



Metro

Board Report

Los Angeles County
Metropolitan Transportation
Authority
One Gateway Plaza
3rd Floor Board Room
Los Angeles, CA

File #: 2022-0528, **File Type:** Contract

Agenda Number:

REGULAR BOARD MEETING DECEMBER 1, 2022

SUBJECT: ON-CALL COMMUNICATIONS SUPPORT SERVICES BENCH - TASK ORDER NO. 1

ACTION: APPROVE RECOMMENDATION

RECOMMENDATION

AUTHORIZE the Chief Executive Officer to award Task Order No. 1 under the Communications Support Services Bench Contract No. PS85397007 in the amount of \$6,753,722.52 to Lee Andrews Group to provide Street Teams, Community Based Intervention Specialists, and Program Administration through the end of June 30, 2023. Subject to the resolution of any properly submitted protest(s).

ISSUE

In September 2022, the Metro Board of Directors approved the establishment of Communications Support Services Bench contracts (Bench) for an amount not-to-exceed \$32,000,000 for a four-year term. The approval also limited staff delegated authority on Task Orders under these contracts to a maximum of \$5,000,000.

Staff recommends that this Task Order be awarded above the \$5,000,000 limit to expand the Street Team Program, which is integral to Metro's layered approach to public safety utilizing alternatives to policing.

BACKGROUND

A holistic, equitable, and welcoming approach to public safety prioritizes building trust with our communities. Grounded in values of diversity, compassion, openness, and accountability, Metro is reimagining public safety so that riders feel safe in and around our transit system. The layered approach concentrates on three key areas, including rider and employee safety, customer care, and cleanliness, through programs such as the Metro Ambassadors and Street Teams Programs.

Metro has utilized Street Teams for outreach since the beginning of the pandemic in 2020. Initially, they distributed more than 250,000 Personal Protective Equipment packets consisting of masks, hand sanitizer, and information on how to ride the Metro system safely. Since then, their roles and reach have expanded. They have been an on-the-ground presence at key transit stops and stations during special events and peak commute times. They assist customers enrolling in the LIFE program

and have helped increase student enrollment in the GoPass Program.

As Metro continues to look for ways to improve the customer experience, the Street Teams have been deployed to complement the work of the Metro Ambassadors at fixed posts along the K Line. These supplemental Street Teams work seven days a week, from 6:30 a.m. through 8 p.m. This support has been critical in providing additional non-law enforcement presence on the system. Street Teams provide guidance and information during targeted initiatives or special events and are tasked with reaching specific and diverse stakeholders and target demographics. Together, the ambassadors and street teams reassure riders, deter trouble, and intervene to mitigate conflict. They provide a proactive and more community centered approach to violence prevention.

DISCUSSION

To continue to meet the demand for the Street Teams and to augment the efforts of the Metro Ambassador Program, Metro staff issued a Request for Proposals (RFP) for Task Order No. 1 under the current Communications Support Services Bench authorized by the Board of Directors in September 2022.

Task Order No.1 was issued to the twelve (12) firms that make up Discipline 1 - Strategic Communications of the Bench Contract. Via the competitively bid task order, Metro requested the services of a program administrator to provide strategic direction and oversight of the Street Teams Program. Four proposals were submitted and evaluated by a diverse proposal evaluation team representing several units within Metro's Customer Experience Department. The highest-ranking team, Lee Andrews Group (LAG), demonstrated a strong understanding of the services and labor resources needed to implement and manage the Street Teams Program successfully.

The program administrator will liaise with Metro staff on scheduling, training, compensating, and managing the overall Program. Further, the program administrator will partner with various CBOs in accordance with Metro's CBO Partnering Strategy. The LAG team has partnered with CBOs who serve Black, Indigenous, People of Color (BIPOC), low-income, disabled individuals, and other marginalized communities. CBO partners include 2nd Call, Able Solutions, and the Korean American Federation of Los Angeles. The CBOs have a cultural affinity and connections to the communities Metro serves. They lead conversations in the community about public safety aimed at preventing violence and changing behavior. As part of the Street Teams, the CBO partners will deploy Community Intervention Specialists on the system consisting of community members with violence prevention experience.

Given the number of street teams requested and the compensation requirements to each member and the CBO Partners, the anticipated budget for this effort exceeds the \$5,000,000 Task Order limit authorized under the Communications Support Service Bench Contract. Therefore, authorization to execute and award Task Order No. 1 in the amount of \$6,753,722.52 is recommended through the end of FY23.

DETERMINATION OF SAFETY IMPACT

Award of this task order has a positive impact on safety as the Street Teams provide a presence and

support the layered approach to public safety.

FINANCIAL IMPACT

The funding for these task orders depends on the specific project and has been allocated in the FY22/23 budget.

The FY23 Budget includes \$40 million under Cost Center 5420, Customer Programs and Services, Project 300040, Rail Operations Management and Admin for Street Teams assisting Ambassadors. Street teams not assisting the Transit Ambassador program will be charging the respective projects. Upon board approval, the contract will be negotiated and executed, and services will be billed monthly at rates determined in the contract.

Impact to Budget

The sources of funding are Enterprise Funds and sales tax revenues dedicated for rail operations, which are eligible for bus and/or rail operating expenses.

EQUITY PLATFORM

The Street Teams Program fully supports the agency's equity, customer experience, and safety goals of deploying a layered approach to public safety utilizing alternatives to policing. As an agency, Metro is working to overcome the public safety and customer experience challenges and deliver the type of system that Angelenos want and deserve, especially for BIPOC, low-income, individuals with disabilities, and other marginalized groups who disproportionately are transit dependent and make up a large part of our riders.

Metro has launched the Street Teams Program to provide a community-oriented approach to public safety that provides alternatives to the traditional law enforcement model. Through these Street Teams, our riders are noticing a difference. Based on comments made by patrons to our Customer Care Department, the reviews have been positive. They have shared that Street Team members are friendly, helpful faces who support them. They help direct, give people information, call security, PATH workers, or custodians when they see something that needs to be addressed. Based on the Program's daily logs, they have even saved lives on our system.

The recommended team for this effort, Lee Andrews Group, is a certified Small/Women/ Minority Business Enterprise headquartered in Los Angeles. Their proposal includes CBOs that serve BIPOC, low-income, disabled and marginalized individuals and Street Team employees that reflect the diverse demographics of our patrons by hiring individuals from the communities we serve. There will be 116 street team members hired under this task order.

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 Street Teams Program allows the agency to engage stakeholders in an authentic, meaningful, and responsive manner on the agency's customer experience and public safety programs and initiatives.

ALTERNATIVE CONSIDERED

Cancel the solicitation for Task Order No. 1 and re-procure to solicit proposals with fewer Street Teams requirements to stay within the \$5,000,000 threshold limit. This alternative is not recommended as it would delay the expanded deployment of the Street Teams on our system - a much needed service to continue to meet our customer experience and public safety goals.

NEXT STEPS

Staff will execute Task Order No. 1 under Contract No upon board approval. PS85397007 with Lee Andrews Group to provide Street Team Program Administration through June 30, 2023.

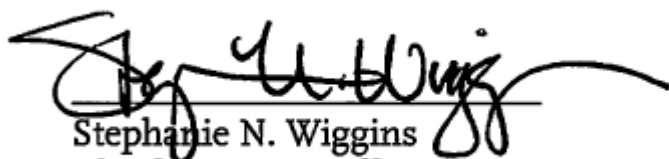
ATTACHMENTS

Attachment A - Procurement Summary

Attachment B - DEOD Summary

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


Stephanie N. Wiggins
Chief Executive Officer

PROCUREMENT SUMMARY

CONTRACT NO. PS85397007

TASK ORDER NO. 1
STREET TEAMS PROGRAM

| | | |
|----|--|--|
| 1. | Contract Numbers: Task Order No. 1 under Contract No. PS85397007 | |
| 2. | Recommended Vendors: Lee Andrews Group | |
| 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 checked="" type="checkbox"/> Task Order | |
| 4. | Procurement Dates: | |
| | A. Issued: October 21, 2022 | |
| | B. Advertised/Publicized: N/A | |
| | C. Pre-Proposal Conference: N/A | |
| | D. Proposals Due: November 4, 2022 | |
| | E. Pre-Qualification Completed: Pending | |
| | F. Conflict of Interest Form Submitted to Ethics: November 16, 2022 | |
| | G. Protest Period End Date: | |
| 5. | Solicitations Picked up/Downloaded: 12 | Proposals Received: 4 |
| 6. | Contract Administrator: Antwaun Boykin / Mark Lu | 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 Task Order No. 1 under Contract No. PS85397007, Communications Bench, issued to hire a strategic communications team to develop, manage and administer Metro's Customer Experience Street Team Program for the remainder of FY 22/23. Board approval of task order awards are subject to resolution of any properly submitted protest(s).

The Task Order Request for Proposals (RFP) was issued in accordance with Metro's Acquisition Policy and the contract type is firm fixed price. The twelve qualified contractors under Discipline 1 - Strategic Communication of the Communications Bench, received the Task Order RFP.

There were 26 questions asked and responses were released prior to the proposal due date. One amendment was issued during the solicitation phase of this RFP to extend the proposal due date.

A total of four proposals were received on November 4, 2022, from the following firms listed below in alphabetical order:

1. Lee Andrews Group
2. Murakawa Communications
3. North Star Alliance
4. Redwood Resources

B. Evaluation of Proposals

A Proposal Evaluation Team (PET) consisting of staff from Metro Communications and Community 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:

- Project Administration 30 percent
- Experience and Capabilities of Key Personnel 30 percent
- Understanding of Work and Appropriateness of Approach of Management Plan 30 percent
- Cost Proposal 10 percent

The evaluation criteria are appropriate and consistent with criteria developed for other, similar types of procurement.

During the period of November 7, 2022 to November 15, 2022, the PET independently evaluated and scored the technical proposals and requested that all four firms be invited for an oral presentation on November 10, 2022, which provided them the opportunity to respond to questions from the PET. Following the oral presentation, the firms were asked to submit clarifications to their proposals. The PET finalized and submitted their technical scores based on both the written proposal and input received during the oral presentation and clarifications. On November 15, 2022, the PET completed their evaluation of the proposal and determined Lee Andrews Group was the highest ranked firm to perform the required services.

Lee Andrews Group demonstrated relevant experience and expertise in providing street team program services. Their proposal included a well thought-out detailed plan to providing the services. The firm proposed to utilize Community Based Organizations and qualified staff to deliver the services.

Below is the evaluation score summary:

| 1 | Firm | Average Score | Factor Weight | Weighted Average Score | Rank |
|----------|--|----------------------|----------------------|-------------------------------|-------------|
| 2 | Lee Andrews Group | | | | |
| 3 | Project Administration | 93.33 | 30.00% | 28.00 | |
| 4 | Experience and Capabilities of Key Personnel | 100.00 | 30.00% | 30.00 | |
| 5 | Understanding of Work and Appropriateness of | 93.33 | 30.00% | 28.00 | |

| | | | | | |
|-----------|--|--------|----------------|--------------|----------|
| | Approach of Management Plan | | | | |
| 6 | Cost | 50.90 | 10.00% | 5.09 | |
| 7 | Total | | 100.00% | 91.09 | 1 |
| 8 | Murakawa Communications | | | | |
| 9 | Project Administration | 80.00 | 30.00% | 24.00 | |
| 10 | Experience and Capabilities of Key Personnel | 66.67 | 30.00% | 20.00 | |
| 11 | Understanding of Work and Appropriateness of Approach of Management Plan | 86.67 | 30.00% | 26.00 | |
| 12 | Cost | 100.00 | 10.00% | 10.00 | |
| 13 | Total | | 100.00% | 80.00 | 2 |
| 14 | North Star Alliance | | | | |
| 15 | Project Administration | 80.00 | 30.00% | 24.00 | |
| 16 | Experience and Capabilities of Key Personnel | 66.67 | 30.00% | 20.00 | |
| 17 | Understanding of Work and Appropriateness of Approach of Management Plan | 80.00 | 30.00% | 24.00 | |
| 18 | Cost | 60.00 | 10.00% | 6.00 | |
| 19 | Total | | 100.00% | 74.00 | 3 |
| 20 | Redwood Resources | | | | |
| 21 | Project Administration | 63.33 | 30.00% | 19.00 | |
| 22 | Experience and Capabilities of Key Personnel | 73.33 | 30.00% | 22.00 | |
| 23 | Understanding of Work and Appropriateness of Approach of Management Plan | 70.00 | 30.00% | 21.00 | |
| 24 | Cost | 45.60 | 10.00% | 4.56 | |
| 25 | Total | | 100.00% | 66.56 | 4 |

C. Price Analysis

The recommended price of \$6,753,722.52 has been determined to be fair and reasonable based upon adequate competition, historical rates, and technical analysis.

| Proposer Name | Proposal Amount | Metro ICE | Award Amount |
|-------------------------|------------------------|------------------|---------------------|
| Lee Andrews Group | \$6,753,722.52 | \$4,988,000.00 | \$6,753,722.52 |
| Murakawa Communications | \$3,440,721.26 | | |

| | | | |
|----------------------|----------------|--|--|
| North Star Alliances | \$5,729,932.00 | | |
| Redwood Resources | \$7,545,094.87 | | |

The variance between the ICE and award amount can be attributed to the ICE not accounting for the compensation of community-based partners that are being requested in the SOW. Additionally, higher labor hours are needed for overall project administration and management of the street team program.

D. Background on Recommended Contractor

Lee Andrews Group

The recommended firm, 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. The firm has also worked on several Metro projects and has performed satisfactorily.

DEOD SUMMARY

**ON-CALL COMMUNICATIONS SUPPORT SERVICES BENCH – TASK ORDER NO.
1 / PS85397007**

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**.

Lee Andrews Group, an SBE Prime, is performing 79.27% of the work with their own workforce. Lee Andrews Group also listed Able Solutions and 2nd Call, as non-SBE subcontractors on this project.

SMALL BUSINESS SET-ASIDE

| SBE Prime Contractor | | SBE % Committed |
|-----------------------------|---------------------------|------------------------|
| 1. | Lee Andrews Group (Prime) | 79.27% |
| Total Commitment | | 79.27% |

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 Support Services Bench



Approve Recommendation

Authorize Chief Executive Office to award Task Order No. 1 under the Communications Support Services Bench Contract No. PS85397007 in the amount of \$6,753.52 to Lee Andrews Group to provide Street Teams, Community-Based Intervention Specialists and Program Administration through the end of June 30, 2023.

Background

- > In September 2022, the Metro Board of Directors approved the establishment of Communications Support Services Bench contracts (Bench) for an amount not-to-exceed \$32,000,000 for a four-year term.
- > The approval also limited staff delegated authority on Task Orders under these contracts to a maximum of \$5,000,000.
- > Staff recommends that this Task Order be awarded above the \$5,000,000 limit to expand the Street Team Program, which is integral to Metro's community outreach, customer support, and our layered approach to public safety utilizing alternatives to policing.



Metro

Action Meets Agency Goals

Street Teams

- > Expand Metro's ability to reach riders in person
 - Ensuring we reach low-income, disabled, older adults and other marginalized individuals.
 - Street teams will engage with seniors on our system and at events and common gathering spaces (food banks, senior centers) to enroll them in the LIFE program as we implement fare capping
- > Provide a more robust presence during big ridership events.
- > Share Metro-related information and increase staff presence on the system.
- > In coordination with Metro Ambassadors, support a community centered



Recommended Team

- > Lee Andrews Group, is a certified Small/Women/ Minority Business Enterprise headquartered in Los Angeles.
- > Their proposal includes CBOs that serve BIPOC, low-income, disabled and marginalized individuals and Street Team employees that reflect the diverse demographics of our patrons by hiring individuals from the communities we serve.
- > There will be 116 street team members hired under this task order.



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*Thank
You!*



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