

**Board Report**

File #: 2016-0560, **File Type:** Contract**Agenda Number:** 43.

REVISED
EXECUTIVE MANAGEMENT COMMITTEE
AUGUST 18, 2016

SUBJECT: MEDIA PLANNING AND PLACEMENT SERVICES**ACTION: APPROVE CONTRACT AWARD****RECOMMENDATION**

AUTHORIZE the Chief Executive Officer to award a firm fixed unit rate Contract No. PS5603300, pending the resolution of a protest, for **media planning and placement services that include strategy, planning, placement, and optimization of traditional, digital, and social media advertising** with Civilian, Inc., for a not-to-exceed amount of \$1,804,590 for the three-year base period, and a not-to-exceed amount of \$1,245,179 for the two-year option term, for a combined not-to-exceed total of \$3,049,769, effective September 1, 2016 through August 31, 2021.

ISSUE

Metro Communications is charged with helping to increase ridership, improve the customer experience and educate the public about the Long Range Transportation plan. To this end, Metro needs to keep pace with changes in how our customers choose to receive information, and employ new technologies and tools that allow for more effective communications. In an effort to reach our audiences at scale with greater efficiency, Metro Communications is recommending awarding a contract to Civilian to provide traditional, digital and social media ad planning and placement services.

DISCUSSION

The Metro Communications department has, through the procurement process, identified advertising agency Civilian as the ideal firm for media planning and buying services. The firm has the capacity to provide detailed audience research, cross-platform placement, real-time optimization, conversion tracking and detailed reporting on advertising return on investment (ROI). Communications has deemed the firm's capabilities to satisfy broadcast, print, digital and social media services, as well as their capacity to leverage new technologies to develop custom media mixes for promoting each of Metro's programs and initiatives. In addition, having trusted relationships with media partners enhances Civilian's position to negotiate favorable rates for Metro.

Considerations

The benefits of hiring Civilian as Metro Communications' media planning and placement services agency include: having a team of experts dedicated to researching, developing and executing Metro's media plans; having enhanced negotiating power with media dollars due to solid relationships with media partners; having the expertise and tools to do advanced targeting, optimization and reporting for Metro initiatives, and has an existing working relationship with Metro on digital advertising campaigns.

DETERMINATION OF SAFETY IMPACT

There are no safety issues or impact associated with this procurement.

FINANCIAL IMPACT

In assessing Metro's potential budget for the life of the Contract, Metro Communications and Civilian will be responsible for approximately \$1.85 million for media planning and placement. Should the two-year option be exercised, the contract's budget would increase by an additional \$1.245 million.

Impact to Budget

Funding for these costs will parallel the allocated benefiting projects funding and may include operating eligible sources like fares, sales tax, federal and state source. The impact will vary year-to-year based on advertising dollars budgeted to support Metro programs and initiatives. Since this is a multi-year contract, the head of communications and the project managers will be responsible for budgeting funds in future years.

ALTERNATIVES CONSIDERED

Alternatives to Board approval include bringing the media planning and placement services in-house, which would require two to three full-time employees with expertise in media strategies plus procurement of enterprise level advertising placement, optimization and reporting software tools, or procuring a sole source media buyer (which is what Metro had for several years) rather than an integrated marketing agency. Either alternative would limit Metro's ability to leverage new media in a rapidly changing advertising market, reduce our ability to leverage the buying power of a full service advertisement agency, and reduce our access to the strategic advice and expertise that comes with an integrated full-service ad agency.

NEXT STEPS

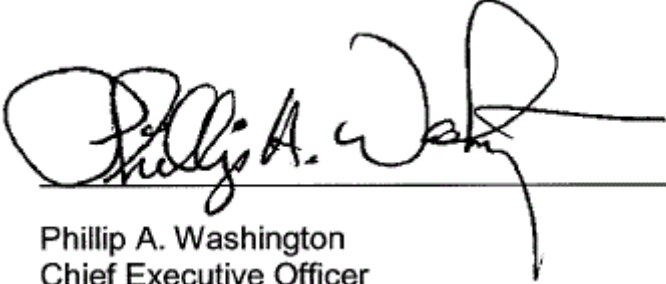
Upon Board approval, staff will execute Contract No. PS5603300 with Civilian as Metro Communications' agency-of-record for media planning and placement services.

ATTACHMENTS

Attachment A - Procurement Summary
Attachment B - DEOD Summary

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Phillip A. Washington
Chief Executive Officer

PROCUREMENT SUMMARY

MEDIA PLANNING AND PLACEMENT SERVICES/PS5603300

1.	Contract Number: PS5603300	
2.	Recommended Vendor: Civilian, Inc.	
3.	Type of Procurement (check one): <input type="checkbox"/> IFB <input checked="" type="checkbox"/> RFP <input type="checkbox"/> RFP-A&E <input type="checkbox"/> Non-Competitive <input type="checkbox"/> Modification <input type="checkbox"/> Task Order	
4.	Procurement Dates:	
	A. Issued: September 13, 2015	
	B. Advertised/Publicized: September 23, 2015	
	C. Pre-Proposal/Pre-Bid Conference: N/A	
	D. Proposals/Bids Due: October 27, 2015	
	E. Pre-Qualification Completed: April 18, 2016	
	F. Conflict of Interest Form Submitted to Ethics: March 30, 2016	
	G. Protest Period End Date: August 25, 2016	
5.	Solicitations Picked up/Downloaded: 11	Bids/Proposals Received: 3
6.	Contract Administrator: Rommel Hilario	Telephone Number: (213) 922-4654
7.	Project Manager: Bernadette Mindiola	Telephone Number: (213) 922-1056

A. Procurement Background

This Board Action is to approve a contract award in support of Metro's Communications Department to plan and place advertising in traditional printed, social media, and digital formats as outlined in the Request for Proposal (RFP) No. PS197287140.

The RFP was issued as a competitive negotiated procurement in accordance with Metro's Acquisition Policy. The contract type is a firm fixed unit price.

No amendments were issued during the solicitation phase of this RFP.

A total of three proposals were received on October 27, 2015.

The three proposers are listed in alphabetical order:

1. Civilian, Inc.
2. RadioWave
3. Sensis

B. Evaluation of Proposals/Bids

Proposal submittals were evaluated in accordance with the criteria established in the RFP and in compliance with Metro's Acquisition Policy.

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

- Qualifications of the Firm 25%
- Staffing and Project Organization 25%
- Work Plan 25%
- Price 25%

The evaluation criteria are appropriate and consistent with criteria developed for other similar services procurements. Several factors were considered when developing these weights, giving equal importance to the various criteria.

The Proposal Evaluation Team (PET), consisting of staff from Metro's Communications Department and external subject matter expert, met on November 10, 2015, to conduct a comprehensive review of the technical qualifications of the firms' proposals based on the technical criteria consistent with the qualifications, experience, and resources necessary to meet the requirements of the RFP.

Based on additional questions from the PET, interviews were scheduled with all three firms on January 14, 2016. During the interviews, each firm's presentation addressed the requirements of the RFP and their experience with all aspects of the required tasks. Each firm was asked questions relative to each of their proposed alternatives and previous experience. After the interviews, staff still needed to engage with all three firms on multiple rounds of questions regarding staffing plans, work plans, and perceived project issues.

This process highlighted the need for staff to revise the statement of work and increase the number of hours to accurately reflect what is needed to complete the project. In February 2016, staff began to revise the statement of work and the pricing sheets.

On May 5, 2016, a revised Statement of Work and a Schedule of Quantities and Prices were developed and sent out as a Best and Final Offer (BAFO) request to all three proposed firms.

As a result of the proposals, interviews, and BAFO responses, the PET recommendation for contract award is the following:

1	Firm	Average Score	Factor Weight	Weighted Average Score	Rank
2	Civilian, Inc.				
3	Qualifications of the Firm	87.00	25.00%	21.75	
4	Staffing/Project Organization	89.00	25.00%	22.25	
5	Work Plan	85.00	25.00%	21.25	

6	Price	100	25.00%	25.00	
7	Total		100.00%	90.25	1
8	Sensis				
9	Qualifications of the Firm	79.00	25.00%	19.75	
10	Staffing/Project Organization	80.32	25.00%	20.08	
11	Work Plan	78.68	25.00%	19.67	
12	Price	99.96	25.00%	24.99	
13	Total		100.00%	84.49	2
14	RadioWave				
15	Qualifications of the Firm	67.32	25.00%	16.83	
16	Staffing/Project Organization	59.32	25.00%	14.83	
17	Work Plan	55.00	25.00%	13.75	
18	Price	98.80	25.00%	24.70	
19	Total		100.00%	70.11	3

C. Cost/Price Analysis

The recommended price has been determined to be fair and reasonable based upon adequate competition, price analysis, independent cost estimate, fact finding, and technical evaluation.

PROPOSER	BAFO AMOUNT	METRO ICE	AWARD AMOUNT
Civilian, Inc.	\$3,049,769.10	\$3,408,395.00	\$3,049,769.10
Sensis	\$3,051,312.00		
RadioWave	\$3,082,047.36		

D. Background on Recommended Contractor

Civilian, Inc.

Civilian, Inc., located in San Diego, has been in business for 18 years and is a leader in marketing campaigns and placement services. In 2010, Civilian made the strategic decision to work only with organizations that help strengthen and improve

communities. The following are benefits and advantages to working with Civilian: 1) demonstrated ability to produce positive measureable shifts in attitudes, beliefs and behaviors within communities; 2) proven capacity to leverage new technologies to find the right solutions for marketing, consumer loyalty and growth, and marketing automation; 3) demonstrated public sector experience promoting public education, awareness and social marketing campaigns specifically for public transportation; and 4) a systematic and holistic approach which is informed by foundational research, fueled by engaging and resonant messaging, and directed from a strategic insight into making lasting shifts in awareness and the attitudes that deliver widespread change.

DEOD SUMMARY

**MEDIA PLANNING AND PLACEMENT FOR METRO
COMMUNICATIONS/PS5603300**

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 an SB Prime/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**.

Civilian, Inc., an SBE Prime, is performing 100% of the work with its own workforce and made an SBE commitment of 100%.

	SBE Firm Name	SBE % Committed
1.	Civilian, Inc. (Prime)	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.