File #: 2020-0885, **File Type:** Contract **Agenda Number:** 36.

EXECUTIVE MANAGEMENT COMMITTEE
FEBRUARY 18, 2021

SUBJECT: VIDEO PRODUCTION SERVICES

ACTION: APPROVE METRO VIDEO BENCH CONTRACTS AWARD

RECOMMENDATION

A. AUTHORIZE the Chief Executive Officer to execute the following bench contracts for video production services to the following firms, for a cumulative not-to-exceed amount of $3,541,000 for the four (4) year term, effective March 1, 2021, through February 28, 2025, subject to resolution of protests, if any:

a) Contract No. PS68458000 with ALAS Media
b) Contract No. PS68458001 with Bubba's Chop Shop
c) Contract No. PS68458002 with Clockwork Media
d) Contract No. PS68458003 with Dreamseeker Media
e) Contract No. PS68458004 with Friendly Filmworks
f) Contract No. PS68458005 with MainSpring Business Video
g) Contract No. PS68458006 with Sanchez Media
h) Contract No. PS68458007 with Zero1 Agency

B. AWARD AND EXECUTE task orders for an aggregate not-to-exceed amount of $3,541,000.

ISSUE

Metro Marketing produces public-facing information to support the goals of the Vision 2028 Strategic Plan. The Marketing Department has traditionally used a bench of small business video production firms to supplement staff capacity in video development and production. Video is an important medium in the digital space and this small business video production bench contract allows Metro to have capacity for video production projects. Awarding this contract again will allow the department to maintain the amount of video content it can produce, which will enhance Metro's ability to provide clear information for riders and capture attention online about Metro projects and initiatives. To allow the agency to produce videos tailored to the agency's increasingly sophisticated digital advertising placements, social media targeting and web/mobile presence, Metro Communications staff recommends awarding a bench contract to 8 local video production companies. To ensure equitable distribution of work and ample work opportunities for each firm, projects will be assigned to contractors on an as-needed rotational basis.

DISCUSSION

Through a small business set aside procurement, 26 firms submitted proposals. The proposal evaluation team selected eight (8) small business video production firms with a variety of competencies and areas of expertise to produce video content that can assist the Marketing department in pursuing the agency's marketing communication goals. This gives Metro flexibility in utilizing a wide range of video production capabilities. Similar to past video bench procurements, the selected firms' competencies build on Metro's current in-house production abilities, providing additional capacity and proficiencies.

Staff evaluators have verified these contractors' skills in producing digital ad units, and video content to enhance information on the agency's website, blog and social media channels, all of which are growing as public engagement tools.

Considerations

Continuing to structure Metro's video capacity with a stable of contractors, as recommended, builds on existing in-house video production capabilities with a flexible arrangement that will allow for more production activity and larger-scale productions as needed. Contracting with multiple small businesses allows Metro to leverage the plentiful local talent from the entertainment industry, without commitment of full-time staff or purchased equipment, to help the agency compete in the increasingly sophisticated digital space. Metro's Strategic Marketing Plan recognizes the importance of video content, and award of this contract helps position the agency to better implement this plan.

FINANCIAL IMPACT

Metro's estimated budget for the life of the Contract, which is four (4) years, is $3,541,000.

Impact to Budget

Funding for video production costs will parallel allocated project funding and may include sources like fares, sales tax, federal and state funds. The impact will vary year-to-year based on project and advertising budgets to support Metro projects, programs and initiatives. Because this is a multi-year contract, the budget will be allocated as needed by project managers in future years.

In FY20, $693,645 was spent for video services across various categories, including project and construction status, NextGen, Eat Shop Play and safety videos.

$72,000 has been budgeted for video services in FY21, focusing on high-priority projects such as NextGen and established Bucket 1 agency priorities. The FY22 video services budget is still currently in development but will be based on agency needs including continued support of Bucket 1 projects, as well as upcoming project openings, ridership efforts, the newly established Customer Experience plan and rider information related to the NextGen rollout.

SAFETY IMPACT

Contractors may be required to shoot footage on Metro property if the scope of a project warrants it. Metro Communications will continue to follow all Metro Operations' safety requirements, including rail safety training for contractors and coordinating all shoots through established protocols.

ALTERNATIVES CONSIDERED

Alternatives to Board approval include building an in-house video production team, which would require at least four additional full-time employees with expertise in video production and ongoing procurement of professional-level video production equipment, editing computers and software, as well as potential real estate rental to house all of it. This route would also require Metro to continually purchase new equipment, as technology is rapidly changing, to remain competitive. Furthermore, the agency would not be able to benefit from learnings and experience that outside video producers bring from working on a variety of high-concept productions outside of Metro.

NEXT STEPS

Upon Board approval, staff will execute contract numbers PS68458000 through PS68458007 to the listed firms above and award individual task orders as needed for Metro video bench services.

ATTACHMENTS

Attachment A - Procurement Summary
Attachment B - Recommended Firms by Video Style Category
Attachment C - DEOD Summary

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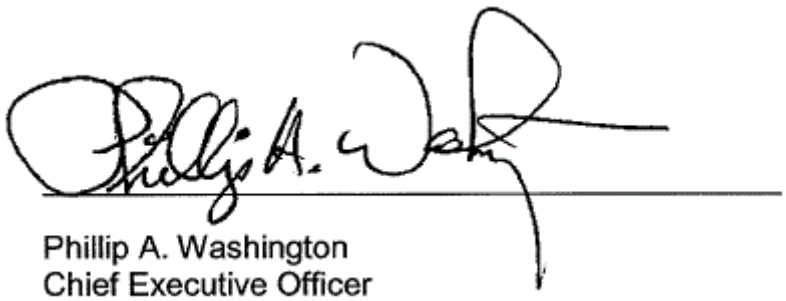

Phillip A. Washington
Chief Executive Officer

PROCUREMENT SUMMARY

METRO VIDEO BENCH / PS68458000 through PS68458007

1.	**Contract Numbers:** PS68458000 through PS68458007	
2.	**Recommended Vendors**: PS68458000 ALAS Media; PS68458001 Bubba's Chop Shop; PS68458002 Clockwork Media; PS68458003 Dreamseeker Media; PS68458004 Friendly Filmworks; PS68458005 MainSpring Business Video; PS68458006 Sanchez Media; PS68458007 Zero1 Agency	
3.	**Type of Procurement (check one):** ☒ **RFP** ☐ **IFB** ☐ **IFB–A&E** ☐ **Non-Competitive** ☐ **Modification** ☐ **Task Order**	
4.	**Procurement Dates**:	
	A. Issued: April 13, 2020	
	B. Advertised/Publicized April 22, 2020	
	C. Pre-proposal Conference: April 22, 2020	
	D. Proposals Due: June 22, 2020	
	E. Pre-Qualification Completed: December 15, 2020	
	F. Conflict of Interest Form Submitted to Ethics: August 13, 2020	
	G. Protest Period End Date:	
5.	**Solicitations Picked up/Downloaded**: 31	**Proposals Received**: 26
6.	**Contract Administrator**: Antwaun Boykin	**Telephone Number**: **(**213) 922-1056
7.	**Project Manager**: Ana Vallianatos	**Telephone Number**: **(**213) 922-2248

A. Procurement Background

This Board Action is to approve the award of bench Contract numbers PS68458000 through PS68458007 issued in support of video production services for Metro Communications Marketing Department for a four-year term. The contracts will be effective March 1, 2021 with a cumulative total amount not-to-exceed $3,541,000. Staff will issue task orders on an as-needed rotational basis to allow work opportunities for each firm on the bench. Board approval of contract awards are subject to resolution of any properly submitted protest

Request for Proposals (RFP) No. PS68458 was issued in accordance with Metro's Acquisition Policy and the contract type is task order based, firm fixed unit rate.

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

- Amendment No. 1, issued on April 17, 2020 provided documents and the conference call information for the virtual pre-bid conference;
- Amendment No. 2, issued on April 23, 2020 provided documents from the virtual pre-bid conference;
- Amendment No. 3, issued on May 4, 2020 extended the bid due date and time and revised Contract Article IV: Ordering.
- Amendment No. 4, issued on May 29, 2020 provided Disadvantaged Business Enterprise (DBE) "Good Faith Effort" Forms.
- Amendment No. 5, issued on June 15, 2020 extended the bid due date and time.

A total of 26 proposals were received on the due date of June 22, 2020.

B. Evaluation of Proposal

A total of 26 proposers responded to this solicitation. The firms are listed below in alphabetical order:

1. 24VR Productions
2. Agbohworks
3. ALAS Media
4. Avenida Productions
5. Blu Fable
6. Boatright-Simon Picture+Sound
7. Bubba's Chop Shop
8. Clockwork Media
9. Communications Lab
10. Conceptive
11. Dakota Communications
12. Dreamseeker Media
13. Duck Punk Productions
14. Firestarter Studios
15. Friendly Filmworks
16. Heromade Productions
17. Klein Creative Media
18. L.A. City Films
19. Lux Virtual
20. MainSpring Business Video
21. MBI Media
22. Midnight Hour Studios
23. MV MNT Productions
24. Producto Studios
25. Sanchez Media
26. Zero1 Agency

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

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

- Sample Video(s) 50%
- Degree of The Proposer's Experience 20%
- Degree of The Proposer's Skills 20%
- Cost 10%

The evaluation criteria are appropriate and consistent with criteria developed for other, similar service procurements. Several factors were considered when developing these weights, giving the greatest importance to sample videos of previous video production work.

Proposers were required to submit sample videos for the various video production categories for evaluation. Proposers could propose and submit sample videos for any category of their choosing. The categories are as follows:

1. Video Ad Unit
2. Instructional
3. Webisode
4. Documentary or News Magazine
5. Corporate Video

Of the 26 proposals received, 15 firms were determined to be outside the competitive range after failing to meet the scoring requirement of at least one video content category as stated in the RFP and were not included for further consideration of their written Technical Proposal or Cost Proposals. The 11 firms within the competitive range are listed below in alphabetical order:

1. Alas Media
2. Boatright-Simon Picture+Sound
3. Bubba's Chop Shop
4. Clockwork Media
5. Dreamseeker Media
6. Friendly Filmworks
7. MainSpring Business Video
8. Midnight Hour Studios
9. Producto Studios
10. Sanchez Media
11. Zero1 Agency

On June 26, 2020 the members of the Proposal Evaluation Team (PET) were given copies of all the sample video proposals to begin their evaluation. On October 5, 2020 the PET met to discuss the evaluations of all submitted sample videos, determine competitive range and distribute the 11 written technical proposals of the proposers determined to be within the competitive range. Finally, on November 17, 2020 the PET met for final evaluations of all submitted written technical proposals.

Of the 11 proposers within the competitive range, eight were determined to be technically acceptable and are being recommended for the bench contracts in various categories (Attachment B). They are listed below in alphabetical order:

No.	Contract No.	Firm
1	PS68458000	ALAS Media
2	PS68458001	Bubba's Chop Shop
3	PS68458002	Clockwork Media
4	PS68458003	Dreamseeker Media
5	PS68458004	Friendly Filmworks
6	PS68458005	MainSpring Business Video
7	PS68458006	Sanchez Media

8	PS68458007	Zero1 Agency

C. Price Analysis

The recommended fixed professional rates from all firms have been determined to be fair and reasonable based upon adequate competition, historical rates and technical analysis. Each individual task order will comply with all requirements of Metro Acquisition Policy and the terms of the contract.

D. Background on Recommended Contractors

ALAS Media

ALAS Media is a Los Angeles based video production company with over 9 years of globally recognized experience helping organizations and companies find, cultivate and share their stories. They offer complete video production services and specialize in marketing, documentary and corporate video. ALAS Media has created marketing videos for businesses, schools and education organizations, corporate training videos, fundraising videos for non-profits and event coverage for domestic and international clients. Alas Media has been providing video production services since 2017 under the previous Metro Video Bench and performance has been satisfactory.

Bubba's Chop Shop

Bubba's Chop Shop's (Bubba's) in-house team is proficient in a multitude of areas of video production and marketing strategy. The team also brings to every project diverse perspective, as staff comes from various backgrounds in front of and behind the camera. Bubba's Chief Executive Officer and Executive Producer Ian Nelson is the founder of Bubba's Chop Shop. He has worked in various roles in the film industry for more than 15 years with a primary focus on film editing. Ian is currently enrolled in Goldman Sachs' prestigious 10,000 Small Businesses Program, focused on helping entrepreneurs create jobs and economic opportunity by providing greater access to education, capital, and business support services. Bubba's Chop Shop has grown exponentially since its launch in 2012, having worked with some of the most recognizable brands and organizations. Bubba's Chop Shop has been providing video production services since 2017 under the previous Metro Video Bench and performance has been satisfactory.

Clockwork Media

Clockwork Media has extensive relevant experience production services. Clockwork Media has 10 years of experience and provides such services as production logistics, permitting, high quality cameras, aerial cameras, chase camera car, voiceovers, studio, graphics, and animation. Previously, Clockwork Media has contracted with NBC Sports, LAPD and Toyota USA.

Dreamseeker Media

Dreamseeker Media brings 20 years of industry experience in providing video production services. Dreamseeker is well-versed in a variety of film and video formats including documentary film, corporate/government video, web-based video and television PSAs. Dreamseeker Media has worked with companies like PBS SoCal previously.

Friendly Filmworks

Friendly Filmworks runs every aspect of productions in-house, their full-service capabilities handle the entire process, from preproduction to post-production. Friendly Filmworks has produced several videos for Metro under the previous Video Bench. Friendly Filmworks draws on industry professionals to serve client productions. Their approach is hands-on, creative and professional. Friendly Filmworks has a team that is experienced and driven and has been providing video production services to Metro since 2014 and performance has been satisfactory.

MainSpring Business Video

MainSpring Business Video has 20 years of experience producing video content. Their focus is collaboration and communication to present client's messages in a straightforward and easy-to-understand way. The firm's goal is to utilize their methodologies, technologies, and programs to create videos with high-level graphics that create an added value to video productions.

Sanchez Media

Established in 2018, Sanchez Media has collaborated with universities, government organizations, non-profits, and brands across California, to create videos that educate, empower and reflect local communities. Over the last two years, Sanchez Media LLC, has worked with a variety of clients on projects that range from ads, news/documentary, corporate, as well as explainer/instructional videos. Sanchez Media's past clients include Starbucks, Gap Inc. and Verizon.

Zero1 Agency

Zero1 Agency is a minority owned advertising, marketing, & consulting agency. The firm's services include video production, creative, logistics, casting, permitting, editing, animation, motion graphics. With over 18 years of experience, Zero1 Agency has provided video production services for both Red Bull and Spotify.

ATTACHMENT B

METRO VIDEO BENCH / PS68458000 THROUGH PS68458007

RECOMMENDED FIRMS BY VIDEO STYLE CATEGORY

1. VIDEO AD UNIT
BUBBA'S CHOP SHOP
CLOCKWORK MEDIA
FRIENDLY FILMWORKS

2. INSTRUCTIONAL
BUBBA'S CHOP SHOP
CLOCKWORK MEDIA
MAINSPRING BUSINESS VIDEO

3. WEBISODE
BUBBA'S CHOP SHOP
CLOCKWORK MEDIA
DREAMSEEKER MEDIA
FRIENDLY FILMWORKS

4. DOCUMENTARY OR NEWS MAGAZINE
ALAS MEDIA
DREAMSEEKER MEDIA
FRIENDLY FILMWORKS
SANCHEZ MEDIA

5. CORPORATE VIDEO
ALAS MEDIA
CLOCKWORK MEDIA
FRIENDLY FILMWORKS
MAINSPRING BUSINESS VIDEO
ZERO1 AGENCY

DEOD SUMMARY

METRO VIDEO BENCH / PS68458

A. Small Business Participation

The Diversity and Economic Opportunity Department (DEOD) established a 32% Disadvantaged Business Enterprise (DBE) goal for this Task Order Contract. Eight (8) firms were selected as prime consultants: Alas Media, Bubbas Chop Shop, Clockwork Media, Dreamseeker dba Seeker Films, Friendly Filmworks, MainSpring Business Video, Sanchez Media LLC, and Zero1 Agency. Each firm committed to or exceeded the 32% DBE goal for this Task Order Contract.

In response to a specific Task Order request with a defined scope of work, prime consultants will be required to identify DBE subcontractor activity and actual dollar value commitments for that Task Order. Overall DBE achievement in meeting the commitments will be determined based on cumulative DBE participation of all Task Orders awarded.

Small Business Goal	**32% DBE**	**Small Business Commitment**	**32% DBE**

ALAS Media

	DBE Subcontractors	**Ethnicity**	**% Committed**
1.	ALAS Media (DBE Prime)	Hispanic American	100%
		Total Commitment	**100%**

Bubba's Chop Shop

	DBE Subcontractors	**Ethnicity**	**% Committed**
1.	Sanchez Media	Hispanic American	30.75%
2.	Friendly Filmworks	Hispanic American	18.43%
3	Midnight Hour	Asian Pacific American	19.87%
		Total Commitment	**69.05%**

Clockwork Media

	DBE Subcontractors	**Ethnicity**	**% Committed**
1.	Clockwork Media (DBE Prime)	Asian Pacific American	100%
		Total Commitment	**100%**

Dreamseeker Media

	DBE Subcontractors	Ethnicity	% Committed
1.	Dreamseeker Media dba Seeker Films (DBE Prime)	African American	52.91%
		Total Commitment	**52.91%**

Friendly Filmworks

	DBE Subcontractors	Ethnicity	% Committed
1.	Friendly Filmworks (DBE Prime)	Hispanic American	100%
		Total Commitment	**100%**

MainSpring Business Video

	DBE Subcontractors	Ethnicity	% Committed
1.	Little Dipper Productions	Caucasian Female	11.00%
2.	Brass Ring Enterprises	African American	11.00%
3.	McGhee Broadcasting	African American	11.00%
		Total Commitment	**33.00%**

Sanchez Media

	DBE Subcontractors	Ethnicity	% Committed
1.	Sanchez Media (DBE Prime)	Hispanic American	68%
		Total Commitment	**68%**

Zero1 Agency

	DBE Subcontractors	Ethnicity	% Committed
1.	Zero1 Agency (DBE Prime)	Hispanic American	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. Project Labor Agreement/Construction Careers Policy is applicable only to construction contracts that have a construction contract value in excess of $2.5 million.