


M E M O

Alameda Corridor Transportation Authority

To: Governing Board

Meeting Date: June 1, 2023

From: Michael C. Leue, Chief Executive Officer 

Subject: APPROVE Agreement for Media Relations Services with Westbound Communications Inc. (C0911) for a term of 3 years and compensation not-to-exceed \$270,000

Recommendation:

Approve the proposed Agreement No. C0911 with Westbound Communications Inc. (Transmittal 1) for media relations services in an amount not-to-exceed \$270,000 for a three-year term and an option for the Governing Board to renew for an additional three years; and authorize the Chief Executive Officer or his designee to execute said agreement.

Discussion:

ACTA's critical role in, and knowledge of, the regional and national goods movement systems garners routine requests from the media and other stakeholders for data and comments 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 outlets in the event of emergencies or accidents that may occur along the Corridor.

ACTA staff require assistance in all such media relations matters. The proposed on-call services will include social media interaction, crisis communication support, drafting and issuing press releases, and coordinating media coverage for ACTA's annual first-responders emergency exercise.

On January 31, 2023, the Media Relations Services Request for Proposals was posted on the ACTA website. Notice of its availability was advertised 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. Fourteen responses were received by the February 28, 2023 due date. The list of responding firms is provided in Transmittal 2.

Proposals were evaluated by a three-member selection panel consisting of ACTA's Director of Public Affairs and representatives from the Port of Los Angeles and Port of Long Beach public relations offices. The proposals were evaluated and scored utilizing the evaluation form provided in the RFP, which comprised the following criteria: the firm's qualifications, personnel and staff experience, project management, price, and clarity/responsiveness of the proposal.

Based on that evaluation, the proposals were ranked, and the top three firms were selected for interview on April 20, 2023. The same panel, overseen by ACTA's Chief Executive Officer, conducted the interviews and evaluated the firms' responses to a set of pre-selected questions. The selection panel recommends that the Board approve an agreement for media relations services with Westbound Communications Inc.

Budget Impact:

Funds for the Media Relations services are included in the FY24 Program and Operating Budget under Professional Services. Funds for future fiscal years will be brought to the Governing Board for approval.

Co-General Counsel Review:

ACTA's Co-General Counsel has reviewed and approved the proposed Agreement as to form.

Transmittals:

Transmittal 1 – Agreement No. C0911 with Westbound Communications

Transmittal 2 – List of Proposing Firms