

Date: May 24, 2017

To: Board of Directors

From: Neil McFarlane *Neil McFarlane*

Subject: RESOLUTION 17-05-38 OF THE TRI-COUNTY METROPOLITAN TRANSPORTATION DISTRICT OF OREGON (TRIMET) AUTHORIZING CONTRACTS WITH CENTRO CULTURAL DEL CONDADO DE WASHINGTON, COLEHOUR + COHEN, INC., FAMILY AND COMMUNITY TOGETHER OREGON, THE IMMIGRANT AND COMMUNITY REFUGEE ORGANIZATION, JLA PUBLIC INVOLVEMENT, INC, LARA MEDIA SERVICES, LLC, AND MULTICULTURAL COLLABORATIVE, LLC FOR MULTICULTURAL OUTREACH AND ENGAGEMENT SERVICES

1. Purpose of Item

The purpose of this item is to request that the TriMet Board of Directors (Board) authorize the General Manager to execute contracts with Centro Cultural Del Condado De Washington (Centro), Colehour + Cohen, Inc. (C+C), Family and Community Together Oregon (Fact), The Immigrant and Community Refugee Organization (IRCO), JLA Public Involvement, Inc. (JLA), Lara Media Services, LLC (Lara), and Multicultural Collaborative, LLC (Multicultural) for multicultural outreach and engagement services (Services).

2. Type of Agenda Item

- Initial Contract
- Contract Modification
- Other _____

3. Reason for Board Action

Board approval is required for personal services contracts obligating TriMet to pay in excess of \$150,000.

4. Type of Action

- Resolution
- Ordinance 1st Reading
- Ordinance 2nd Reading
- Other _____

5. Background

In the coming years, TriMet will have many new projects to introduce to the tri-county region, including new projects (Division Transit and Southwest Corridor), bus service expansion and service changes (Annual Service Plans) and broad changes to the entire system (Hop

Fastpass). In order to successfully introduce and implement new projects, new policies and broad changes to our system, TriMet needs to have partnerships in place with vendors that can assist in reaching out and engaging with underrepresented and underserved communities. These communities are often the most affected by changes to TriMet services and policies so it is critical to have outside contracts to supplement TriMet staff and assist with those efforts.

The procurement process summarized below is the result of a year-long effort by multiple divisions within TriMet. Throughout the year, TriMet staff worked to identify gaps in engaging and involving underrepresented and underserved communities and detailing how community based organizations and traditional businesses could help close some of those gaps. TriMet staff performed significant outreach to community based organizations and other local businesses throughout the tri-county region to gauge interest, solicit feedback, and inform these firms of the upcoming solicitation.

6. Procurement Process

TriMet conducted a Request for Proposals (RFP) process to select contractors to provide the Services. The RFP was issued on January 13, 2017, with a due date of February 3, 2017 (later revised via addendum to February 17, 2017). A pre-proposal conference was held on January 20, 2017, to provide an opportunity for interested firms to ask questions and learn more about TriMet’s plans. Eighteen firms attended the pre-proposal conference. TriMet received eleven proposals in response to the RFP. In addition to the firms being recommended for award, proposals were also received from EnviroIssues, Inc., Los Niños Cuentan, Inc., People–Places–Things, LLC, and Veritas Collaborations, LLC.

An Evaluation Committee (EC) comprised of staff from TriMet’s Public Affairs and Capital Projects Divisions was appointed to review, evaluate, and score the proposals. The evaluation criteria in the RFP included experience and capability of the firm; experience and qualifications of key staff; a work plan reflecting project understanding and implementation approach; and price for a sample project.

After evaluation of the technical proposals, the EC determined that Centro, C+C, FACT, IRCO, JLA, Lara, and Multicultural were the highest ranked firms. The EC elected to open price proposals of only those seven firms that were shortlisted to the competitive range. The table below shows the initial scoring for the seven firms:

Evaluation Criteria	Proposers						
	C + C	Centro	FACT	IRCO	JLA	Lara	Multicultural
Experience and Capability of Firm (15 points)	15	13	13	15	15	13	13
Experience and Qualifications of Key Staff (20 points)	17	14	14	19	16	17	17
Work Plan - Project Understanding and Implementation (45 points)	35	30	32	32	33	27	30
Price (20 points)	15	7	10	14	20	15	15
Total	82	64	69	80	84	72	75

The EC was familiar with all of the firms within the competitive range and elected not to conduct interviews. In addition, the seven competitive range firms above brought a wide variety of skills and outreach experience to the table and represent community-based organizations (Centro, FACT, IRCO), public involvement firms (JLA and Multicultural), and marketing firms (C+C and Lara). The EC believes that this mixture will allow TriMet to reach a large cross-section of underrepresented and underserved communities in the tri-county region.

The EC requested Best and Final Offers (BAFO) from the seven firms reflecting revised hourly rates for key positions performing work under these contracts. BAFOs were received on April 14, 2017. TriMet staff determined that the rates provided are fair and reasonable.

The term of the contracts will be for a one (1) year base term with seven (7) additional one (1) year options to renew. Each contract will be established with a not-to-exceed amount of \$100,000.00 for the base term of one (1) year with a maximum not-to-exceed amount of \$800,000.00 for the full eight (8) year term if all options are exercised. The reason for the eight (8) year term is to allow for long-term, strategic partnerships with these firms that will be in place and available for the duration of some of the larger projects being pursued by TriMet.

The contracts will be task order based and will be competed amongst the contractors deemed by TriMet to have the necessary skills, experience, and relationships to successfully perform the Services. In this scenario, contractors will be asked to provide a work plan based on a scope of work provided by TriMet staff accompanied by a cost proposal based on contractually agreed upon hourly rates. The task order will be awarded to the contractor with the work plan most advantageous to TriMet. For task orders estimated to cost less than \$10,000, TriMet staff will have the option of directly awarding task orders to the contractor deemed most appropriate given the scope of work.

7. Diversity

Centro has identified subcontracting opportunities in media and graphics. Centro has 87% women and 96% minority employees.

C+C will be subcontracting some of the work under this contract to APANO (100% minority employees). C+C has 64% women and 16% minority employees.

FACT will self perform all its work. FACT has 93% women employees.

IRCO will self perform all its work. IRCO has 74% women and 60% minority employees.

JLA has identified subcontracting opportunities in public involvement strategy. JLA is a certified WBE and DBE. They have 76% women and 24% minority employees.

Lara has identified subcontracting opportunities in research and reporting. Lara is a certified WBE, MBE and DBE. They have 47% women and 100% minority employees.

Multicultural Collaborative is a certified ESB and MBE. Multicultural will be subcontracting work under this contract to Cogen Owens Greene (a certified WBE, ESB, and DBE) and Design + Culture Lab (a certified MBE, WBE, ESB, and DBE). Multicultural has 85% women and 77% minority employees.

8. Financial/Budget Impact

The amount of each contract will be \$100,000 for a total of \$800,000 over 8 years. The total amount being authorized for all 7 contracts for the full term of 8 years is \$5,600,000. The contracts will be utilized as needed and as budget permits.

9. Impact if Not Approved

TriMet could re-procure, however, this option is not recommended because these seven firms are well qualified to perform the Services and have offered fair and reasonable pricing. Re-procuring the contract would result in unnecessary delay and hinder TriMet's ability to perform much needed outreach regarding vital projects commencing soon.

RESOLUTION 17-05-38

RESOLUTION OF THE TRI-COUNTY METROPOLITAN TRANSPORTATION DISTRICT OF OREGON (TRIMET) AUTHORIZING CONTRACTS WITH CENTRO CULTURAL DEL CONDADO DE WASHINGTON , COLEHOUR + COHEN, INC., FAMILY AND COMMUNITY TOGETHER OREGON, THE IMMIGRANT AND COMMUNITY REFUGEE ORGANIZATION, JLA PUBLIC INVOLVEMENT, INC, LARA MEDIA SERVICES, LLC, AND MULTICULTURAL COLLABORATIVE, LLC FOR MULTICULTURAL OUTREACH AND ENGAGEMENT SERVICES

WHEREAS, TriMet has authority under ORS 267.200 to enter into contracts with Centro Cultural del Condado De Washington (Centro), Colehour + Cohen, Inc. (C+C), Family and Community Together Oregon (Fact), The Immigrant and Community Refugee Organization (IRCO), JLA Public Involvement, Inc. (JLA), Lara Media Services, LLC (Lara), and Multicultural Collaborative, LLC (Multicultural) for multicultural outreach and engagement services (Services); and

WHEREAS, the total amount of each Contract will exceed \$150,000; and

WHEREAS, the TriMet Board of Directors (Board), by Resolution dated November 25, 2009, adopted a Statement of Policies requiring the Board to approve personal services contracts obligating TriMet to pay in excess of \$150,000;

NOW, THEREFORE, BE IT RESOLVED:

1. That the Contracts shall be in conformance with applicable laws.
2. That the General Manager or his designee is authorized to execute the Contracts.

Dated: May 24, 2017

Attest:

Presiding Officer

Recording Secretary

Approved as to Legal Sufficiency:



Legal Department