

**Board Report**

File #: 2017-0557, **File Type:** Contract**Agenda Number:** 39.

**EXECUTIVE MANAGEMENT COMMITTEE
SEPTEMBER 21, 2017****SUBJECT: METRO VIDEO BENCH****ACTION: AWARD BENCH CONTRACTS****RECOMMENDATION**

AUTHORIZE the Chief Executive Officer to:

- A. AWARD four-year, fixed unit rate bench Contract Nos. PS40129001 through PS40129010, with the firms listed in Attachment A, for video production services, for a not-to-exceed amount of \$2,900,000, effective October 1, 2017, through September 30, 2021; subject to resolution of protest(s), if any;
- B. EXECUTE Task Orders, on a rotational basis, under these Contracts for video production services in a total amount not-to-exceed \$2,900,000; and
- C. AUTHORIZE the option to exercise the standard 10% contract authority modification, which in this case would allow an additional \$290,000 for a total contract allowance of up to \$3,190,000.

ISSUE

Metro's Marketing Department produces public-facing information toward the goals of increasing ridership, improving the customer experience and informing the public about all of the agency's projects and programs. Housed in the Communications Division, the Marketing Department has traditionally used a bench of small business video production firms to supplement staff capacity in this area. As video becomes increasingly important in the digital space, staff seeks to award its small business video production bench contract in a larger amount than in the past. This larger video bench contract gives Metro the capacity to produce a greater volume of video content, assisting marketing efforts to have a greater impact. To allow the agency to produce videos tailored to the agency's increasingly sophisticated digital advertising placements, social media targeting and web/mobile presence, staff recommends awarding bench contracts to 10 video production firms:

- ALAS Media
- Anti-Villain dba Heritage Tree
- Bubba's Chop Shop
- CivilEarth

- Conceptive
- The Department of the 4th Dimension
- Friendly Filmworks
- Lux Virtual
- Producto Studios
- Triplane Film + Video

DISCUSSION

Through a small-business set aside procurement, staff identified the recommended small business video production firms as possessing necessary competencies to produce video content that can assist the department in pursuing the agency's marketing communication goals. Similar to past video bench procurements, the selected firms' competencies build on Metro Communications' current in-house production abilities, providing additional capacity and proficiencies.

Staff evaluators have verified these contractors' skills in producing digital ad units, and video content to enhance information on the agency's website, blog and social media channels - all of which are growing their levels of public engagement.

Considerations

Continuing to structure Metro's video capacity with a stable pool of contractors, as recommended, builds on existing in-house video production capabilities with a flexible arrangement that will allow for more production activity and larger-scale productions only as needed. Contracting with multiple small businesses allows Metro to leverage the plentiful talent from the entertainment industry, without commitment of full-time staff or purchased equipment. Metro Communications Marketing strategic marketing plan recognizes the growing role of video in the digital space and award of these Contracts helps position the department to better implement this plan.

DETERMINATION OF SAFETY IMPACT

Contractors may be required to shoot footage on Metro property if the scope of a project warrants it. Staff will continue to follow all Metro safety requirements, including rail safety training for contractors and coordinating all shoots through established protocols.

FINANCIAL IMPACT

The Marketing Department has budgeted \$250,000 in FY18 for video production under this contract. Because this is a multi-year contract, the Chief Communications Officer will be responsible for budgeting funds for video production in future years.

Impact to Budget

Funding for video production costs will parallel allocated project funding and may include sources like fares, transportation sales taxes, federal and state funds. The impact will vary year-to-year based on project and advertising budgets to support Metro programs and initiatives.

In FY18, Marketing has allocated \$250,000 for video production within its professional and technical services budget (Public Affairs: Project 306005, Task 01.002, Account 50316 Professional and Technical Services):

- Blue Line: Project 300022, Task 22.8.01, Account 50316 Professional and Technical Services
- Green Line: Project 300033, Task 33.8.01, Account 50316 Professional and Technical Services
- Red Line: Project 300044, Task 44.8.01, Account 50316 Professional and Technical Services
- Gold Line: Project 300055, Task 55.8.01, Account 50316 Professional and Technical Services
- Expo Line: Project 300066, Task 01.01, Account 50316 Professional and Technical Services

ALTERNATIVES CONSIDERED

Alternatives to Board approval include building an in-house video production team, which would require four additional full-time employees with expertise in video production and ongoing procurement of professional-level video production equipment, editing computers and software, as well as potential rental space to house all of it. This route would also require Metro to continually purchase new equipment, as technology is rapidly changing, to remain competitive. Furthermore, the agency would not be able to benefit from learnings and experience that outside video producers bring from working on a variety of high-concept productions outside of Metro.

NEXT STEPS

Upon Board approval, staff will execute these video bench contracts, with task orders will be awarded on a rotational as needed basis.

ATTACHMENTS

Attachment A - Procurement Summary

Attachment B - DEOD Summary

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