

**PROCUREMENT SUMMARY**  
**ADVERTISING AND COMMUNICATION SERVICES/PS123964000**

|    |                                                                                                                                                      |         |                                                      |             |
|----|------------------------------------------------------------------------------------------------------------------------------------------------------|---------|------------------------------------------------------|-------------|
| 1. | <b>Contract Number:</b> PS123964000                                                                                                                  |         |                                                      |             |
| 2. | <b>Contractor:</b> GP Generate, LLC                                                                                                                  |         |                                                      |             |
| 3. | <b>Mod. Work Description:</b> Continue to provide advertising and communication services to support ridership growth and brand building initiatives. |         |                                                      |             |
| 4. | <b>Contract Work Description:</b> Provide advertising and communications services.                                                                   |         |                                                      |             |
| 5. | <b>The following data is current as of:</b> 6/16/26                                                                                                  |         |                                                      |             |
| 6. | <b>Contract Completion Status</b>                                                                                                                    |         | <b>Financial Status</b>                              |             |
|    |                                                                                                                                                      |         |                                                      |             |
|    | <b>Contract Awarded:</b>                                                                                                                             | 1/23/25 | <b>Contract Award Amount:</b>                        | \$1,435,875 |
|    | <b>Notice to Proceed (NTP):</b>                                                                                                                      | N/A     | <b>Total of Modification Approved:</b>               | \$143,588   |
|    | <b>Original Complete Date:</b>                                                                                                                       | 2/14/28 | <b>Pending Modification (including this action):</b> | \$2,871,750 |
|    | <b>Current Est. Complete Date:</b>                                                                                                                   | 2/14/28 | <b>Current Contract Value (with this action):</b>    | \$4,451,213 |
|    |                                                                                                                                                      |         |                                                      |             |
| 7. | <b>Contract Administrator:</b><br>Britney Shedrick                                                                                                   |         | <b>Telephone Number:</b><br>(213) 418-3313           |             |
| 8. | <b>Project Manager:</b><br>Tiffany Srisook                                                                                                           |         | <b>Telephone Number:</b><br>(213) 922-5285           |             |

**A. Procurement Background**

This Board Action is to approve Contract Modification No. 2 to continue to provide advertising and communication services to support ridership growth and brand building initiatives.

This contract modification will be processed in accordance with Metro's Acquisition Policy, and the contract type is a firm-fixed unit rate.

On January 23, 2025, the Board awarded a five-year (inclusive of one, two-year option) Contract No. PS123964000 for advertising and communication services.

One modification has been issued to date.

Refer to Attachment B – Contract Modification/Change Order Log.

**B. Price Analysis**

The recommended amount has been determined to be fair and reasonable based on the firm's fixed unit rates established and evaluated during the competitive award in January 2025. The firm's fixed unit rates remain unchanged and are lower than current market rates for similar services.

| <b>Proposed Amount</b> | <b>Metro ICE</b> | <b>Recommended Amount</b> |
|------------------------|------------------|---------------------------|
| \$2,871,750            | \$2,871,750      | \$2,871,750               |