**

- Attachment A - Procurement Summary
- Attachment B - Contract Modification/Change Order Log
- Attachment C - Firms on Communications Support Services Bench
- Attachment D - List of Task Orders and Values
- Attachment E - DEOD Summary

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