

M · E · M · O

Alameda Corridor Transportation Authority

June 8, 2017

To:	Governing Board
From:	John T. Doherty, Chief Executive Officer
Subject:	<i>Approval of Agreement No. C0866 with Ek, Torres & Molina, Inc. for FY18 – FY20 Media Relations Services (Approval)</i>

Recommendation:

Authorize the Chief Executive Officer or Chief Financial Officer to execute Agreement No. C0866 with Ek, Torres & Molina, Inc. for media relations services in an amount not-to-exceed \$250,000 for three fiscal years from July 1, 2017 through June 30, 2020 with an optional three-year extension if later approved by the Board.

Discussion:

Because of ACTA's critical role in and knowledge of regional and national goods movement, ACTA is routinely called upon by the media to provide data and comment on matters relating to goods movement. In addition, various media outlets and periodicals report on ACTA's activities, including operational and financial performance, bond ratings and debt structuring. ACTA must also be ready to interface with media on emergencies or accidents that may occur along the Corridor.

ACTA staff requires assistance in all such matters. Work will also include providing the latest press clippings on port and goods movement matters, providing crisis communication support, drafting and issuing press releases, and coordinating media coverage for ACTA's annual emergency drill.

Process

On April 4, 2017 the Media Relations Services Requests for Proposals was posted on the ACTA website. Notice of its availability was advertised in local newspapers and posted on the web-based procurement systems hosted by the two ports: the Port of Los Angeles' *Los Angeles Business Assistance Virtual Network* (LABVN) and Port of Long Beach's *PlanetBids*. Sixteen responses were received by the April 25, 2017 due date. A panel consisting of ACTA's Director of Government and Community Affairs; ACTA's Public Affairs, Events & Media Officer; and a representative from the Port of Los Angeles public relations office reviewed and evaluated the written proposals using several criteria including the firm's qualifications, project organization and staffing, work plan, and cost.



Based on that evaluation, the proposals were ranked and six firms were selected for interview on May 2, 2017. The same panel conducted the interviews, evaluating the firms' presentation and responses to specific questions. As a result of the final scoring of the proposals and interviews, the review panel recommends that the Board approve a contract for media relations services with Ek, Torres & Molina, Inc.

The recommended firm, while not itself a certified Small Business Enterprise (SBE), has committed in its proposal to using an SBE subcontractor for approximately one-third of the contract value. Scoring matrices and the proposed agreement with Ek, Torres & Molina, Inc. are attached.

Cost

The contract provides for a fixed monthly fee of \$6,000 (\$72,000 per annum) including ordinary expenses covering but not limited to expenditures for local travel, copying, and mailing. The proposed agreement also allows for the issuance of as-needed task orders for extraordinary work using the hourly rates contained in the agreement.

Background:

At its December 2004 meeting, after a competitive selection process, the Governing Board approved the selection of Cerrell Associates to provide media relations for ACTA. A one-year agreement was executed through December 21, 2005 with two one-year extension options. Through subsequent Board approved amendments services were extended through June 30, 2017. Due to ACTA's continued need for media relations services, a new competitive process was conducted in April 2017.

Budget Impact:

Funds are included within the FY18 Program Budget.