

Transportation Committee

For the Metropolitan Council meeting of October 27, 2021

Subject: Media Planning & Buying Services, Contract 21P138

Proposed Action

That the Metropolitan Council authorize the Regional Administrator to negotiate and execute contract 21P138 with Clarity Coverdale Fury (CCF) for the purpose of media planning and buying in an amount not to exceed \$4,000,000.

Summary of Committee Discussion/Questions

Metro Transit Market Development Manager Maria Cone and Market Development Specialist Jessica Cross presented this item. Gonzalez and Chamblis were interested in seeing the list of media/companies this vendor works with as it relates to connecting with our BIPOC communities and also asked that we provide feedback to the vendor about some additional partners to help reach our BIPOC communities. Cone stated that in their proposal the vendor did list 10-12 organizations that they were already working with, that the vendor is currently buying some BIPOC media for Metro Transit and impressed that the vendor already has established relationships with media/organizations that can do outreach to the communities we want to reach.

Motion by Chamblis, seconded by Gonzalez. Motion carried.

Transportation Committee

Meeting date: October 11, 2021

For the Metropolitan Council meeting of October 27, 2021

Subject: Media Planning & Buying Services, Contract 21P138

District(s), Member(s): All

Policy/Legal Reference: FM 14.2 Expenditures for the Procurement of Goods and Services

Staff Prepared/Presented: Wes Kooistra, General Manager
Lesley Kandaras, Chief of Staff
Bruce Howard, Director of Marketing and Transit Information
Maria Cone, Manager of Market Development

Division/Department: Metro Transit, Marketing and Transit Information

Proposed Action

That the Metropolitan Council authorize the Regional Administrator to negotiate and execute contract 21P138 with Clarity Coverdale Fury (CCF) for the purpose of media planning and buying in an amount not to exceed \$4,000,000.

Background

Metro Transit utilizes a media buying service to assist in planning and executing large regional campaigns and initiatives. Previously this contract encompassed an advertising agency that assisted with media planning, creative development, and marketing research. That contract expires October 31, 2021. Due to the change in needs and the specialized services, Metro Transit will split the media planning, buying and the marketing research services into two contracts. This contract will allow for assistance with developing and purchasing media, including with BIPOC media. The contractor will monitor performance, make recommendations for improving results and provide comprehensive evaluations.

A Request for Proposals was issued on July 20, 2021. A pre-proposal meeting was hosted by Council staff that outlined the solicitation requirements, discussed project specifications and responded to plan holder inquiries. There were six registered plan holders, five consultants, one plan room and three plan holders identified as minority, woman, small or disadvantaged business enterprises. The Council received three proposals to be evaluated for the consideration of award and the following criteria was used in the evaluation of proposals; quality, qualifications, experience, price and the ability to meet current and future needs.

Staff recommend CCF as the most advantageous proposer to Metro Transit and the Council. CCF has extensive experience with transit media, specifically with BIPOC media and other targeted community partners with an emphasis on behavior change through a specialized marketing approach. CCF hourly fees are fair and reasonable and include a government discounted rate. In addition, CCF will provide seventy-five pro bono hours of work during the first contract year.

Office of Equal Opportunity

The Office of Equal Opportunity set a Metropolitan Council Underutilized Businesses (MCUB) goal of seven percent (7%). To be found responsive, a

proposer must meet the MCUB requirements of the contract by either meeting the MCUB goal or making adequate good faith efforts to meet the goal.

Rationale

The execution of professional/technical contract in excess of \$500,000 requires Council approval.

Thrive Lens Analysis

This action will advance the Thrive outcomes of Equity and Prosperity by providing critical transit information more effectively to a region growing more racially and ethnically diverse. CCF has a depth of experience in strategically planning media buys with BIPOC media partners and will assist Metro Transit in expanding our media reach and community partnership network.

Funding

Funding is available in Metro Transit’s annual operating budget.

Known Support / Opposition

There is no known opposition to the proposed action.