



Board Report

File #: 2024-0518, File Type: Contract

Agenda Number: 25.

EXECUTIVE MANAGEMENT COMMITTEE OCTOBER 24, 2024

SUBJECT: METRO BRANDED AND SPECIALTY MERCHANDISE

ACTION: APPROVE CONTRACT AWARD

RECOMMENDATION

AUTHORIZE the Chief Executive Officer to award a two-year, firm-fixed unit rate Contract No. PS120351000 to Cétera Marketing, LLC to provide Metro-branded merchandise, in the Not-to-Exceed (NTE) contract amount of \$3,500,000, inclusive of item cost, set-up fee, sales tax and shipping, effective November 12, 2024, subject to the resolution of any properly submitted protest(s), if any.

ISSUE

As part of Metro's ongoing communications and community outreach efforts, the agency creates Metro-branded items distributed to participants, attendees, and community-based organizations during community events, Metro events, Metro-sponsored events and meetings with external organizations or officials. These items are often co-branded with the Metro logo and the event or program, such as GoPass, LIFE, TAP, etc.

In accordance with Metro's External Communications Policy (Attachment A), all External Communications Materials, which include all wearables and other promotional/specialty items, must be approved by the Marketing Communications department to ensure consistent use of design, logos, slogans, and factual information.

BACKGROUND

Historically, departments within Metro ordered their own branded merchandise, resulting in a lack of cost control, consistency and lack of compliance with brand standards. In 2017, Metro's External Communications Policy established the requirement that all branded merchandise must be centrally ordered through the Marketing Communications department.

A centralized ordering process was established, but it was very manual. Representatives from Metro departments had to submit their request to the designated person in Marketing Communications, who would review the request, select a vendor, identify a proposed item, work with the vendor on the design, and do a quality check on the item delivered and then coordinate invoice payment with the

department that ordered the item. Orders from different departments would come at random intervals, and the order size varied from fewer than 10 pieces to several thousand pieces, depending on the event or whether the requesting department was stocking up on commonly ordered items. Because these items were ordered inconsistently, there was a missed opportunity to leverage economies of scale.

Metro previously did not have a centralized branded merchandise contract. In FY23, 30 departments placed 75 promotional item orders with a total quantity of 88,083 pieces of promotional items, and in FY24, 31 departments placed 92 orders with a total quantity of 103,651 pieces of promotional items. Since FY22, Metro has spent \$1,179,419 on promo items and info materials.

DISCUSSION

Branded merchandise is a cost-effective strategy to drive brand awareness, recognition and affinity, and to keep a brand top of mind with its customers and prospects. Branded merchandise empowers a brand's fans to express their love for a brand's product or service - and to share their passion for the brand with others. This is especially true for employees, contractors and business partners who can share their pride in working with or for a brand with others through specialty branded merchandise. In fact, the cost per impression of a promotional item is often pennies - or a fraction thereof. That is why businesses small and large, as well as public transit agencies and other public agencies across the country and LA County, utilize branded items to build their brands and strengthen their connections with their employees, customers and constituents.

Branded items help support Metro in a variety of ways. For example, clear tote bags approved for stadium use reinforce to attendees of sporting and entertainment events that they can Go Metro next time - key as Metro continues to grow its leisure ridership leading up to the World Cup, Super Bowl and Olympic and Paralympic Games. School-age-focused items (such as pencils, pencil cases, etc.) reach students enrolled in the GoPass program and remind them to use their pass. Lapel pins, branded with Metro projects reinforce a wearer's support for Metro's ambitious capital project plan. And t-shirts, hats, jackets and other items enable employees to share their pride for working at Metro - which supports our goal to be an employer of choice in Los Angeles.

Metro participates in an average of 20-30 in-person events each month throughout the year, which are a mixture of external meetings, community events attended by Metro to Metro-sponsored/hosted events. These events range in size from smaller settings (approximately 25-50 people) to larger events that draw 1,000 or more people. The average cost per item distributed during non-Regional Connector-related events in FY24 was \$2.92.

When Metro staff sets up tables at community events, the level/quality of promotional items on their table attracts event attendees to the table. From there, Metro staff is able to educate the attendees on Metro transportation and resources and sign them up for programs, such as LIFE or GoPass.

As Metro continues to expand its rail and bus network, expand use of fare program offerings including LIFE and GoPass, and works to increase brand awareness and affinity among core and leisure riders, the demand for branded items has steadily grown and is expected to continue to

increase with the opening of Metro's Airport Transit Center, phase one of the Purple Line Extension, and the Gold Line Extension, and ESFV groundbreaking during the contract period.

If approved, this contract will allow Metro to centralize ordering across all Metro departments with a branded merchandise vendor with a set catalog of items and an accompanying fixed unit rate for those items that will allow Metro to leverage the economies of scale across all Metro orders, even for those departments placing smaller orders. The selected North Hollywood-based vendor will create an online portal solely for the use of verified Metro employees, where authorized staff from various departments can inquire, order and manage their requests on their own while still ensuring consistency in brand standards, overseen by Metro's Creative and Brand team.

DETERMINATION OF SAFETY IMPACT

Approval of this item has no impact on safety.

FINANCIAL IMPACT

There is potentially a cost savings for the Agency due to leveraging economies of scale across smaller purchases. Each department is responsible for managing and determining how much they need to purchase to fulfill their promotional item needs. The 2-year contract for the agency is not to exceed \$3.5 million for all departments' needs combined and that value is inclusive of the branded merchandise, taxes and shipping costs. The contract also allows the possibility for the contract to be extended if there is value remaining on the contract. The Public Relations department will be monitoring the orders to ensure overall spending is within the limit.

The FY25 Budget includes \$889,538 in Account 50443, M/S Promo and Info Materials, across various departments to support this effort.

Since this is a multi-year contract, the responsible cost center managers and cabinet chiefs will be accountable for budgeting the cost in future years.

Impact to Budget

The sources of funding depend on the projects that the promotional materials support, which could include Enterprise Funds and sales tax revenues eligible for bus and/or rail operating and/or capital expenses, federal, state and local grants, and Prop A, C and TDA Admin Funds.

EQUITY PLATFORM

The Diversity & Economic Opportunity Department (DEOD) established a Disadvantaged Business Enterprise (DBE) goal of 27% for this procurement. Cétera-Marketing, LLC, a DBE prime, exceeded the goal, making a 100% commitment.

IMPLEMENTATION OF STRATEGIC PLAN GOALS

The awarding of this contract fulfills Metro's Strategic goal to provide responsive, accountable, and

trustworthy governance within the Metro Organization. This will be accomplished via the relationship created with the vendor and the implementation of an efficient online ordering portal. The vendor will be available to Metro staff and respond to all inquiries within a 24-hour window.

ALTERNATIVES CONSIDERED

If the Board does not approve this request for award, Metro will cancel this procurement, and individual departments will need to order promotional items as needed through separate contracts. Each Cabinet Chief must designate a point of contact for their departments and order promotional items after securing approval from the creative and brand team. In this model, Metro would not receive the cost benefit of having one centralized ordering system or vendor which creates the opportunity for departments to develop and distribute products that do not meet Metro's high-quality standards.

NEXT STEPS

Upon Board approval, staff will execute Contract No. PS120351000 with Cétera Marketing LLC to provide Metro branded and specialty promotional items, effective November 12, 2024.

ATTACHMENTS

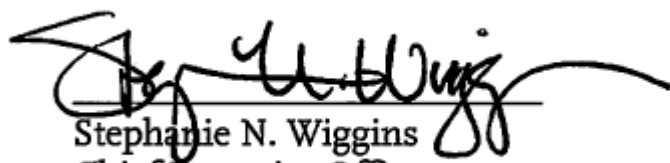
Attachment A - External Communications Policy

Attachment B - Procurement Summary

Attachment C - DEOD Summary

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Stephanie N. Wiggins
Chief Executive Officer



Los Angeles County
Metropolitan Transportation Authority

Metro

COMMUNICATIONS

External Communications Policy

(COM 2)

POLICY STATEMENT

To maximize the Los Angeles County Metropolitan Transportation Authority's (Metro) brand identity, image and communications processes, and maintain consistency in the eyes of our customers and other stakeholders, 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 (Communications). No other department or contractor is authorized to develop, design or implement Metro customer materials or other communications initiatives, or represent Metro through communications processes, without first consulting or getting direction from Communications.

PURPOSE

To provide the necessary guidelines for development and authorization of external communications and to ensure consistency in the processes, materials, statements, images and logo usages that are intended to explain, promote or otherwise represent Metro services, programs and projects to external audiences.

APPLICATION

This policy and its procedures apply to all Metro employees and consultants.

Cassandra G. Langston
APPROVED: County Counsel or N/A

Paulitta Lentes
Department Head

J.A. [Signature]
ADOPTED: CEO

Effective Date: 7/27/17

Date of Last Review: _____



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COMMUNICATIONS

External Communications Policy

(COM 2)

1.0 GENERAL

External communications keep Metro's customers, stakeholders and the general public informed, educated and engaged in the agency's services, programs and projects. Communications is responsible for developing, coordinating and implementing external communications processes and materials such as logos; slogans; nomenclature; standard messaging platforms; campaigns; social media, web, mobile; media relations, visual communications; and community outreach and engagement. If an outside contractor is tasked with any external communications efforts on behalf of Metro, all processes and materials must be coordinated through and approved by the Communications' staff. This ensures a consistent, coordinated and accurate presentation of Metro to the public. In keeping with best industry practices, it is imperative for Metro to have Communications as the central point where external communications are created and/or reviewed, and the central point to apply, coordinate, approve and authorize the processes and materials that are intended to inform the public about Metro's services, programs and projects.

2.0 PROCEDURES

Marketing

The Marketing unit (Marketing) within Communications is responsible for developing Metro's marketing strategy, branding, identity and image, and ensuring it is applied consistently by Metro staff, consultants and vendors across all customer-facing channels. In collaboration with agency partners, the Marketing team is also the primary developer of Metro's external communications materials and digital channels, and is responsible for ensuring the goals and objectives of the Agency and partner departments are met, while approving materials and ensuring their accuracy and consistency within the Metro brand. No other department is authorized to develop and/or approve customer communications materials and digital channels without first consulting the Marketing Unit.

Any Metro department proposing to utilize an outside contractor for marketing services must contact their Marketing Representative first. Marketing will evaluate the request to see if it can be accommodated internally. If it cannot be accommodated, Marketing will partner with the requesting department, and oversee the marketing strategy and contractor's development of materials that follow Metro's Style Guidelines.

Community Relations

The Community Relations unit within Communications is responsible for community outreach and engaging with the public, and is therefore the lead in developing, guiding, coordinating and approving engagement strategies, processes and activities, including those legally required through the environmental, engineering and construction phases.



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External Communications Policy

(COM 2)

Community Relations is also responsible for guiding messages, materials and presentations used for community outreach. If an outside contractor is tasked with performing such activities on behalf of Metro, they must get guidance from, and coordinate with Community Relations staff in advance of the activities. This includes interactions with, and coordination of elected officials and key stakeholders, public/community meetings, community notices, and engagement processes. All messages and visual communications to project stakeholders should be coordinated through Community Relations to ensure consistency of Metro's overall messaging.

Public Relations

The Public Relations unit within Communications is responsible for developing, guiding and approving the Metro's media relations strategies and materials, and approving all informational, educational, in-kind promotional and service-related digital content, processes and activities that represent Metro services, programs and projects. This includes but is not limited to press releases, service alerts, talking points, articles, guest columns or opinion editorials, and interviews with media organizations.

Art and Design

The Art and Design unit within Communications is responsible for improving customer environments through the integration of art and design and for developing and implementing all agency public art, art asset management and cultural programs including all community outreach and communications related to those programs. Art and Design is also responsible for the development and oversight of Metro's brand identity in the built environment (facilities, fleet, etc.).

2.1 Types of Materials

Uses of materials affected by this policy generally fall into the categories of advertising, customer information, study, project and construction information; signage and wayfinding; renderings or images; social media, web, and mobile channels; illustration; photography; videos; media and public relations; public information displays, community relations; promotions and recruitment. The executive management for Marketing, Public Relations, Art and Design, and Community Relations are the points of contact for their respective areas to approve communications materials designed to explain, promote or otherwise represent Metro and/or its services, programs and projects to external audiences. If materials requests originate outside of Communications, Marketing will confer with the appropriate parties prior to development and approval.

Exceptions: The content of Board reports, legal documents, contracts, technical presentations and other regulatory documents which do not serve as promotional pieces for Metro services are not subject to this policy. Wayfinding signage



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elements as regulated by the California Public Utilities Commission (PUC) and the Manual of Uniform Traffic Control Devices (MUTCD), as well as printed and other materials required during emergencies such as disruptions to transit service are also excepted. However, logo use, typography, printed covers and other graphic design considerations for such pieces must follow Communications guidelines as described in the Metro Style Guide or be otherwise generated and/or approved by the Chief Communications Officer or designee prior to release.

The content of media communications, including press releases, is covered in the Contact with Media (COM 1) policy.

2.2 Generation of Materials

Marketing will develop campaigns and materials that support the Strategic Marketing Plan or that are tied to strategic marketing objectives. Requests for any other communications materials from other internal departments will be referred to Marketing. Marketing Representatives are assigned to individual departments and projects to ensure that their communications needs and projects are satisfied. Marketing staff will collaborate with staff from the requesting department to develop and deliver the materials either through Marketing or an outside contractor overseen by Marketing.

Marketing staff members partner with other Metro departments to identify goals, objectives and budgets for specific marketing projects. In collaboration with the partner department, Marketing staff will develop the project strategy, define audiences, develop a paid media plan, create messaging, and design communication materials to meet the required goals and objectives. Such materials are then produced through Marketing's internal Printing Services group, which also has a bench contract for outside production resources for projects they are unable to produce in-house. With Marketing approval, outside contractors may be used if internal printing services are unable to produce/complete job requests.

2.3 Release of Materials

Release of Metro external communications materials for use/reuse by external parties such as contractors; consultants; regional partners; other transit agencies; city, municipal, state and federal authorities; print and electronic media or other internal departments must be approved by Communications to ensure the most current and accurate information is communicated, and that applicable copyright and trademark protections are respected. Use of logo, graphic, photo and video properties by third parties must be approved in advance by Communications and accompanied by a credit to Metro. All requests for approval



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shall be facilitated by the Marketing Representative assigned to the requesting department.

2.4 Advertising

Paid promotion of Metro's external communications materials, including print, broadcast, out of home, web, mobile, and social media advertising to external parties will be coordinated with Marketing. Based on the identified goals, objectives and budget outlined in the advertising brief, Marketing will advance and manage a request to the Metro Media Buyer for development of a strategic paid media plan that identifies audience targets, conversion metrics, and media platforms to meet the partner's goals and objectives. All ads will be designed and trafficked by Marketing to ensure consistency with the Metro Strategic Marketing Plan and to maximize brand impact, scale, reach, and advertising budget.

Additionally, all inquiries, solicitations, and proposals from paid media vendors and services must be forwarded to the Marketing Department so they can be vetted by Metro's media planning and buying agency of record.

2.5 Digital Channels

Digital channels include customer-facing websites, applications, social media platforms, blogs and paid digital media. All new or modified web, mobile and applications must be coordinated, and are subject to approval by Communications. Communications staff meets regularly to coordinate ongoing social media strategy and efforts. For specific requirements related to social media channels, refer to Metro's Social Media Policy (COM 7).

3.0 DEFINITION OF TERMS

Brand Identity – the combination of graphic and text elements used in a consistent manner to represent a product, service or company which, when combined with quality standards, behavioral characteristics and public persona, impart a consistent impression of that product, service or company to the public.

Digital Channels – owned and paid online distribution properties including social media, websites, applications, and mobile platforms.

External Communications Materials – any information conveyed through print media, electronic media or other means intended to explain, publicize, advertise or identify Metro services, programs or activities to external audiences. This includes, but is not limited to printed or electronic brochures; take-ones; fact sheets; publications; announcements; flyers; banners; report covers; stationery; outdoor advertisements; on-



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board bus and rail fleet ads, signage, and decals; bus, rail and station wayfinding and/or directional signage; maps; web sites and pages; mobile applications; social media channels; wearables and other promotional/specialty items; press releases; talking points; key messages; official statements; videos; logos; graphic symbols; photography; illustration; and other customer communications materials.

4.0 RESPONSIBILITIES

Communications Department generates external communications materials and processes in accordance with Executive and Board-directed priorities; reviews and approves all external customer-focused communications materials to ensure consistent use of design, logos, slogans and factual information; and guides and approves marketing, media, community outreach and engagement strategies.

Chief Communications Officer (or designee) reviews and approves prior to production any communications materials intended to explain, inform, educate, promote or otherwise represent Metro and/or its services, programs and projects to an external audience.

5.0 FLOWCHART

Not Applicable

6.0 REFERENCES

- Metro Style Guide
- Metro Logo Guidelines
- Contact with Media (COM 1)
- Social Media Policy (COM 7)

7.0 ATTACHMENTS

Not applicable

8.0 PROCEDURE HISTORY

- | | |
|----------|--|
| 03/10/97 | Memo from CEO issued to Executive Staff outlining guidelines for approval of communication materials. |
| 02/07/01 | Formal policy approved and adopted by Office of the CEO. |
| 02/19/04 | Memo from CEO issued to all employees regarding authority of the Communications department, formed subsequent to the adoption of the policy. |



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- 06/28/05 Policy revised to reflect current organizational structure.
- 11/05/09 Biennial review and update. Policy updated to include references to timetables, social media and Agency Nomenclature policy.
- 7/23/13 Biennial review and update. Policy updated to include mention of PUC and MUTCD; clarified external communications materials, and interaction between Communications and other departments; changed Metro references to LACMTA.
- 06/26/17 Review: changed the title from Approval of External Communications Materials to External Communications Policy; added Art & Design unit; clarified departmental duties.

PROCUREMENT SUMMARY

METRO BRANDED AND SPECIALTY ITEMS/PS120351000

1.	Contract Numbers: PS120351000	
2.	Recommended Vendors: CéteraMarketing, LLC	
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: May 06, 2024	
	B. Advertised/Publicized: May 06, 2024	
	C. Pre-Proposal Conference: May 16, 2024	
	D. Proposals Due: June 17, 2024	
	E. Pre-Qualification Completed: September 9, 2024	
	F. Ethics Declaration Forms submitted to Ethics: June 26, 2024	
	G. Protest Period End Date: October 29, 2024	
5.	Solicitations Picked up/Downloaded: 39	Proposals Received: 2
6.	Contract Administrator: Antwaun Boykin	Telephone Number: (213) 922 -1056
7.	Project Manager: Tyra Johnson	Telephone Number: (213) 922-2789

A. Procurement Background

This Board Action is to approve Contract No. PS120351000 to CéteraMarketing, LLC to provide Metro branded and specialty items. Board approval of contract award is subject to the resolution of any properly submitted protest(s), if any.

On May 6, 2024, Request for Proposals (RFP) No. PS120351 was issued as a competitively negotiated procurement in accordance with Metro's Acquisition Policy and the contract type is a firm fixed unit rate. The Diversity & Economic Opportunity Department recommended a Race Conscious Disadvantaged Business Enterprise (DBE) participation goal of 27% for this procurement.

One amendment was issued during the solicitation phase of this RFP:

- Amendment No. 1, issued on June 5, 2024, extended the proposal due date.

A total of 39 firms downloaded the RFP and were included on the planholders list. A virtual pre-proposal conference was held on May 16, 2024, and was attended by 4 participants representing 3 firms. There were 20 questions received, and responses were released prior to the proposal due date.

Two proposals were received by June 17, 2024, from the following firms listed below in alphabetical order:

1. CéteraMarketing, LLC
2. Snap Marketing

Since only two proposals were received, staff conducted a market survey of the planholders to determine why no other proposals were submitted. Responses were received from four firms and they included the following reasons:

- the scope of services not being within our area of expertise
- our firm’s value is in our strategic consulting
- we usually pass on these opportunities when we feel the significant amount of effort outweigh the opportunity
- we usually don’t submit a proposal if the expected delivery time is less than 45 days

B. Evaluation of Proposals

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

The proposals were evaluated based on the following evaluation criteria:

• Qualifications of the Firm/Team	30%
• Qualifications of Key Personnel	10%
• Understanding of the Scope of Services and Proposed Approach	15%
• Ordering System and Storage	20%
• Price Proposal	25%

The evaluation criteria are appropriate and consistent with criteria developed for similar procurements for Metro branded and specialty items. Several factors were considered when developing these weights, giving the greatest importance to the qualifications of the firm/team.

Evaluations were conducted from June 17, 2024, through July 22, 2024. The PET independently evaluated and scored the technical proposals and determined CéteraMarketing, LLC to be the top-ranked firm.

Qualifications Summary of Firms:

CéteraMarketing

CéteraMarketing, LLC (CéteraMarketing), located in North Hollywood, CA, was founded in 2008. CéteraMarketing is a Metro certified small business firm, and a California Unified Certification Program (CUCP) certified Disadvantaged Business Enterprise (DBE). The CéteraMarketing team brings a combined 62 years of experience in brand marketing and software development. Existing clients include Honda, Target, Los Angeles Dodgers, Bristol Myers Squibb and Boeing.

Snap Marketing

Snap Marketing, headquartered in Los Angeles, CA was founded in 2007. The Snap Marketing team has over 20 years of promotional branding and industry experience

providing promotional items to local government agencies and private entities. Existing clients include Disney, Metropolitan Water District, Long Beach Memorial Medical Center, and Southern California Edison.

The following is a summary of the PET scores:

1	Firm	Average Score	Factor Weight	Weighted Average Score	Rank
2	CéteraMarketing				
3	Qualifications of the Firm/Team	93.33	30.00%	28.00	
4	Qualifications of Key Personnel	89.40	10.00%	8.94	
5	Understanding of the Scope of Services and Proposed Approach	90.87	15.00%	13.63	
6	Ordering System and Storage	92.50	20.00%	18.50	
7	Price Proposal	100.00	25.00%	25.00	
8	Total		100.00%	94.07	1
9	Snap Marketing				
10	Qualifications of the Firm/Team	80.83	30.00%	24.25	
11	Qualifications of Key Personnel	83.10	10.00%	8.31	
12	Understanding of the Scope of Services and Proposed Approach	80.00	15.00%	12.00	
13	Ordering System and Storage	86.00	20.00%	17.20	
14	Price Proposal	92.00	25.00%	23.00	
15	Total		100.00%	84.76	2

C. Price Analysis

The recommended fully burdened rates for the branded and specialty items required have been determined to be fair and reasonable based on price analysis, Independent Cost Estimate (ICE), and technical evaluation.

Work for this Contract will be authorized through the issuance of contract purchase orders.

D. Background on Recommended Contractor

CéteraMarketing

CéteraMarketing is a full-service B2B (business-to-business) merchandise agency with a boutique approach to service, style and safety testing. It is a marketing firm that specializes in producing innovative, on-trend promotional products, custom corporate gifts, event branding and digital marketing solutions.

The proposed project manager has 20 years of sales experience/customer engagement and 12 years of experience in sourcing promotional goods. The project manager has demonstrated history fostering client satisfaction, and engagement, for companies such as Major League Baseball, Honda, and Cisco.

CéteraMarketing has been providing Metro-branded and specialty items to Metro and performance has been satisfactory.

DEOD SUMMARY**METRO BRANDED AND SPECIALTY PROMOTIONAL ITEMS / PS120351000****A. Small Business Participation**

The Diversity and Economic Opportunity Department (DEOD) established a 27% Disadvantaged Business Enterprise (DBE) goal for this solicitation. Cétera-Marketing LLC, a DBE Prime, exceeded the goal by making a 100% DBE commitment.

Small Business Goal	27% DBE	Small Business Commitment	100% DBE
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	DBE Subcontractor	Ethnicity	% Committed
1.	Cétera-Marketing LLC (DBE Prime)	African American	100%
Total Commitment			100%

B. Local Small Business Enterprise (LSBE) Preference

The LSBE preference is not applicable to federally funded procurements. Federal law (49 CFR § 661.21) prohibits the use of local procurement preferences on FTA-funded projects.

C. Living Wage and Service Contract Worker Retention Policy Applicability

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

D. Prevailing Wage Applicability

Prevailing wage is not applicable to this contract.

E. 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.

EXECUTIVE MANAGEMENT COMMITTEE

Metro Branded and Specialty Merchandise



Metro[®]

October 2024

**Authorize CEO to award a 2-year,
firm-fixed unit rate contract to
Cétera Marketing, LLC to provide
Metro-branded merchandise in
the not-to-exceed contract
amount of \$3.5M**



Metro®

October 2024

Sample of Previously Ordered Items



Metro®



October 2024

Benefits of a Centralized Promotional Item Vendor

- Potential overall cost savings by leveraging economies of scale
- Ensures consistency of brand standards
- Streamlines ordering process
- Helps ensure compliance with existing Metro policy



Any questions?