

**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

Prepared by: Ana Vallianatos, Senior Marketing and Communications Officer, (213) 922-2248

Reviewed by: Glen Becerra, DEO, Communications (213) 418-3264
Pauletta Tonilas, Chief Communications Officer, (213) 922-3777
Debra Avila, Chief Vendor/Contract Management Officer,
(213) 418-3051



Phillip A. Washington
Chief Executive Officer

PROCUREMENT SUMMARY

METRO VIDEO BENCH / PS40129000

| | | |
|----|---|--|
| 1. | Contract Numbers: PS40129001-010 | |
| 2. | Recommended Vendors: ALAS Media; Anti-Villain LLC DBA Heritage Tree Films; Bubba's Chop Shop; CivilEarth; Conceptive; The Department of the 4 th Dimension; Friendly Filmworks; Lux Virtual, LLC; Producto Studios; Triplane Film + Video | |
| 3. | Type of Procurement (check one): <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. | Procurement Dates: | |
| | A. Issued: April 4, 2017 | |
| | B. Advertised/Publicized: April 10, 2017 | |
| | C. Pre-proposal Conference: April 17, 2017 | |
| | D. Proposals Due: May 4, 2017 | |
| | E. Pre-Qualification Completed: August 18, 2017 | |
| | F. Conflict of Interest Form Submitted to Ethics: July 20, 2017 | |
| | G. Protest Period End Date: September 25, 2017 | |
| 5. | Solicitations Picked up/Downloaded: 31 | Proposals Received: 16 |
| 6. | Contract Administrator: Antwaun Boykin | Telephone Number: (213) 922-1056 |
| 7. | Project Manager: Ana Vallianatos | Telephone Number: (213) 922-2248 |

A. Procurement Background

This Board Action is to approve the award of bench Contracts Nos. PS40129001 through PS401290010 issued in support of video production services for Metro Communications Marketing Department for a four-year term. The Contracts will be effective October 1, 2017 with a cumulative total amount not-to-exceed \$2,900,000. The Project Manager will issue tasks orders on an as-needed rotational basis to the firms on the bench to allow work opportunities for all firms.

A Small Business Enterprise Set-Aside Request for Proposals (RFP) No. PS40129 was issued in accordance with Metro's Acquisition Policy and the contract type is a firm fixed unit rate IDIQ.

One amendment was issued during the solicitation phase of this RFP:

- Amendment No. 1, issued on April 18, 2017 provided documents from the pre-proposal conference.

A total of 16 proposals were received on the due date of May 4, 2017.

B. Evaluation of Proposal

A total of 16 proposers responded to this solicitation. The firms are listed below in alphabetical order:

1. ALAS Media

2. Anti-Villain dba Heritage Tree
3. Boatright-Simon Picture+Sound
4. Bubba's Chop Shop
5. CivilEarth
6. Conceptive
7. Dakota Communications
8. The Department of the 4th Dimension
9. Friendly Filmworks
10. Lux Virtual
11. Media Arts LLC
12. Producto Studios
13. Triplane Film + Video
14. Two Hundred, Inc.
15. We Are Vision Inc.
16. Zeldesign

A Proposal Evaluation Team (PET) consisting of staff from Metro Communications Marketing was convened and conducted a comprehensive technical evaluation of the proposals received.

The proposals were evaluated to determine if they are technically acceptable based on the criteria stated in the RFP:

- A. Degree Of The Proposer's Experience
- B. Degree Of The Proposer's Skills
- C. Understanding Of Work

Proposers were also required to submit sample videos for the various video production categories for evaluation. Proposers were allowed to 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
6. Compilation or Sizzle Reel

On May 4, 2017, the members of the PET were given copies of all written technical proposals to begin their evaluation. On May 12, 2017, the PET met to watch and evaluate all submitted sample videos. Finally, on May 30, 2017, the PET met again for final determination of technically acceptable in the categories included in the RFP. Ten firms were determined to be responsive, responsible, and technically qualified to perform the services based on the RFP's requirements.

Of the sixteen proposals received, ten were determined to be technically acceptable to provide video services under bench contracts. Proposers were evaluated and selected based on the following technically acceptable criteria outlined in the RFP: Degree of the

Proposer's Experience, Degree of Proposer's Skills and Understanding of Work. As this RFP was issued as a Small Business Set Aside, all recommended firms are SBE certified. They are listed below in alphabetical order:

| No. | Contract No. | Firm | Evaluation |
|-----|--------------|-------------------------------------|------------------------|
| 1 | PS40129001 | ALAS Media | Technically acceptable |
| 2 | PS40129002 | Anti-Villain dba Heritage Tree | Technically acceptable |
| 3 | PS40129003 | Bubba's Chop Shop | Technically acceptable |
| 4 | PS40129004 | CivilEarth | Technically acceptable |
| 5 | PS40129005 | Conceptive | Technically acceptable |
| 6 | PS40129006 | The Department of the 4th Dimension | Technically acceptable |
| 7 | PS40129007 | Friendly Filmworks | Technically acceptable |
| 8 | PS40129008 | Lux Virtual | Technically acceptable |
| 9 | PS40129009 | Producto Studios | Technically acceptable |
| 10 | PS401290010 | Triplane Film + Video | Technically acceptable |

Qualifications Summary of Firms:

ALAS Media

ALAS Media is a San Fernando-based video production company with over nine 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.

Anti-Villain LLC DBA Heritage Tree Films

Heritage Tree Films is a production company based in South Los Angeles that produces quality video products for a clientele that requires stylized videos and video related products. With a modern approach and unique niche for storytelling, Heritage Tree Films has satisfied clients with their quality video production work. Heritage Tree Films has youthful, yet experienced, management and production teams that work to ensure quality video production. Heritage Tree Films centers itself around three core values: innovative products, high quality products, and affordable price points.

Bubba's Chop Shop

Bubba's in-house team is proficient in a multitude of areas of video production and marketing strategy. Based in Van Nuys, the team also brings to every project diverse perspectives, as staff comes from various backgrounds in front of and behind the camera. Bubba's Chief Executive Officer and Executive Producer 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. He 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 significantly since its launch in 2012, having worked with some of the most recognizable brands and organizations.

CivilEarth

CivilEarth consists of members from multi-discipline professional services, including video production firm located in North Orange County, CA with a field office in Los Angeles County as well. The company utilizes individuals of various technical and professional backgrounds. The founder began providing civil engineering services 30 years ago for development companies in Orange County. Through the years of continuing successful client relationship, it has evolved into a multi-discipline full service company offering professional services, including video production, throughout the western US.

Conceptive

Conceptive is a branded entertainment firm that focuses on producing non-traditional advertising, video-based infotainment, and branded entertainment that involves and embraces customers. They are entertainment industry veterans who create broadcast television quality programming out of their office in Sherman Oaks. Their technological expertise allows them to do so at a limited cost. Companies like Toys "R" Us, Nestle Foods, and ESPN have welcomed Conceptive's creative approach.

The Department of the 4th Dimension (The D4D)

Based in Los Angeles' Arts District, the D4D is a multidimensional storytelling company and an award winning creative agency made of equal parts strategy, design and content production. Established in 2006, The D4D has been pioneering innovative forms of storytelling and content experiences for over a decade. Its integrated team of researchers, strategists, writers, designers, technologists and filmmakers are experts at transforming complex ideas into insightful, human narratives that have connected, entertained and moved audiences all over the world. As a strategic and creative partner to brands and organizations, the firm works across all media to help its clients become more effective, dynamic, and inspiring participants in the cultural conversation.

Friendly Filmworks

Friendly Filmworks run every aspect of productions in-house and their full-service capabilities takes care of the entire process, from preproduction to post-production. Based in northeast Los Angeles, 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.

Lux Virtual

Lux Virtual, as a Creative Studio, has completed work on IMAX's dream big film, MWD's Virtual Tour of the Colorado River Aqueduct, Hyperloop I One propulsion test animation as well as the nationally recognized Safetyville animation for Metro. Their focus is explaining complex or profound ideas in a straight forward and easy-to-understand way. Based in Culver City, the firm's goal is to utilize our methodologies, technologies, and programs to create videos with high-level graphics that create an added value to video productions. Lux Virtual uses the toolset of Hollywood to tell visual stories that can simplify complex ideas and make them easy to understand. By combining digital filmmaking with motion graphics, animation and virtual reality, Lux Virtual is able to beautifully convey even the most difficult ideas.

Producto Studios

Producto Studios has been providing award winning animated video production, digital design and mobile application design and development for over 17 years. The Redondo Beach-based firm's projects and experience reflect the evolution of technology and its impact on communication for both public sector and private clients. Producto is passionate about delivering great storytelling in the most impactful way delivering great design and functionality for all projects. Producto has a team of animators, designers and programmers to provide client focused media solutions across platforms, software and devices. From concept to beta testing, Producto works as a partner in providing innovative and functional media solutions.

Triplane Film + Video

Triplane Film + Video is a production company and creative design boutique. A California corporation based in Pacific Palisades, DBE AND SBE – and WBENC-certified company, Triplane's recent focus has been on government and education sectors – always mindful of the need to entertain while getting the message across. The firm's Principal-Director-Writer-Shooter-Editor brings to the table a broad range of experience in all areas of production on a wide variety of film and video projects from features and TV to corporate, educational, docs and music videos.

C. Price Analysis

The recommended fixed unit rates from all firms have been determined to be fair and reasonable based upon adequate competition and a review of historical video labor rates and technical analysis. The Metro ICE for the overall contract value is \$2,900,000. Metro's ICE is based upon historical pricing and past usage of video production services. Each individual task order will comply with all requirements of Metro Acquisition Policy and the terms of the contract.

D. Background on Recommended Contractors

All ten firms listed above are recommended for award. These firms have been evaluated and determined to be qualified to work on Metro assignments on an as-needed, task order basis. Having multiple contracts insures that Metro Communications Marketing will have a

variety of firms to select from for video production services. This will also allow Metro Communications Marketing to work with multiple firms on multiple projects if needed.

DEOD SUMMARY

METRO VIDEO BENCH/PS40129000

A. Small Business Participation

Effective June 2, 2014, per Metro's Board-approved policy, competitive acquisitions with three or more Small Business Enterprise (SBE) certified firms within the specified North American Industry Classification System (NAICS) as identified for the project scope shall constitute a Small Business Set-Aside procurement. Accordingly, the Contract Administrator advanced the solicitation, including posting the solicitation on Metro's website, advertising, and notifying certified small businesses as identified by NAICS code(s) that this solicitation was open to **SBE Certified Small Businesses Only**.

All bench participants are SBE primes and have committed to perform 100% of the work with their own workforce. Work throughout these Contracts will be issued on a task order basis as-needed.

SMALL BUSINESS PRIME (SET-ASIDE)

| | SBE Primes | SBE % Committed |
|-----|-------------------------------------|------------------------|
| 1. | ALAS Media | 100% |
| 2. | Anti-Villain dba Heritage Tree | 100% |
| 3. | Bubba's Chop Shop | 100% |
| 4. | CivilEarth | 100% |
| 5. | Conceptive | 100% |
| 6. | The Department of the 4th Dimension | 100% |
| 7. | Friendly Filmworks | 100% |
| 8. | Lux Virtual | 100% |
| 9. | Producto Studios | 100% |
| 10. | Triplane Film + Video | 100% |
| | Total Commitment | 100% |

B. Living Wage and Service Contract Worker Retention Policy Applicability

The Living Wage and Service Contract Worker Retention Policy (LW/SCWRP) is not applicable to these Contracts.

C. Prevailing Wage Applicability

Prevailing wages are not applicable to these Contracts.

D. Project Labor Agreement/Construction Careers Policy

Project Labor Agreement/Construction Careers Policy is not applicable to these Contracts.