



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. 6th 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.

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

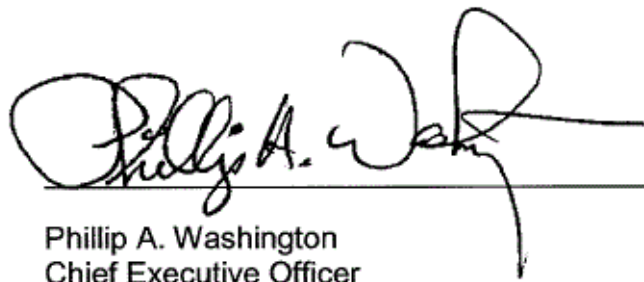
Upon Board approval, staff will execute Contract Modification No. 2 to the Communications Support Services Bench Contracts and continue to award individual task orders for communications support services.

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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Phillip A. Washington
Chief Executive Officer

PROCUREMENT SUMMARY

COMMUNICATIONS SUPPORT SERVICES BENCH / PS44432001 through PS44432010

1.	Contract Numbers: PS44432001 through PS44432010		
2.	Contractors: Arellano Associates; Celtis Ventures; Communications Lab; Community Connections; Consensus; Dakota Communications; ETA Agency; Lee Andrews Group; MBI Media; The Robert Group		
3.	Mod. Work Description: Increase base contract amount		
4.	Contract Work Description Provide communications support services to Metro's Communications Department.		
5.	The following data is current as of: 8/23/19		
6.	Contract Completion Status		Financial Status
	Contracts Awarded:	1/1/18	Contracts Award Amount: \$9,505,568
	Notice to Proceed (NTP):	N/A	Total of Modifications Approved: \$0
	Original Complete Date:	12/31/20	Pending Modifications (including this action): \$9,000,000
	Current Est. Complete Date:	12/31/20	Current Contract Value (with this action): \$18,505,568
7.	Contract Administrator: Antwaun Boykin		Telephone Number: (213) 922-1056
8.	Project Manager: Anthony Crump		Telephone Numbers: (213) 418-3292

A. Procurement Background

This Board Action is to approve Contract Modification No. 2 issued to increase the base contract value through December 31, 2020 for Communications Bench Contracts PS44432001 through PS44432010, to continue to perform communications support services.

This Contract Modification and future Task Orders will be processed in accordance with Metro's Acquisition Policy.

Metro awarded a seven-year (three-year base term, with two, two-year options), task order based bench contracts to 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 to provide communication support services.

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

B. Cost/Price Analysis

The recommended price for all future task orders and modifications will be determined to fair and reasonable in accordance with Metro's Acquisition Policy at the time of issuance and award.

CONTRACT MODIFICATION/CHANGE ORDER LOG

**COMMUNICATIONS SUPPORT SERVICES BENCH / PS44432001 through
PS44432010**

Mod. No.	Description	Status (approved or pending)	Date	Amount
1	Modify the SOW to delete printing support services	Approved	10/15/18	\$0
2	Increase base contract value	Pending	Pending	\$9,000,000
	Modification Total:			\$9,000,000
	Original Contract:		1/1/18	\$9,505,568
	Total:			\$18,505,568

ATTACHMENT C

FIRMS ON COMMUNICATIONS SUPPORT SERVICES BENCH

**COMMUNICATIONS SUPPORT SERVICES BENCH / PS44432001 through
PS44432010**

	<u>Contract No.</u>	<u>Company Name</u>
1	PS44432001	Arellano Associates
2	PS44432002	Celtis Ventures
3	PS44432003	Communications Lab
4	PS44432004	Community Connections
5	PS44432005	Consensus
6	PS44432006	Dakota Communications
7	PS44432007	ETA Agency
8	PS44432008	Lee Andrews Group
9	PS44432009	MBI Media
10	PS44432010	The Robert Group

ATTACHMENT D

DBE/SBE Prime Awards			
Contract No.	Company Name	Task Orders Awarded to Date	Task Order Award Amount
PS44432001	Arellano Associates	2	\$2,572,659
PS44432003	Communications Lab	1	\$735,816
PS44432004	Community Connections	0	\$0
PS44432005	Consensus	1	\$128,148
PS44432006	Dakota Communications	1	\$669,904
PS44432007	ETA Agency	0	\$0
PS44432008	Lee Andrews Group	5	\$1,518,144
PS44432009	MBI	1	\$730,000
PS44432010	The Robert Group	2	\$1,165,576
Total Awarded Task Order Subtotal		13	\$7,520,247
Total Task Order Value			

Non DBE/SBE Prime Awards			
Contract No.	Company Name	Task Orders Awarded to Date	Task Order Award Amount
PS44432002	Celtis Ventures	1	\$1,483,154
Total Awarded Task Order Subtotal		1	\$1,483,154
Total Task Order Value			

Total Task Orders Awarded	14	Amount Awarded
DBE/SBE Task Order Value		\$7,520,247
Total Task Order Value		\$9,003,401

DEOD SUMMARY

**COMMUNICATIONS SUPPORT SERVICES BENCH / PS44432001 through
PS44432010****A. Small Business Participation**

DEOD established an overall 20% goal for this Task Order/Bench contract for the participation of Disadvantaged Business Enterprise (DBE), Small Business Enterprise (SBE) and Disabled Veteran Business Enterprise (DVBE) certified firms. The 20% overall goal is applied to all task orders issued and the type of participation is based on the funding source. Each bench participant met or exceeded the 20% DBE or 17% SBE / 3% DVBE commitment. The overall DBE/SBE/DVBE participation is based on the cumulative value of all task orders issued. There are ten (10) Primes on the Bench; of which eight (8) are DBE firms and nine (9) are SBE firms.

To date, fourteen (14) task orders have been awarded to eight (8) primes on the bench, and thirteen (13) of these task orders were awarded to Small Businesses. Listed below are the bench participants that have been awarded task orders and their current level of DBE/SBE/DVBE participation. Based on payments and funding sources, the cumulative SBE participation is 49.53%, and to-date, no task orders have been issued with federal funding or DBE commitment.

Current DVBE participation is 0%. According to the Project Manager, due to Metro's Collective Bargaining Agreement (CBA), teams on the Communications Support Services Bench were advised by Metro that printing services were not going to be procured through the bench. Metro's print shop is represented and printing through firms on the bench may violate Metro's CBA. As a result, this scope of work has been removed as a service. Where the removal of scope has impacted commitments made to DVBE firms, Primes will be required to submit an updated utilization plan to replace those DVBE commitments.

Notwithstanding, Metro Project Managers and Contract Administrators will work in conjunction with DEOD to ensure that the primes are on schedule to meet or exceed their DBE/SBE/DVBE commitments. Additionally, key stakeholders associated with the contract have been provided access to Metro's tracking and monitoring system to ensure that all parties are actively tracking Small Business progress.

Small Business Commitment	20% DBE 17% SBE 3% DVBE	Small Business Participation	0% DBE 49.53% SBE 0% DVBE
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DBE/SBE Primes & Subcontractors		Current Participation		
		DBE	SBE	DVBE
1	Arellano Associates (DBE/SBE Prime)	-	84.42%	-
	AVS Consulting, Inc.	-	1.09%	-
	Jarrett Walker & Associates	-	0.08%	-
	VMA Communications	-	2.67%	-
	Young Communications Group	-	7.35%	-
Total		-	95.62%	-
2	Celtis Ventures	-	-	-
	DVBE Global Marketing	-	-	0.00%
	Flagship Marketing	-	-	0.00%
	The Walking Man	-	0.00%	-
Total		-	0.00%	0.00%
3	Communications Lab (DBE/SBE Prime)	-	27.75%	-
	Total	-	27.75%	-
4	Consensus (SBE Prime)	-	25.08%	-
	Total	-	25.08%	-
5	Dakota Communications (DBE/SBE Prime)	-	97.84%	-
	JKH Consulting, LLC	-	2.16%	-
	Total	-	100.00%	-
6	Lee Andrews Group (DBE/SBE Prime)	-	15.13%	-
	Maria Luisa Arredondo-Pagaza	-	84.87%	-
	Total	-	100.00%	-
7	MBI Media (DBE/SBE Prime)	-	52.54%	-
	Alas Media, Inc.	-	1.25%	-
	Continental Interpreting Services, Inc.	-	-	0.20%
	Digital Services Enterprises, Inc.	-	8.60%	-
	House 47, LLC	-	11.02%	-
	North Star Alliances LLC	-	13.07%	-
	The Walking Man, Inc.	-	0.00%	-
	Young Communications Group	-	7.74%	-
Total		-	94.42%	0.20%
8	The Robert Group (DBE/SBE Prime)	-	60.40%	-
	DakeLuna Consultants	-	39.60%	-
	Total	-	100.00%	-

B. Living Wage and Service Contract Worker Retention Policy Applicability

The Living Wage / Service Contract Worker Retention Policy is not applicable to this modification.

C. Prevailing Wage Applicability

Prevailing wage is not applicable to this modification.

D. Project Labor Agreement/Construction Careers Policy

Project Labor Agreement/Construction Careers Policy is not applicable to this Contract. Project Labor Agreement/Construction Careers Policy is applicable only to construction contracts that have a construction contract value in excess of \$2.5 million.