



Board Report

File #: 2017-0699, **File Type:** Contract

Agenda Number: 9.

**REVISED
EXECUTIVE MANAGEMENT COMMITTEE
NOVEMBER 16, 2017**

SUBJECT: COMMUNICATIONS SUPPORT SERVICES BENCH

ACTION: AWARD CONTRACTS

RECOMMENDATION

AUTHORIZE the Chief Executive Officer to:

- A. AWARD seven-year, task order based bench Contract Nos. PS44432001 through PS44432010, with 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, for Communications Support Services, for a not-to-exceed amount of \$9,505,568 for the base three-year term effective January 1, 2018 through December 31, 2020, plus \$5,393,760 for each of the two, two-year options, for a combined total amount not-to-exceed \$20,293,088, subject to resolution of protest(s), if any; and
- B. EXECUTE Task Orders under these Contracts for communications support services in a total amount not-to-exceed \$9,650,568.

ISSUE

With the passage of Measure M in November 2016, the agency’s work effort will expand 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 this bench award. In addition, there are numerous processes that require Communications support such as the Long Range Transportation Plan, the NextGen Bus Service Study and efforts to increase ridership and enhance the customer experience. The Metro Communications 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 planning, design and construction projects and perform tasks on numerous other projects, programs, and initiatives as the need arises.

The Communications staff recommends awarding contracts to 10 teams to serve on this on-call bench contract. There is a SBE/ Disadvantaged Business Enterprise (DBE), Small Business Enterprise (SBE), and Disabled Veteran Business Enterprise (DBVBE) goal for this contract depending on the funding source: bench is 20% percent DBE for federally funded projects, 17%

percent SBE and 3% DVBE for locally funded projects, 17 percent DBE for federally funded projects, and 3 percent for DVBE firms. Staff will issue task orders as needed to one of the ten full-service multi-disciplinary teams selected to serve on this bench.

DISCUSSION

The Metro Communications Department is comprised of six departments: Art and Design Programs, Community Relations, Customer Care, Government Relations, Marketing, and Public Relations. While the on-call bench contracts could supplement functions in any of these six departments, the intent is to provide an extension of the work effort in the Community Relations, Marketing, and Public Relations Departments. The bulk of the work expected through the bench will support the Community Relations Department in executing public engagement, public information and community outreach activities on current and future projects.

The Community Relations Department serves as the public face of Metro's projects, programs and initiatives by supporting internal/external communications functions through the planning, design, construction, and operations phases of Metro's fast growing transportation system. Many of these projects require a high-level of targeted communications and engagement with Metro customers, residents, elected officials, business groups, homeowner groups and other interested stakeholders. Community Relations is responsible for implementing programs to engage a wide range of stakeholders including, but not limited to, cities, businesses, neighborhood and homeowner groups, environmental advocates, environmental justice advocates, minority groups, limited English proficiency and underserved communities, and disabled organizations, older adults, students, and other targeted community groups that are or may be impacted by Metro operations, future projects, construction activities, and other initiatives.

The Marketing Department is responsible for establishing and managing Metro's branding, marketing activities and advertising. This includes campaign development, copywriting, graphic design, digital and social media, marketing videos, website design and maintenance, printing services, advertising, and specialized TAP card programs.

The Public Relations Department oversees and implements all agency media relations, special press and promotional events, and develops written content in the form of press releases, rider alerts, blogs, news-related digital and social media, talking points, articles, guest columns and opinion editorials.

In the development of this approach, an emphasis was placed on "teaming", encouraging proposers to team with a number of firms to broaden their scope of services, experience and areas of discipline. This, in turn, provides a wide range of opportunities for small, disadvantaged and veteran-owned businesses to contribute to the development and growth of Metro's system and services.

In addition to providing opportunities to many firms, this approach also streamlines procurement processes for Metro and the business community by consolidating numerous, laborious and costly contracting opportunities into one contract. This approach prevents individual procurement processes when services are needed, and creates efficiencies for the business community and Metro.

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.

FINANCIAL IMPACT

The funding for this 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 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.

The External Communications Policy establishes that all processes and materials intended to represent Metro and its services, programs and projects to external audiences must be created, reviewed and/or approved by Metro's Communications Department. To accommodate the multitude of needs for each department, the Communications staff will facilitate any communications support needed through this bench contract.

Therefore, project managers and respective cost center managers from the various departments will budget for future communications-related task orders related to their project, program or initiative that will be provided through this contract.

IMPACT TO BUDGET

The Communications Department has anticipated the work needed through this contract for FY18 and has funds available in the Community Relations, Public Relations and Marketing cost centers to cover these expected task orders. In addition, funds are available in individual project and departmental budgets to cover the activities to support their efforts.

Moving forward, the funds to support the various departments' projects, programs and initiatives will either be budgeted within their cost centers each Fiscal Year, or through individual life of project budgets.

The funding sources used will correspond to the respective projects' funding plans charged and consist of federal, state or local funds.

This bench contract will also mitigate the need to pursue numerous procurements for communications services, saving time and money as an overall positive impact to the agency budget.

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 were 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 establish the Communications Support Services Bench contracts with each of the selected firms effective January 1, 2018. Once contracts are executed, staff will begin issuing task orders as needed.

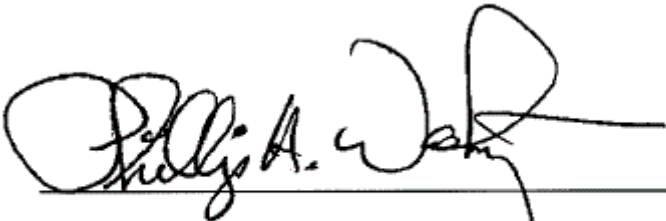
ATTACHMENTS

Attachment A - Procurement Summary

Attachment B - DEOD Summary

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Phillip A. Washington
Chief Executive Officer

PROCUREMENT SUMMARY

COMMUNICATIONS BENCH / PS44432000

1.	Contract Numbers: PS44432001-010	
2.	Recommended Vendors: Arellano Associates; Celtis Ventures; Communications Lab; Community Connections; Consensus; Dakota Communications; ETA Agency; Lee Andrews Group; MBI Media; The Robert 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 type="checkbox"/> Task Order	
4.	Procurement Dates:	
	A. Issued: July 27, 2017	
	B. Advertised/Publicized: August 3, 2017	
	C. Pre-proposal Conference: August 10, 2017	
	D. Proposals Due: August 31, 2017	
	E. Pre-Qualification Completed: Pending	
	F. Conflict of Interest Form Submitted to Ethics: October 5, 2017	
	G. Protest Period End Date: November 20, 2017	
5.	Solicitations Picked up/Downloaded: 51	Proposals Received: 17
6.	Contract Administrator: Antwaun Boykin	Telephone Number: (213) 922-1056
7.	Project Manager: Yvette ZR Rapose	Telephone Number: (213) 418-3154

A. Procurement Background

This Board Action is to approve the award of bench Contract Nos. PS44432001 through PS44432010 issued in support of the Metro Communications Department for a seven-year term inclusive of two, two-year options. The Contracts will be effective January 1, 2018 through December 31, 2024, plus two, two-year options, for a total amount not-to-exceed \$20,293,088. 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. PS44432 was issued in accordance with Metro’s Acquisition Policy and the contract type is task order based.

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

- Amendment No. 1, issued on August 11, 2017 provided documents from the pre-proposal conference ;
- Amendment No. 2, issued on August 24, 2017 provided a revised Cost Proposal ;

B. Evaluation of Proposals

A total of 17 proposals were received on the due date of August 31, 2017. The firms are listed below in alphabetical order:

1. Arellano Associates
2. Celtis Ventures

3. Communications Lab
4. Community Connections
5. Consensus
6. Dakota Communications
7. ETA Agency
8. Lee Andrews Group
9. MBI Media
10. Noble Insight
11. North Star Alliances
12. PRR
13. Sensis
14. T&T/Saeshe
15. The Robert Group
16. Xerxes Studio
17. Zeldesign

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

- | | |
|---|------------|
| • Teaming Effort, Key Personnel Experience and Capabilities on the Contracting Team | 30 percent |
| • Experience in Transportation, LA County and Working in Diverse Communities | 25 percent |
| • Understanding of Work Scope and Approach for Implementation | 30 percent |
| • Cost | 15 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, understanding of work scope and approach for implementation.

On August 31, 2017, the members of the PET were given copies of 16 written technical proposals to begin their evaluation. On September 1, 2017, one proposal was determined to be non-responsive because it did not meet the requirements of providing the services included in the statement of work. On September 18, 2017, the members of the PET met to determine the competitive range based on the evaluation criteria factors established in the solicitation. On September 22, 2017, six of the 16 firms were determined to be outside of the competitive range. From September 25, 2017 to September 27, 2017, the remaining 10 firms within the competitive range were contacted for additional discussion and clarification. Each proposing team was provided an opportunity to discuss their qualifications and respond to questions from the evaluation committee. In general, each team's presentation was designed to address questions submitted by the PET in order to clarify and discuss requirements of the RFP, and highlight their experience with all aspects of the required tasks. The PET concluded the evaluations on September 27, 2017.

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

No.	Contract No.	Firm
1	PS44432001	Arellano Assosicates
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

Nine of the recommended firms above are Metro certified SBE and/or DBE.

Qualifications Summary of Firms:

Arellano Associates

Arellano Associates (AA) is a Chino Hills based communications firm with over 23 years of experience. AA is a Metro certified SBE and DBE consulting firm specializing in communications and public outreach, community and government relations, and strategic planning and marketing programs. 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.

Celtis Ventures

Celtis Ventures (CV) is a Redondo Beach based communications firm with five years of experience. CV utilizes incisive strategies, creativity, brand transformation expertise and a targeted mix of digital, social, print, video and mobile tactics in communications and public outreach.

Communications Lab

Communications Lab (CL) is a communications firm based in the City of Orange with 12 years of experience. CL is a Metro certified SBE and DBE firm. CL 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 (CC) is a Los Angeles based communications firm with over 20 years of experience. CC is a Metro certified SBE and DBE firm. CC is an outreach specialist with experience working with and for public agencies and municipalities.

Consensus

Consensus is a Los Angeles based communications firm with over 30 years of experience. Consensus is a Metro certified SBE firm. Consensus specializes in public relations, public affairs and communications, the firm has provided services for the Orange County Transportation Authority, Caltrans, and the U.S. Veterans Administration for West Los Angeles.

Dakota Communications

Dakota Communications (DC) is a Los Angeles based communications firm with over 20 years of experience. DC is a Metro certified SBE and DBE firm. DC has experience building community support for public policy initiatives and programs advanced by corporate, business, governmental, non-profit and community-based organizations. DC has conducted outreach and public education campaigns for a variety of clients including Los Angeles Community College District and Los Angeles World Airport.

ETA Agency

ETA Agency (ETA) is a Long Beach based communications firm with 12 years of experience. ETA is a Metro certified SBE and DBE firm. ETA Agency specializes in community relations, increasing awareness and garnering public support for the public and private sector. ETA has experience working with government agencies, including Long Beach Transit, Newport Beach Police Department and Pasadena Fire Department.

Lee Andrews Group

Lee Andrews Group (LAG) is a Los Angeles based communications firm with over 20 years of experience. LAG is a Metro certified SBE and DBE firm. LAG has experience managing multiple community outreach projects and providing support and guidance to local government agencies and private entities. LAG has provided community and public outreach for Alameda Corridor-East Construction Authority and the City of Bakersfield.

MBI Media

MBI Media (MBI) is a Covina based communications firm with 28 years of experience. MBI is a Metro certified SBE and DBE firm. MBI 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.

The Robert Group

The Robert Group (TRG) is a Los Angeles based communications firm with 25 years of experience. The Robert Group is a Metro certified SBE and DBE firm. TRG is a public affairs firm with expertise in community outreach, strategic communications, and governmental relations. TRG 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.

C. Price Analysis

The recommended fixed unit rates from all firms have been determined to be fair and reasonable based upon adequate price competition. Each individual task order will be competed and will comply with all requirements of Metro's Acquisition Policy and the terms and conditions of these Contracts. The contractors will propose according to the requirements of the task order, an independent cost estimate, technical evaluation, and cost/price analysis will be performed, as appropriate, on all task orders issued.

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 ensures that Metro Communications Department will have a variety of on-call providers to support its communication and outreach efforts.

DEOD SUMMARY

COMMUNICATIONS BENCH / PS44432000

A. Small Business Participation

The Diversity and Economic Opportunity Department (DEOD) established a 20% Disadvantaged Business Enterprise (DBE) goal for task orders awarded with federal funds, and a 20% small business participation goal, inclusive of 17% Small Business Enterprise (SBE) and 3% Disabled Veteran Business Enterprise (DVBE) goal for task orders awarded with non-federal funds. Communications Bench proposers were required to submit DBE/SBE/DVBE affidavits confirming their commitment to the applicable goals, and participants met or exceeded the goal with varied commitments as listed below. Proposers were also required to list all known DBE, SBE and DVBE firms that will perform any portion of the work without specific dollar commitments.

The Communications Bench is subject to the Small Business Prime (Set-Aside) Program requirements. Of the ten proposers selected for the Bench contract, eight are DBE and SBE primes, one is a SBE prime only and one is a non-DBE/SBE prime. Metro also encouraged medium-sized businesses to propose pursuant to the Medium-Size Business Enterprise Program (MSZ) requirement; however, the agency did not receive more than one medium-size firm's proposal, and therefore MSZ does not apply to the bench.

Overall DBE/SBE/DVBE participation for the Bench will be determined based on the total aggregate of all task orders issued and awarded.

Prime: Arellano Associates

Small Business Goal	20% DBE 17% SBE 3% DVBE	Small Business Commitment	20% DBE 17% SBE 3% DVBE
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	DBE Prime/Subcontractors	Ethnicity	% Committed
1.	Arellano Associates	Hispanic American Female	TBD
2.	VMA Communications	Hispanic American Female	TBD
Total DBE Commitment			20%
	SBE Prime/Subcontractors		% Committed
1.	Arellano Associates		TBD
2.	AVS Consulting		TBD
3.	D. Barton Doyle		TBD
4.	Jarrett Walker + Associates		TBD
5.	Two Hundred		TBD
6.	VMA Communications		TBD
7.	Wilson, Sparling & Associates		TBD
8.	Matthew Zehner, LLC dba Zehner Group		TBD

Total SBE Commitment		17%
	DVBE Subcontractors	% Committed
1.	Sunset Cliffs Productions	TBD
Total DVBE Commitment		3%

Prime: Celtis Ventures

Small Business Goal	20% DBE 17% SBE 3% DVBE	Small Business Commitment	20% DBE 17% SBE 3% DVBE
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	DBE Subcontractors	Ethnicity	% Committed
1.	Arellano Associates	Hispanic American Female	TBD
Total DBE Commitment			20%
	SBE Subcontractors		% Committed
1.	Arellano Associates		TBD
2.	The Walking Man		TBD
Total SBE Commitment			17%
	DVBE Subcontractors		% Committed
1.	Proforma DVE Global Marketing		TBD
2.	Flagship Marketing		TBD
Total DVBE Commitment			3%

Prime: Barrios and Associates LLC dba Communications Lab

Small Business Goal	20% DBE 17% SBE 3% DVBE	Small Business Commitment	40% DBE 40% SBE 5% DVBE
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	DBE Prime	Ethnicity	% Committed
1.	Barrios and Associates LLC dba Communications Lab	Hispanic American Female	TBD
Total DBE Commitment			40%
	SBE Prime/Subcontractors		% Committed
1.	Barrios and Associates LLC dba Communications Lab		TBD
2.	The Walking Man		TBD
Total SBE Commitment			40%
	DVBE Subcontractors		% Committed
1.	Brentwood Reprographics		TBD
Total DVBE Commitment			5%

Prime: Community Connections, LLC

Small Business Goal	20% DBE 17% SBE 3% DVBE	Small Business Commitment	20% DBE 17% SBE 3% DVBE
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	DBE Prime/Subcontractors	Ethnicity	% Committed
1.	Community Connections, LLC	Hispanic American Female	TBD
2.	Alas Media, Inc.	Hispanic American Female	TBD
3.	Allied Interpreting Service, Inc.	Caucasian Female	TBD
4.	Capital Government Contract Specialists, Inc.	Hispanic American	TBD
5.	Cynthia M. Ruiz & Associates	Hispanic American Female	TBD
6.	Judith Norman Transportation Consultant dba JNTC	African American Female	TBD
7.	Magna Sol Corporation	Hispanic American Female	TBD
8.	Young Communications Group, Inc.	African American Female	TBD
Total DBE Commitment			20%

	SBE Prime/Subcontractors	% Committed
1.	Community Connections, LLC	TBD
2.	Alas Media, Inc.	TBD
3.	Allied Interpreting Service, Inc.	TBD
4.	Capital Government Contract Specialists, Inc.	TBD
5.	Cynthia M. Ruiz & Associates	TBD
6.	Magna Sol Corporation	TBD
7.	Young Communications Group, Inc.	TBD
Total SBE Commitment		17%
	DVBE Subcontractors	% Committed
1.	Capital Government Contract Specialists, Inc.	TBD
Total DVBE Commitment		3%

Prime: Consensus Inc.

Small Business Goal	20% DBE 17% SBE 3% DVBE	Small Business Commitment	20% DBE 17% SBE 3% DVBE
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	DBE Subcontractors	Ethnicity	% Committed
1.	Translating Services, Inc. dba Lazar Translating & Interpreting	Caucasian Female	TBD
2.	Saucedo Professional	Hispanic American Female	TBD

	Group, Inc.		
3.	Friendly Filmworks	Hispanic American	TBD
4.	LA1, Inc.	Asian Pacific American	TBD
5.	The Glue	Caucasian Female	TBD
6.	Deborah Murphy Urban Design & Planning	Caucasian Female	TBD
7.	Davis & Associates dba D&A Communications	African American Female	TBD
Total DBE Commitment			20%
SBE Prime/Subcontractors			% Committed
1.	Consensus Inc.		TBD
2.	Translating Services, Inc. dba Lazar Translating & Interpreting		TBD
3.	Community Arts Resources		TBD
4.	Saucedo Professional Group, Inc.		TBD
5.	Imprenta Communications Group		TBD
6.	Friendly Filmworks		TBD
7.	LA1, Inc.		TBD
8.	The Glue		TBD
9.	Deborah Murphy Urban Design & Planning		TBD
Total SBE Commitment			17%
DVBE Subcontractors			% Committed
1.	Deborah Murphy Urban Design & Planning		TBD
Total DVBE Commitment			3%

Prime: Dakota Communications

Small Business Goal	20% DBE 17% SBE 3% DVBE	Small Business Commitment	65% DBE 65% SBE 3% DVBE
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	DBE Prime/Subcontractors	Ethnicity	% Committed
1.	Dakota Communications	African American	TBD
2.	JKH Consulting	African American Female	TBD
3.	360 Total Concept Inc.	African American Female	TBD
Total DBE Commitment			65%
SBE Prime/Subcontractors			% Committed
1.	Dakota Communications		TBD
2.	JKH Consulting		TBD
3.	360 Total Concept Inc.		TBD
Total SBE Commitment			65%
DVBE Subcontractors			% Committed
1.	V-Solutions Consulting		TBD
Total DVBE Commitment			3%

Prime: ETA Agency, Inc.

Small Business Goal	20% DBE 17% SBE 3% DVBE	Small Business Commitment	30% DBE 30% SBE 3% DVBE
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	DBE Prime/Subcontractors	Ethnicity	% Committed
1.	ETA Agency, Inc.	Female Caucasian	TBD
2.	Barrantes Enterprises, Inc. dba The Sierra Group	Hispanic American Female	TBD
3.	J-U Carter, Inc. dba J-U Public	Caucasian Female	TBD
4.	Zel design, dba ZHA – Harrison Associates	African American Female	TBD
Total DBE Commitment			30%
	SBE Prime/Subcontractors		% Committed
1.	ETA Agency, Inc.		TBD
2.	Barrantes Enterprises, Inc. dba The Sierra Group		TBD
3.	Matthew Zehner, LLC dba Zehner Group		TBD
4.	Zel design, dba ZHA – Harrison Associates		TBD
5.	The Walking Man		TBD
Total SBE Commitment			30%
	DVBE Subcontractors		% Committed
1.	Bedrosian & Associates		TBD
Total DVBE Commitment			3%

Prime: Lee Andrews Group

Small Business Goal	20% DBE 17% SBE 3% DVBE	Small Business Commitment	80% DBE 80% SBE 3% DVBE
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	DBE Prime/Subcontractors	Ethnicity	% Committed
1.	Lee Andrews Group	Hispanic American Female	TBD
2.	DeAngelis Design	Caucasian Female	TBD
3.	Del Richardson & Assoc.	African American Female	TBD
4.	Effect Strategies LLC	Caucasian Female	TBD
5.	North Star Alliance	Hispanic American	TBD
6.	Paragon Language Services	Caucasian Female	TBD
7.	Tovar Geospatial Services	Hispanic American	TBD
8.	Trifiletti Consulting	Hispanic American Female	TBD
Total DBE Commitment			80%
	SBE Prime/Subcontractors		% Committed
1.	Lee Andrews Group		TBD
2.	DeAngelis Design		TBD
3.	Del Richardson & Associates		TBD

4.	Effect Strategies LLC	TBD
5.	North Star Alliance	TBD
6.	Paragon Language Services	TBD
7.	Trifiletti Consulting	TBD
8.	Matthew Zehner, LLC dba Zehner Group	TBD
Total SBE Commitment		80%
DVBE Subcontractors		% Committed
1.	J-Rock Communications	TBD
Total DVBE Commitment		3%

Prime: MBI Media

Small Business Goal	20% DBE 17% SBE 3% DVBE	Small Business Commitment	80% DBE 80% SBE 3% DVBE
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	DBE Prime/Subcontractors	Ethnicity	% Committed
1.	MBI Media	Caucasian Female	TBD
2.	Alas Media, Inc.	African American Female	TBD
3.	North Star Alliance	Hispanic American	TBD
4.	House 47	Caucasian Female	TBD
5.	Sir Speedy Printing	Caucasian Female	TBD
6.	Young Communications	African American Female	TBD
Total DBE Commitment			80%
	SBE Prime/Subcontractors		% Committed
1.	MBI Media		TBD
2.	Alas Media, Inc.		TBD
3.	North Star Alliance		TBD
4.	House 47		TBD
5.	The Walking Man		TBD
Total SBE Commitment			80%
	DVBE Subcontractors		% Committed
1.	Continental Interpreting		TBD
Total DVBE Commitment			3%

Prime: The Robert Group

Small Business Goal	20% DBE 17% SBE 3% DVBE	Small Business Commitment	75% DBE 33% SBE 3% DVBE
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	DBE Prime/Subcontractors	Ethnicity	% Committed
1.	The Robert Group	African American Female	TBD
2.	Effect Strategies, LLC	Caucasian Female	TBD

3.	Trifiletti Consulting, Inc.	Hispanic Female	TBD
Total DBE Commitment			75%
SBE Prime/Subcontractors			% Committed
1.	The Robert Group		TBD
2.	Effect Strategies LLC		TBD
3.	Emerson & Associates		TBD
4.	Trifiletti Consulting		TBD
5.	VPE Public Relations		TBE
6.	The Walking Man		TBD
Total SBE Commitment			33%
DVBE Subcontractors			% Committed
1.	Brentwood Reprographics, Inc.		TBD
Total DVBE Commitment			3%

B. Living Wage and Service Contract Worker Retention Policy Applicability

The Living Wage and Service Contract Worker Retention Policy is not applicable to these Contracts.

C. Prevailing Wage Applicability

Prevailing Wage requirements are not applicable to this project.

D. Project Labor Agreement/Construction Careers Policy

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