

# access

## EXTERNAL/STAKEHOLDER RELATIONS COMMITTEE

Monday, January 11, 2021

2:00 p.m.

**Webinar**

**Committee Members:** T. DeVera, Chair  
V. Gibson  
J. Troost

	<u>DISPOSITION</u>
1. <b>CALL TO ORDER</b>	ACTION
2. <b>GENERAL PUBLIC COMMENT</b>	INFORMATION
3. <b>CONSIDERATION TO APPROVE VIDEO PRODUCTION SERVICES CONTRACT (AS-4132) (page 5)</b>	ACTION
4. <b>STATE LEGISLATIVE UPDATE</b>	PRESENTATION
5. <b>FEDERAL LEGISLATIVE UPDATE</b>	PRESENTATION
6. <b>ADJOURNMENT</b>	ACTION

Access Services does not discriminate on the basis of disability. Accordingly, Access Services seeks to ensure that individuals with disabilities will have an equal opportunity to participate in the range of Access Services events and programs by providing appropriate auxiliary aids and services for communications. Primary consideration is given to the request of individuals with disabilities. However, the final decision belongs to Access Services. To help ensure the availability of any auxiliary aids and services you require, please make every effort to notify Access Services of your request at least three (3) business days (72 hours) prior to the meeting in which you wish to utilize those aids or services. You may do so by contacting (213) 270-6000.

Note: Access Services Board committee meetings are held pursuant to the Ralph M. Brown Act [Cal. Gov. Code §54950] and are open to the public. The public may view and obtain all written information supporting this agenda provided to the Board

committee both initially and supplementally prior to the meeting at the agency's offices located at 3449 Santa Anita Avenue, El Monte, California and on its website at <http://accessla.org>. Documents, including Power Point handouts distributed to the Board committee members by staff or Board committee members at the meeting, will simultaneously be made available to the public. Three opportunities are available for the public to address the Board committee during a Board committee meeting: (1) before closed session regarding matters to be discussed in closed session, (2) before a specific agenda item is debated and voted upon regarding that item and (3) general public comment. The exercise of the right to address the Board committee is subject to restriction as to time and appropriate decorum. All persons wishing to make public comment must fill out a goldenrod Public Comment Form and submit it to the Secretary of the Board. Public comment is generally limited to three (3) minutes per speaker and the total time available for public comment may be limited at the discretion of the Chairperson. Persons whose speech is impaired such that they are unable to address the Board at a normal rate of speed may request an accommodation of a limited amount of additional time from the Chair but only by checking the appropriate box on the Public Comment Form. Granting such an accommodation is at the discretion of the Chair. The Board committee will not and cannot respond during the meeting to matters raised under general public comment. Pursuant to provisions of the Brown Act governing these proceedings, no discussion or action may be taken on these matters unless they are listed on the agenda, or unless certain emergency or special circumstances exist. However, the Board committee may direct staff to investigate and/or schedule certain matters for consideration at a future Board committee meeting and the staff may respond to all public comments in writing prior to the next Board committee meeting.

Alternative accessible formats are available upon request.

**\*NOTE**

**NOTICE OF ALTERNATIVE PUBLIC COMMENT PROCEDURES**

Pursuant to temporary revised Brown Act requirements, Board committee members will be participating via webinar. The public may submit written comments on any item on the agenda - 1) through email by addressing it to - [board@accessla.org](mailto:board@accessla.org) or 2) via US Postal mail by addressing it to - Access Services Board Comments, PO Box 5728, El Monte CA 91734. Please include your name, item number and comments in the correspondence. Comments must be submitted/received no later than 8:00 am on Monday, January 11, 2021 so they can be read into the record as appropriate.

The public may also participate via the Zoom webinar link, or by teleconference. Please review the procedures to do so as follows -

How to Provide Public Comment in a Board Meeting via Zoom

## Online

1. Click the Zoom link for the meeting you wish to join. Meeting information can be found at: [https://accessla.org/news\\_and\\_events/agendas.html](https://accessla.org/news_and_events/agendas.html). Make sure to use a current, up-to-date browser: Chrome 30+, Firefox 27+, Microsoft Edge 12+, or Safari 7+. Certain functionality may be disabled in older browsers including Internet Explorer. You may also use this direct link - <https://zoom.us/j/99172687059>
2. Enter an email address and your name. Your name will be visible online while you are speaking.
3. When the Committee Chair calls for the item on which you wish to speak, click on "raise hand." Speakers will be notified shortly before they are called to speak. Mute all other audio before speaking. Using multiple devices can cause an audio feedback.
4. Please note that the "Chat" feature is not enabled during the meeting for general public attendees. If you cannot use the "raise hand" feature, then please submit a written comment as outlined above.
5. When called, please limit your remarks to three minutes. An audio signal will sound at the three-minute mark and the Chair will have the discretion to mute you at any point after that. After the comment has been given, the microphone for the speaker's Zoom profile will be muted.

Note: Members of the public will not be shown on video.

## By phone

1. Call the Zoom phone number and enter the webinar ID for the meeting you wish to join. Meeting information can be found at: [https://accessla.org/news\\_and\\_events/agendas.html](https://accessla.org/news_and_events/agendas.html)
2. You can also call in using the following information -
3. Dial (for higher quality, dial a number based on your current location):  
US: +1 669 900 6833 or +1 346 248 7799 or +1 253 215 8782 or +1 301 715 8592  
or +1 312 626 6799 or +1 929 205 6099 or 833 548 0282 (Toll Free) or 877 853 5247 (Toll Free) or 888 788 0099 (Toll Free) or 833 548 0276 (Toll Free)  
Webinar ID: 991 7268 7059
4. When the Committee Chair calls for the item on which you wish to speak, press \*9 to raise a hand. Speakers will be notified shortly before they are called to speak. Speakers will be called by the last four digits of their phone number. Please note that phone numbers in their entirety will be visible online while speakers are speaking.
5. If you cannot use the "raise hand" feature, then please submit a written comment as outlined above.
6. When called, please state your name and limit your remarks to three minutes. An audio signal will sound at the three-minute mark and the Chair will have the

discretion to mute you at any point after that. After the comment has been given, the microphone for the speaker's Zoom profile will be muted.

JANUARY 4, 2021

**TO: BOARD OF DIRECTORS**

**FROM: JOSH SOUTHWICK, CHIEF MARKETING AND CREATIVE OFFICER  
BRIAN SELWYN, MANAGER OF PROCUREMENT AND CONTRACT  
ADMINISTRATION**

**RE: CONSIDERATION TO AWARD VIDEO PRODUCTION SERVICES  
CONTRACT (AS-4132)**

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**ISSUE:**

Board approval is required to exercise the award of a video production services contract.

**RECOMMENDATION:**

Authorize staff to execute Contract No. AS-4132 with Peter Watkinson in an amount not-to-exceed \$367,814.50, for a period of three years, beginning on March 1, 2021, with the option to extend the contract for up to two additional years.

**IMPACT ON BUDGET:**

The contract total of \$367,814.50 is inclusive of labor (up to 2,000 hours per year) as well as additional costs associated with the production of videos, including equipment rental and software. The cost associated with this contract has been programmed in the current fiscal year 2020/2021 budget with future costs to be allocated in future budgets. The funding for this contract comes from local Prop C 40% funds.

**ALTERNATIVES CONSIDERED:**

The Board may choose not to award the contract. This alternative is not recommended as the work to be undertaken by the firm under consideration serves as a key element in Access' on-going effort to produce essential operational training and safety videos; "how to" videos for customers (e.g. Where's My Ride); and other public-facing videos to keep the public, stakeholders and Access customers informed. Access does not have in-house staffing or expertise to do this work.

## **EFFECT OF APPROVAL OF STAFF RECOMMENDATION:**

If this staff recommendation is approved by the Board, staff would be authorized, but not required, to negotiate and enter into a written contract upon terms and conditions no less favorable to Access than those proposed herein. Access would not be legally bound to the contract herein proposed unless and until it is incorporated into a formal written agreement executed by all parties thereto and approved as to form by this entity's legal counsel.

## **BACKGROUND:**

Access Services sought a qualified video consultant to produce training, safety and marketing videos that clearly reflect in a visual format Access' mission and vision statement, customer/contractor staff experiences, and the evolving story of our services. The consultant was asked to provide the following services:

### **Pre-production**

Editing scripts, creating shot-lists and shoot schedules, storyboarding, sourcing specialized equipment when necessary, and coordinating between all relevant parties.

### **Production**

Setting-up equipment, directing, interviewing, shooting footage, and breaking down equipment.

### **Post Production**

Editing footage, animating graphics, color grading, captioning, mixing audio, delivering project, and archiving material.

On September 14, 2020, Access issued Request for Proposals (RFP) No. AS-4132 in order find a qualified firm to produce videos for Access. Following the subsequent issuance of an addendum on October 7, 2020, Access received proposals from the following five firms by the deadline of October 26, 2020:

1. Avenida Productions (Avenida)
2. Enlightened Pictures, Inc. (Enlightened)
3. Peter Watkinson
4. Windsong Productions (Windsong)
5. WorldWide Productions, LLC. (JLL)

All proposals submitted were deemed responsive and the proposers responsible. As part of their proposals, the proposers were asked to submit a short sample of their work. They were also asked to complete a *Bidder/Offeror* worksheet, on which they indicated whether they and/or any proposed sub-contractors were certified in one or more of the following categories: Small Business Enterprise (SBE), Women Business

Enterprise (WBE), Disadvantaged Business Enterprise (DBE), Minority Business Enterprise (MBE), Disabled Veterans Business Enterprise (DBVE), or other. As listed below, four of the five firms reported being certified in at least one of these categories:

1. Avenida: DBE, SBE, MBE
2. Enlightened: SBE
3. Peter Watkinson
4. Windsong: SBE, WBE
5. WorldWise: DBE, SBE, MBE, WBE

An evaluation panel was convened and a comprehensive technical evaluation followed. The evaluation panel consisted of two Access staff and a knowledgeable party from outside the agency.

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

<u>Criteria</u>	<u>Max. Points</u>
1. Qualifications and Availability of Proposed Staff	30
2. Quality of Technical Approach	35
3. Working Knowledge of Disability and Transportation	25
4. Cost	10
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TOTAL	100

During the period from September 29, 2020 through December 9, 2020, the evaluation committee conducted its independent evaluation of the five proposals received, carefully reviewing the written proposals and digital work samples. The evaluators were unanimous in awarding Peter Watkinson the highest score on the three technical criteria. The proposer also received the highest score on the cost criteria, due to having the lowest proposed cost. A summary of the scores is set forth below.

<b>Evaluation Criteria (Max. Pts.)</b>	<b>Avenida</b>	<b>Enlightened</b>	<b>Peter Watkinson</b>	<b>Windsong</b>	<b>WorldWise</b>
Qualifications and Availability of Proposed Staff (30 pts.)	26.40	26.40	28.30	24.60	25.40
Quality of Technical Approach (35 pts.)	27.88	29.52	33.37	33.32	31.27
Working Knowledge of Disability and Transportation (25 pts.)	17.42	19.33	24.00	12.42	15.83
<b>Technical Score (90 pts.)</b>	<b>71.70</b>	<b>75.25</b>	<b>85.67</b>	<b>69.33</b>	<b>72.50</b>
<b>Cost Score (10 pts.)</b>	7.29	7.19	10.00	4.82	7.19
<b>TOTAL SCORE</b>	<b>78.99</b>	<b>82.44</b>	<b>95.67</b>	<b>74.15</b>	<b>79.69</b>

### **COST ANALYSIS**

The recommended contractor's cost has been determined to be fair and reasonable based upon an evaluation of the independent cost estimate (ICE), competition, technical analysis, and fact-finding. The fully loaded hourly rate for the three-year term, based on a maximum work load of 2,000 hours per year, is \$61.30. The hourly rates for years one, two and three of the contract are \$57.00, \$58.71, and \$60.47, respectively, each of which is slightly less than the current hourly rate paid to Peter Watkinson of \$62.50 (based on the daily rate of \$500). Costs from the five firms are set forth below.

<b>Proposer</b>	<b>Total Proposed Cost</b>	<b>Fully Loaded Rate Per Hour for Three Year Term (Based on 2,000 Labor Hours Per Year)</b>
1. Avenida	\$504,825.75	\$85.14
2. Enlightened	\$511,290.00	\$85.22
3. Peter Watkinson	\$367,814.50	\$61.30
4. Windsong	\$763,650.00	\$127.28
5. WorldWise	\$511,800.00	\$85.30

A breakdown of Peter Watkinson’s proposed costs for each of the three base years are as follows:

YEAR	LABOR / REIMBURSABLE COSTS	HOURS	HOURLY RATE	TOTAL COST
<b>YEAR 1</b>				
	<b>Peter Watkinson</b>	2,000	\$57.00	\$114,000.00
	Hard Drive, Adobe Software, Equipment Rental, Shoot-Specific Assistance, Music, DVDs, DVD Labels, CD Sleeves, Printing			\$5,000.00
<b>Annual Cost</b>				<b>\$119,000.00</b>
<b>YEAR 2</b>				
	<b>Peter Watkinson</b>	2,000	\$58.71	\$117,420
	Hard Drive, Adobe Software, Equipment Rental, Shoot-Specific Assistance, Music, DVDs, DVD Labels, CD Sleeves, Printing			\$5,150.00
<b>Annual Cost</b>				<b>\$122,570.00</b>
<b>YEAR 3</b>				
	<b>Peter Watkinson</b>	2,000	\$60.47	\$120,940.00
	Hard Drive, Adobe Software, Equipment Rental, Shoot-Specific Assistance, Music, DVDs, DVD Labels, CD Sleeves, Printing			\$5,304.50
<b>Annual Cost</b>				<b>\$126,244.50</b>
<b>GRAND TOTAL</b>				<b>\$367,814.50</b>

**Recommended Contractor**

Before he transitioned to his current position as a fulltime freelance videographer, Peter Watkinson worked as Metro’s head photographer for over 10 years. His long career in public transit gives him the sensitivity needed to communicate with our riders and clearly convey his message to customers, stakeholders and the public at large. Staff believes he is the most qualified candidate and has proven that he can provide high quality service that is delivered on time and at a competitive rate.

Over the past four years, Mr. Watkinson has produced over 70 agency videos:

Public Facing

Mr. Watkinson has produced Access’ Superior Service Award video that is shown at Board of Directors meetings and the Jerry Walker Commitment to Service Quality and Spirit of Accessibility Award videos that are shown at the Annual Membership Meeting. Peter also produced the video that was recently shown at Access’ virtual Annual

Meeting on November 17<sup>th</sup> that showcased staff and contractor efforts to address the on-going COVID-19 pandemic.

#### Customer "How To" Videos

Mr. Watkinson has produced a number of "How To" videos to assist customers in using Access, including videos on how to use "Where's My Ride" and "Online Booking."

#### Internal Safety and Training Videos

Working with the Access Operations and Safety departments, Mr. Watkinson has produced a number of videos to help train contractor and Agency staff, including lift safety and the proper securement of mobility devices (in conjunction with Rancho Los Amigos Rehabilitation Center).

As a freelancer, Mr. Watkinson has also worked with several other local transit agencies. One of the most recent projects he worked on was undertaken in response to the COVID-19 pandemic. Santa Monica's Big Blue Bus sought to create a video to thank their employees for their diligence and inform riders of new safety precautions. Big Blue Bus' marketing team provided coordination and the narration script that would guide the project. Onsite, Peter successfully directed and recorded employees working at Big Blue Bus' headquarters and driving vehicles.