



Board Report

File #: 2022-0276, File Type: Contract

Agenda Number: 19.

EXECUTIVE MANAGEMENT COMMITTEE SEPTEMBER 15, 2022

SUBJECT: COMMUNICATIONS SUPPORT SERVICES BENCH

ACTION: AWARD CONTRACTS

RECOMMENDATION

AUTHORIZE the Chief Executive Officer to:

- A. AWARD sixteen (16) task order-based bench Contract Nos. PS85397000 through PS85397015, for Communications Support Services, for a not-to-exceed amount of \$32,000,000 for a four-year term, effective October 1, 2022, through September 30, 2026, subject to resolution of protest(s), if any, with the following firms:
1. Arellano Associates
 2. Communications Lab
 3. Community Connections
 4. Costin Public Outreach Group
 5. Dakota Communications
 6. Del Sol Group
 7. Lazar Translating & Interpreting
 8. Lee Andrews Group
 9. MBI Inc.
 10. Murakawa Communications
 11. Natively Fluent
 12. Northstar Alliances
 13. Pacific Graphics Inc.
 14. Redwood Resources
 15. The Robert Group
 16. VMA Communications
- B. EXECUTE Task Orders under these Contracts for communications support services not exceed \$5,000,000 each.

ISSUE

With the passage of Measure M in 2016, the agency's work effort has expanded greatly. To optimize the agency's existing communications workforce and to ensure adherence to Metro's 2028 Strategic Vision, Equity Platform, CBO Partnering Strategy, and Customer Experience Plans, efforts will require a combination of agency staff and contracted services through this bench award to ensure strategic and equitable community engagement programs for Metro's projects, programs, and initiatives. In addition, numerous processes require Communication support, such as LIFE Program, and over 50 projects currently in the planning or construction phases of development. Metro's Customer Experience 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 operational programs and initiatives, as well as the planning, design, and construction projects as the need arises.

Staff recommends awarding contracts to 16 teams to serve this on-call bench contract under six disciplines:

1. Strategic Communications
2. Translation/Interpretation
3. Special Events and/or Digital Production
4. Professional Facilitation
5. Mailing Services
6. Technical Writing

These services will be performed on an "as-needed" basis for which task orders will be issued.

BACKGROUND

In December 2017, the Metro Board of Directors approved the establishment of ten Communications Support Services Bench contracts (Bench). The Bench contracts have been in place for five (5) years and have proven to be very successful in their utilization, with 48 Task Orders awarded totaling \$21,955,568. Nine of the ten firms were awarded task orders throughout the life of the Bench. One firm did not receive a task order because it ceased business operations and was unresponsive to task order solicitations as they were released. The Bench has now exhausted the not-to-exceed value and is set to expire on December 31, 2022. Therefore, new Bench Contracts are needed to continue communications support services to Metro's multiple projects, programs, and initiatives as requested in Recommendations A and B.

DISCUSSION

Metro's Customer Experience Department houses internal and external communications throughout the agency. The Customer Experience (CX) Department is comprised of Community Relations, Public Relations, Arts and Community Enrichment, Marketing, Customer Care, and Customer Experience. The Bench contracts will supplement the functions in any of these CX units. However, the bulk of the work that is expected through the Bench will support the Community Relations and Public Relations Units in executing public engagement, public information, and community outreach

activities on projects in the planning and construction phases of development.

The RFP was issued in accordance with the Small Business Enterprise (SBE) Set-Aside Program and was only open to Metro-certified SBEs. The new On-Call Communications Support Services Bench contracts seek to establish a highly qualified pool of contractors specializing in each of the six disciplines listed above (and detailed below).

Discipline 1 - Strategic Communications

In the development of the discipline's approach, an emphasis was placed on selecting "teams" encouraging proposers to team with other communications professionals to broaden their scope of services, experience, and areas of discipline. Proposers were also requested to include their approach for partnering with community-based/ community-based development organizations, faith-based groups, and other non-profit organizations to support the CBO Partnering Strategy's goal. Proposers will need to identify CBO partners, as appropriate, when Task Orders are issued based on the scope of work.

Twelve (12) teams were deemed qualified to be awarded a contract under Discipline 1:

1. Arellano Associates
2. Communications Lab
3. Community Connections
4. Costin Public Outreach Group
5. Dakota Communications
6. Lee Andrews Group
7. MBI Inc.
8. Murakawa Communications
9. North Star Alliances
10. Redwood Resources
11. The Robert Group
12. VMA Communications

Discipline 2 - Interpretation/Translation

Teams specializing in interpretation/translation were requested to propose their approaches to delivering these services for the required languages identified in the Title VI Limited English Proficiency Four-Factor Analysis completed by the Office of Civil Rights and Inclusion. American Sign Language and other services to accommodate stakeholders who require services per the American Disabilities Act were also requested under Discipline 2.

Two following two (2) firms are being recommended to award Bench contracts under Discipline 2:

1. Lazar Translating & Interpreting
2. Natively Fluent

These two contractors demonstrated experience in facilitating interpretation and translation services for topics including transportation, equity, race, gender identity, and/or mental health. Further, they

demonstrated experience in facilitating meetings that include groups with participants who speak other languages (other than English), use ASL, or have other disabilities that need to be accommodated if desired.

Discipline 3- Special Events and/or Digital Production

Metro requested proposals from event production experts to support virtual, live, hybrid (virtual and live) special events and programs. For live events, Contractors will be responsible for logistical planning, including rentals, refreshments, audiovisual, and jurisdictional permits, among other activities. Special events include, but are not limited to, press conferences, project milestone events, and groundbreaking/ribbon-cutting ceremonies. As part of this task, Contractors may be asked to mobilize “street teams” that staff Metro-sponsored booths at community events and festivals throughout Los Angeles County or share materials that promote Metro projects, programs, or initiatives at transit stops and stations. For virtual events, contractors will produce interactive online platforms simulating a live event or other innovative digital production to support the promoted program or initiative.

Under Discipline 3, the following five teams are being recommended a Contract award:

1. Communications Lab
2. Del Sol Group
3. Lee Andrews Group
4. North Star Alliances
5. Redwood Resources

Discipline 4 - Professional Facilitation

Contractors who specialize in professional facilitation of meetings, task forces, committees, etc., were encouraged to submit proposals under this discipline. Firms responding to this discipline provided examples of up to five past facilitation engagements which demonstrated their ability to facilitate productive meetings that: value the contributions of all participants; are designed to be supportive of participants who might otherwise be uncomfortable in a potentially contentious setting; provide the ability to have a group effectively learn and assess complex information, and allow recommendations from group discussions to emerge in a limited period of time.

One firm is being recommended an award under Discipline 4:

1. Del Sol Group

Discipline 5 - Mailing Services

Metro produces a variety of printed and digital materials used in its communications. Printed materials include but are not limited to pamphlets, booklets, postcards, invitations, posters, flyers, and other printed materials. Some of these materials are printed and distributed via United States Postal Service (USPS) to community members, while others are distributed digitally. Projects often arise on an “as-needed” basis and are not known or scheduled in advance. Materials are commonly

produced in relation to upcoming community events, Board directives, or agency initiatives. Discipline 5 contractors specialize in handling all logistical details in providing mailing services such as:

- Producing mailing distribution address lists.
- Picking up materials from the Metro headquarters building.
- Addressing, folding, stuffing, and delivering materials to USPS.
- Purchasing/securing and adhering postage, mailing permits for USPS delivery.
- Securing mailing certifications from USPS, as requested by Metro.

One firm is being recommended for a Bench Contract award:

1. Pacific Graphics Inc.

Discipline 6 - Professional Technical Writing

Metro produces various reports for programs, initiatives, and projects. In consultation with Metro Communications staff, the recommended Contractors under Discipline 6 will develop copy, messages, and text for both print and electronic informational and outreach materials including, but not limited to:

- Technical reports and documents related to agency initiatives/programs.
- Public Relations support materials such as press release drafts, media advisories, briefing papers, key messages, talking points, and opinion editorials.
- Copywriting/editing for other materials such as fact sheets, frequently asked questions, take-ones, brochures, posters, blog posts, among other materials.
- Speech writing for Metro's Senior Leadership Team.

Under this discipline, Contractors may be tasked with developing content, editing, and delivering the final product for approval in accordance with Metro's brand guidelines and User Experience (UX) policy requirements.

Three firms are being recommended a Bench Contract award under Discipline 6:

1. Del Sol Group
2. Lee Andrews Group
3. Redwood Resources

DETERMINATION OF SAFETY IMPACT

Contractors may be required to conduct tasks on Metro property where construction or operations

may be active. All safety requirements will be met with requisite training and clearance as established by Metro Safety, Construction, and Operations protocols.

FINANCIAL IMPACT

The funding for the bench contract will parallel that of the benefitting 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 these contracts. 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 relevant department.

Funding for FY23 is included in the department and cost center budgets. 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 department 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.

EQUITY PLATFORM

The On-Call Communications Bench Contract awards advance Metro's commitment to equity and inclusion by ensuring communications activities provide targeted approaches to engage all stakeholders, with specific focus on marginalized and vulnerable communities across the various disciplines: strategic communications, interpretation and translation, special events, professional facilitation, mailing and writing services. Enhanced community engagement opportunities for marginalized or vulnerable groups improve equitable outcomes by capturing and elevating voices that might not otherwise be heard or included in decision-making for Metro's projects, programs, or initiatives.

Additionally, all Discipline 1 (Strategic Communications) firms will be required to follow Metro's CBO Partnering Strategy, Public Participation Plan, UX Policy and other resources to ensure best practices are utilized in developing their communications services when responding to future Task Orders. For firms awarded under Disciplines 2-6, these policies will also be required, only if applicable, because these disciplines are more specific and focus mailing on providing mailing, interpretation/translation, facilitation, writing and event/digital production services. As appropriate, the evaluation criteria for each Task Order will also include higher scoring for teams that demonstrate their commitment to partnering with CBOs and provide innovative strategies for reaching low-income individuals, Black, Indigenous and people of color, equity-focused communities and other marginalized or vulnerable populations.

The Communications Support Services Bench contracts provide business opportunities for sixteen firms that are all certified as Small Businesses Enterprises. Additionally, 12 firms (75%) are minority-

and 13 firms (81%) are women-owned businesses. Further, of the sixteen firms, eight (or 50%) are firms that are new to Metro as prime Contractors.

To ensure maximum opportunity for participation in this contract, this solicitation was advertised through periodicals of general circulation, posted on Metro's Vendor Portal, and an e-mail notice to SBE firms with applicable NAICS codes. Ample opportunity was provided for interested firms to ask questions and receive answers. The Proposal Evaluation Team (PET) was diverse. It was comprised of different department personnel with various backgrounds to comprehensively evaluate proposers and subconsultants to determine the most qualified teams. Proposers were encouraged to form teams that included opportunities to consider a mentee-mentor program where a small firm serves as a prime with larger contractor(s) mentoring the prime.

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.

A new Communications Support Services Bench will allow the agency to engage stakeholders in an authentic, meaningful, and responsive manner on all 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 would also require extensive staff time to develop a scope of work, internal estimate and proceed with a competitive procurement for each 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 a significant additional burden on the Customer Experience and Vendor/Contract Management departments.
2. Utilize existing Customer Experience staff to provide the required support services. If this alternative were exercised, Metro would need to hire dozens of additional staff with expertise in several disciplines to perform the desired work. Based on the magnitude of projects, programs and initiatives that require communications and community engagement programs, it is unlikely the agency can support this effort in-house.

3. Direct departments to procure services for their own needs. This option burdens 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 October 1, 2022. Once contracts are executed, staff will begin issuing task orders as needed.

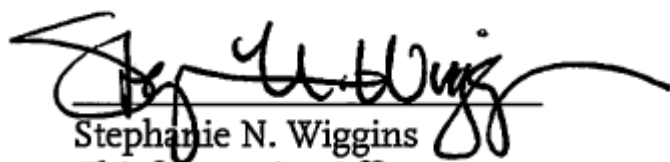
ATTACHMENTS

Attachment A - Procurement Summary

Attachment B - DEOD Summary

Prepared by: Lilian De Loza-Gutierrez, Director, Community Relations, 213-922-7475
Antwaun Boykin, Principal Contract Administrator, 213-922-1056
Yvette ZR Rapose, Deputy Chief, Communications, 213-418-3154
Debra Avila, Deputy Chief Vendor/Contract Management, 213-418-3051

Reviewed by: Jennifer Vides, Chief Customer Experience Office, 213-922-4060



Stephanie N. Wiggins
Chief Executive Officer

PROCUREMENT SUMMARY

COMMUNICATIONS SERVICES BENCH / PS85397000-015

1.	Contract Numbers: PS85397000-015	
2.	Recommended Vendors: Arellano Associates; Communications Lab; Community Connections; Costin Public Outreach Group; Dakota Communications; Del Sol Group; Lazar Translating & Interpreting; Lee Andrews Group; MBI Media; Murakawa Communications; Natively Fluent; North Star Alliance; Pacific Graphics; Redwood Resources; The Robert Group; VMA Communications	
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: March 4, 2022	
	B. Advertised/Publicized March 10, 2022	
	C. Pre-proposal Conference: March 22, 2022	
	D. Proposals Due: April 28, 2022	
	E. Pre-Qualification Completed: Pending	
	F. Conflict of Interest Form Submitted to Ethics: May 18, 2022	
	G. Protest Period End Date: September 30, 2022	
5.	Solicitations Picked up/Downloaded: 116	Proposals Received: 34
6.	Contract Administrator: Antwaun Boykin	Telephone Number: (213) 922-1056
7.	Project Manager: Lilian De Loza-Gutierrez	Telephone Number: (213) 922-7479

A. Procurement Background

This Board Action is to approve the award of bench Contract Nos. PS85397000 through PS85397015 issued in support of the Metro Communications Department for a four-year term. The Contracts will be effective October 1, 2022 with a total not-to-exceed amount of \$32,000,000. These services will be performed on an “as-needed” basis for which task orders will be issued. Board approval of contract awards are subject to resolution of properly submitted protests.

Request for Proposals (RFP) No. PS85397 was issued in accordance with Metro’s Acquisition Policy and the contract type is task order based. The RFP was issued in accordance with the Small Business Enterprise (SBE) Set-Aside Program and was only open to Metro-certified SBEs.

Two amendments were issued during the solicitation phase of this RFP:

- Amendment No. 1, issued on March 28, 2022 extended the proposal due date;
- Amendment No. 2, issued on April 4, 2022 provided a revised Scope of Services and Form 60;

A virtual pre-proposal conference was held on March 22, 2022 and was attended by 14 firms. A total of 116 individuals downloaded the RFP and were registered on the plan

holder's list. A total of 34 proposals were received on the due date of April 28, 2022 from the firms listed below in alphabetical order:

1. Arellano Associates
2. Communications Lab
3. Community Connections
4. Costin Public Outreach Group
5. Dakota Communications
6. Del Sol Group
7. Lazar Translating & Interpreting
8. Lee Andrews Group
9. MBI Media
10. Murakawa Communications
11. Natively Fluent
12. North Star Alliance
13. Pacific Graphics
14. Redwood Resources
15. The Robert Group
16. VMA Communications

B. Evaluation of Proposals

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

The proposals were evaluated based on the following evaluation criteria and weights:

Discipline 1: Strategic Communications

- | | |
|---|------------|
| • Teaming Effort, Key Personnel Experience and Capabilities on the Contracting Team | 30 percent |
| • Experience In Transportation, LA County or Similar County & Experience in Diverse Communities | 25 percent |
| • Understanding of Work & Appropriateness of Approach for Implementation & Effectiveness of Management Plan | 20 percent |
| • Cost Proposal | 25 percent |

Disciplines 2-6: Various Communications Support Services

- | | |
|---|------------|
| • Experience of Skills Within Discipline | 30 percent |
| • Experience & Capabilities of The Contractors Key Personnel | 25 percent |
| • Understanding of Work & Appropriateness of Approach for Implementation & Effectiveness of Management Plan | 20 percent |
| • Cost Proposal | 25 percent |

Several factors were considered when developing these weights, giving the greatest importance to teaming effort, key personnel experience and capabilities on the contracting team, as well as, experience of skills within the discipline.

On May 10, 2022, the members of the PET were given copies of 34 written technical proposals to begin their evaluation. The PET concluded the evaluations on June 16, 2022.

The recommended firms for the bench are listed below in alphabetical order:

No.	Contract No.	Firm
1	PS85397000	Arellano Associates
2	PS85397001	Communications Lab
3	PS85397002	Community Connections
4	PS85397003	Costin Public Outreach Group
5	PS85397004	Dakota Communications;
6	PS85397005	Del Sol Group
7	PS85397006	Lazar Translating & Interpreting;
8	PS85397007	Lee Andrews Group
9	PS85397008	MBI Media
10	PS85397009	Murakawa Communications
11	PS85397010	Natively Fluent
12	PS85397011	North Star Alliance
13	PS85397012	Pacific Graphics
14	PS85397013	Redwood Resources
15	PS85397014	The Robert Group
16	PS85397015	VMA Communications

All recommended firms above are Metro certified SBE.

C. Price Analysis

The proposed professional rates have been determined to be fair and reasonable based upon adequate competition, historical rates, and technical analysis. A price analysis will be conducted for every Task Order prior to issuance and award.

D. Background on Recommended Firms

Arellano Associates

Arellano Associates is a Chino Hills based communications firm with over 23 years of experience. Arellano Associates is a Metro certified SBE consulting firm specializing in communications and public outreach, community and government relations, and strategic planning and marketing programs throughout Los Angeles County. They offer a team of professionals who provide comprehensive communications and planning services for the full spectrum of public projects from planning to construction or implementation.

Communications Lab

Communications Lab is a City of Orange based communications firm with 12 years of experience. Communications Lab is a Metro certified SBE and DBE and has provided communications and public outreach for the Orange County Transportation Authority, Southern California Edison, and San Diego Gas and Electric.

Community Connections

Community Connections is a Los Angeles based communications firm with over 20 years of experience. The firm is a Metro certified SBE firm and an outreach specialist with experience working with and for public agencies and municipalities.

Costin Public Outreach Group

Costin Public Outreach Group (Costin) is a Corona based communications firm with over 20 years of experience. Costin is a Metro certified SBE firm who specializes in public relations, public affairs and communications. The firm has provided services for the Orange County Transportation Authority and San Bernardino Transportation Authority.

Dakota Communications

Dakota Communications is a Los Angeles based communications firm with over 20 years of experience. Dakota Communications is a Metro certified SBE and has experience building community support for public policy initiatives and programs advanced by corporate, business, governmental, non-profit and community-based organizations.

Del Sol Group

Del Sol Group is a Los Angeles based Metro certified SBE firm that was established in 2010. Del Sol Group has provided communications outreach services to University of Southern California, California Charter School Association and Southern California Edison.

Lazar Translating & Interpreting

Lazar Translating & Interpreting is a Metro certified SBE firm based in Los Angeles with over 25 years of experience providing on-site interpreting, written translation, multilingual formatting and telephone interpreting. Lazar has provided these similar sources for such agencies as the Orange County Transportation Authority and the California Department of Industrial Relations.

Lee Andrews Group

Lee Andrews Group is a Los Angeles based communications firm with over 20 years of experience. Lee Andrews Group is a Metro certified SBE firm with experience managing multiple community outreach projects and providing support and guidance to local government agencies and private entities. Lee Andrews Group has provided community

and public outreach for Alameda Corridor-East Construction Authority and the City of Bakersfield.

MBI Media

MBI is a Covina based communications firm with 28 years of experience. MBI is a Metro certified SBE firm and specializes in community relations, marketing, public relations and multi-media production. MBI has performed public outreach services for Metrolink and Los Angeles County Department of Public Works.

Murakawa Communications

Murakawa Communications is a Redondo Beach based firm that has seen the development of public outreach at Metro since before the agency's inception in 1994. Its founder, Trisha Murakawa, worked in Community Relations at the Rapid Transit District while the agency merged with the Los Angeles County Transportation Commission and worked in public affairs handling bus operations issues, rail planning and moving projects. The firm has experience working with government agencies, including LA County Public Works and Mesa Water District.

Natively Fluent

Natively Fluent is a Metro certified SBE firm based in Lake Forest with over 10 years of experience. Natively Fluent has provided translation services for clients such as: Netflix, Amazon Prime, Apple TV+, and DreamWorks.

North Star Alliance

North Star Alliance is a Metro certified SBE Los Angeles based communications firm with over 10 years of experience in providing strategic communications services to public agencies. North Star provides comprehensive community engagement strategy, targeted outreach, and stakeholder development that helps its partners achieve and maximize strategic development goals. Companies that have worked with this firm include Google and Coca-Cola Company.

Pacific Graphics

Pacific Graphics is a Metro certified SBE firm based in Los Angeles. Pacific Graphics provides full-service printing, mailing, fulfillment, and distribution services since being established in 1989. These services have been provided to other public agencies such as Southern California Edison, Orange County Transportation Authority, and Southern California Regional Rail Authority.

Redwood Resources

Redwood Resource is a Metro certified SBE based in Marina Del Rey that was established in the 1990's. Redwood Resources has been working with agencies to identify and build messages that resonate with diverse communities. Redwood Resources has provided services for the Cities of Los Angeles and Oakland.

The Robert Group

The Robert Group is a Los Angeles based communications firm with 25 years of experience. The Robert Group is a Metro certified SBE firm and is a public affairs firm with expertise in community outreach, strategic communications, and governmental relations. The firm has worked with public sector governmental agencies such as the City of Los Angeles Bureau of Sanitation and the City of Los Angeles Department of City Planning.

VMA Communications

VMA Communications is a Claremont based Metro-certified SBE that was established in 1996. VMA specializes in creating marketing materials, websites, branding/public relations campaigns and advertising to relay core messages effectively to communities. Clients of VMA Communications include California High Speed Rail Authority, City of Covina and Los Angeles County Public Works.

DEOD SUMMARY

COMMUNICATIONS SERVICES BENCH / PS85397000-015

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 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.**

There is a total of sixteen (16) SBE Primes on the Bench that have committed to perform 100% of the work with their own workforce. Work throughout this contract will be issued on a task order basis, as needed.

SMALL BUSINESS SET-ASIDE

	SBE Prime Contractor	SBE Commitment
1.	Arellano Associates	100%
	Total Commitment	100%

	SBE Prime Contractor	SBE Commitment
1.	Communications Lab	100%
	Total Commitment	100%

	SBE Prime Contractor	SBE Commitment
1.	Community Connections	100%
	Total Commitment	100%

	SBE Prime Contractor	SBE Commitment
1.	Costin Public Outreach Group	100%
	Total Commitment	100%

	SBE Prime Contractor	SBE Commitment
1.	Dakota Communications	100%
	Total Commitment	100%

	SBE Prime Contractor	SBE Commitment
1.	Del Sol Group	100%
	Total Commitment	100%

	SBE Prime Contractor	SBE Commitment
1.	Lazar Translating & Interpreting	100%
	Total Commitment	100%

	SBE Prime Contractor	SBE Commitment
1.	Lee Andrews Group	100%
	Total Commitment	100%

	SBE Prime Contractor	SBE Commitment
1.	MBI Inc.	100%
	Total Commitment	100%

	SBE Prime Contractor	SBE Commitment
1.	Murakawa Communications	100%
	Total Commitment	100%

	SBE Prime Contractor	SBE Commitment
1.	Natively Fluent	100%
	Total Commitment	100%

	SBE Prime Contractor	SBE Commitment
1.	Northstar Alliances	100%
	Total Commitment	100%

	SBE Prime Contractor	SBE Commitment
1.	Pacific Graphics Inc.	100%
	Total Commitment	100%

	SBE Prime Contractor	SBE Commitment
1.	Redwood Resources	100%
	Total Commitment	100%

	SBE Prime Contractor	SBE Commitment
1.	The Robert Group	100%
	Total Commitment	100%

	SBE Prime Contractor	SBE Commitment
1.	VMA Communications	100%
	Total Commitment	100%

B. Living Wage and Service Contract Worker Retention Policy Applicability

The Living Wage and Service Contract Worker Retention Policy is not applicable to this contract.

C. Prevailing Wage Applicability

Prevailing wage is not applicable to this contract.

D. Project Labor Agreement/Construction Careers Policy

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

On-Call Communications Bench Support Services



PROPOSED ACTION

- AWARD sixteen task-order-based contracts for On-Call Communications Support Services
- Amount not to exceed \$32M for a four-year term effective October 1, 2022 – September 30, 2026
- EXECUTE Task Order under these Contracts

Proposed Firms

1. Arellano Associates
2. Communications Lab
3. Community Connections
4. Costin Public Outreach Group
5. Dakota Communications
6. Del Sol Group
7. Lazar Translating & Interpreting
8. Lee Andrews Group
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12. Northstar Alliances
13. Pacific Graphics Inc.
14. Redwood Resources
15. The Robert Group
16. VMA Communications

- > All firms (100%) are certified as Small Business Enterprises
- > 12 firms (75%) are minority-owned
- > 13 firms (81%) are woman-owned



Metro

Disciplined Approach

Advance Metro's commitment to equity and inclusion by ensuring communications activities provide approaches to engage all stakeholders with specific focus on marginalized and vulnerable communities across six disciplines:

1. Strategic Communications
2. Translation/Interpretation
3. Special Events/Digital Production
4. Professional Facilitation
5. Mailing Services
6. Technical Writing

New Bench Contracts Will:

- > Provide opportunities to Small Business Enterprises
- > Award contracts to six new primes (50%)
- > Incorporate Metro's adopted policies/programs
 - CBO Partnering Strategy
 - Public Participation Plan
 - Equity Framework
 - Title VI Limited English Proficiency Four-Factor Analysis



Metro

*Thank
You!*



Metro®