



**Board Report**

**File #:** 2017-0699, **File Type:** Contract

**Agenda Number:** 9.

**REVISED  
EXECUTIVE MANAGEMENT COMMITTEE  
NOVEMBER 16, 2017**

**SUBJECT: COMMUNICATIONS SUPPORT SERVICES BENCH**

**ACTION: AWARD CONTRACTS**

**RECOMMENDATION**

AUTHORIZE the Chief Executive Officer to:

- A. AWARD seven-year, task order based bench Contract Nos. PS44432001 through PS44432010, with the following firms: Arellano Associates, Celtis Ventures, Communications Lab, Community Connections, Consensus, Dakota Communications, ETA Agency, Lee Andrews Group, MBI Media, and the Robert Group, for Communications Support Services, for a not-to-exceed amount of \$9,505,568 for the base three-year term effective January 1, 2018 through December 31, 2020, plus \$5,393,760 for each of the two, two-year options, for a combined total amount not-to-exceed \$20,293,088, subject to resolution of protest(s), if any; and
- B. EXECUTE Task Orders under these Contracts for communications support services in a total amount not-to-exceed \$9,650,568.

**ISSUE**

With the passage of Measure M in November 2016, the agency’s work effort will expand 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 this bench award. In addition, there are numerous processes that require Communications support such as the Long Range Transportation Plan, the NextGen Bus Service Study and efforts to increase ridership and enhance the customer experience. The Metro Communications Department developed this bench contract concept to supplement the agency’s current and future communications needs. The bench is set to augment existing and future staff on Metro planning, design and construction projects and perform tasks on numerous other projects, programs, and initiatives as the need arises.

The Communications staff recommends awarding contracts to 10 teams to serve on this on-call bench contract. There is a SBE/ Disadvantaged Business Enterprise (DBE), Small Business Enterprise (SBE), and Disabled Veteran Business Enterprise (DBVBE) goal for this contract depending on the funding source: bench is 20% percent DBE for federally funded projects, 17%

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percent SBE and 3% DVBE for locally funded projects, 17 percent DBE for federally funded projects, and 3 percent for DVBE firms. Staff will issue task orders as needed to one of the ten full-service multi-disciplinary teams selected to serve on this bench.

## **DISCUSSION**

The Metro Communications Department is comprised of six departments: Art and Design Programs, Community Relations, Customer Care, Government Relations, Marketing, and Public Relations. While the on-call bench contracts could supplement functions in any of these six departments, the intent is to provide an extension of the work effort in the Community Relations, Marketing, and Public Relations Departments. The bulk of the work expected through the bench will support the Community Relations Department in executing public engagement, public information and community outreach activities on current and future projects.

The Community Relations Department serves as the public face of Metro's projects, programs and initiatives by supporting internal/external communications functions through the planning, design, construction, and operations phases of Metro's fast growing transportation system. Many of these projects require a high-level of targeted communications and engagement with Metro customers, residents, elected officials, business groups, homeowner groups and other interested stakeholders. Community Relations is responsible for implementing programs to engage a wide range of stakeholders including, but not limited to, cities, businesses, neighborhood and homeowner groups, environmental advocates, environmental justice advocates, minority groups, limited English proficiency and underserved communities, and disabled organizations, older adults, students, and other targeted community groups that are or may be impacted by Metro operations, future projects, construction activities, and other initiatives.

The Marketing Department is responsible for establishing and managing Metro's branding, marketing activities and advertising. This includes campaign development, copywriting, graphic design, digital and social media, marketing videos, website design and maintenance, printing services, advertising, and specialized TAP card programs.

The Public Relations Department oversees and implements all agency media relations, special press and promotional events, and develops written content in the form of press releases, rider alerts, blogs, news-related digital and social media, talking points, articles, guest columns and opinion editorials.

In the development of this approach, an emphasis was placed on "teaming", encouraging proposers to team with a number of firms to broaden their scope of services, experience and areas of discipline. This, in turn, provides a wide range of opportunities for small, disadvantaged and veteran-owned businesses to contribute to the development and growth of Metro's system and services.

In addition to providing opportunities to many firms, this approach also streamlines procurement processes for Metro and the business community by consolidating numerous, laborious and costly contracting opportunities into one contract. This approach prevents individual procurement processes when services are needed, and creates efficiencies for the business community and Metro.

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## **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.

## **FINANCIAL IMPACT**

The funding for this 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 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.

The External Communications Policy establishes that all processes and materials intended to represent Metro and its services, programs and projects to external audiences must be created, reviewed and/or approved by Metro's Communications Department. To accommodate the multitude of needs for each department, the Communications staff will facilitate any communications support needed through this bench contract.

Therefore, project managers and respective cost center managers from the various departments will budget for future communications-related task orders related to their project, program or initiative that will be provided through this contract.

## **IMPACT TO BUDGET**

The Communications Department has anticipated the work needed through this contract for FY18 and has funds available in the Community Relations, Public Relations and Marketing cost centers to cover these expected task orders. In addition, funds are available in individual project and departmental budgets to cover the activities to support their efforts.

Moving forward, the funds to support the various departments' projects, programs and initiatives will either be budgeted within their cost centers each Fiscal Year, or through individual life of project budgets.

The funding sources used will correspond to the respective projects' funding plans charged and consist of federal, state or local funds.

This bench contract will also mitigate the need to pursue numerous procurements for communications services, saving time and money as an overall positive impact to the agency budget.

## **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 were 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 establish the Communications Support Services Bench contracts with each of the selected firms effective January 1, 2018. Once contracts are executed, staff will begin issuing task orders as needed.

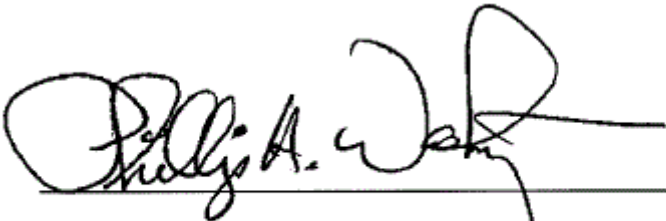
### **ATTACHMENTS**

Attachment A - Procurement Summary

Attachment B - DEOD Summary

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