



ITEM ID: 2025-197-0

TRANSMITTAL DATE: May 2, 2025

MEETING DATE: May 9, 2025

TO: Contracts, Operations, Maintenance, and Safety Committee

FROM: Lisa Bahr, Chief Customer Experience Officer

SUBJECT: Contract No. SP627-26 - Marketing, Advertising, and Creative Services - Recommendation to Award - Anyone Collective, LLC

Issue

The Authority requires a full-service marketing agency to provide advertising, creative, and marketing strategy support services. The selected consultant will assist Metrolink in achieving its marketing objectives to increase ridership, reinforce the brand, and engage key audiences.

Recommendation

It is recommended that the Committee recommend the Board authorize the Chief Executive Officer (CEO) to award Contract No. SP627-26 with Anyone Collective, LLC to provide Marketing, Advertising, Creative Services for base term of three years with one two-year option, to be exercised at the discretion of the Authority's CEO, and subject to funding availability. The requested total not-to-exceed contract authority is \$8,000,000 for the three-year base period plus \$4,000,000 for the option years, for a total of \$12,000,000. This award is subject to the resolution of any timely filed protest.

Strategic Commitment

This report aligns with the Strategic Business Plan commitment of:

- **Customers Are Our Business:** We respect and value our customers, putting them at the heart of all we do, and work hard to attract and retain new customers by understanding their needs and finding new and innovative ways to bring them on board. This contract will provide expert marketing support to enhance awareness, trial, and retention of Metrolink services. These efforts aim to grow ridership, increase customer

engagement, and support the agency's repositioning as a regional public transportation provider that meets evolving travel needs in Southern California.

Background

Metrolink's current contracts for marketing, advertising and creative services are set to expire on June 30, 2025. To continue this critical work without interruption, the Authority issued RFP No. SP627-26 to select a new partner. The scope includes brand marketing and advertising, media strategy and buying, and creative services, as defined in the attached Scope of Work.

This contract will replace existing bench contract and streamline marketing coordination under a single, integrated agency partner to improve planning efficiency, real-time advertisement optimization, brand consistency, and return on investment.

The requested contract authority provides the Authority with the flexibility to support future marketing initiatives that may be funded by grants, Member Agencies, or other third parties. This includes potential campaigns for special trains, fare discount programs, or capital projects. While the contract authorization establishes an upper limit, actual expenditures will continue to be governed by the Authority's annually approved marketing budget. This approach ensures the Authority is prepared to respond quickly to emerging opportunities without requiring additional Board action.

Discussion

On December 19, 2024, the Authority issued Request for Proposals (RFP) No. SP627-26, seeking proposals from qualified firms for Marketing, Advertising, and Creative Services. The RFP was posted on the Authority's online solicitation portal and notifications were sent to 762 registered firms. The Authority also advertised the RFP in publications within its five member counties and in diverse newspapers.

One hundred twenty-three prospective bidders viewed the RFP, and 33 prospective proposers attended the virtual pre-proposal conference held on January 7, 2025.

The RFP included the following Evaluation Criteria:

1. Brand Marketing & Advertising Capabilities: 20 points
2. Media Strategic Planning and Buying Capabilities: 20 points
3. Creative Capabilities: 20 points
4. Sample Projects: 20 points
5. Cost: 20 points

A minimum technical score of 56 points was established, based on the technical evaluation criteria (A-D). Only proposers meeting the minimum technical score would be further considered for evaluation. The Authority received fifteen proposals by the submission due date of February 13, 2025. Based on the initial scoring of the technical evaluation criteria, four of the six responsive proposals met the minimum technical score.

After the scoring of technical proposals by the Evaluation Committee, and after adding the price score which was calculated per the RFP based on the submitted price proposals, the

final scores were as follows:

Proposer	Technical Score	Price Score	Final Score
Acento Advertising, Inc	67.50	11.17	78.67 points
AnyoneCollective LLC	71.90	9.46	81.36 points
Celtis Ventures, Inc.	60.10	15.05	75.15 points
Pulsar Advertising	61.30	15.27	76.57 points

Anyone Collective, LLC was found to be the highest ranked proposer based on technical capabilities and cost factor, with a total score of 81.36. The Authority held a negotiation to clarify the scope of services. Following these discussions, the final negotiated price proposal was found to be both fair and reasonable.

Anyone Collective, LLC demonstrated expertise across all three service categories identified in the RFP: Brand Marketing and Advertising, Media Strategic Planning and Buying, and Creative Services. Their proposal included:

- Comprehensive case studies with measurable results.
- A dedicated team with deep experience in transit and public agency campaigns.
- A cost-effective, performance-based approach to media buying and campaign optimization.
- A sample comprehensive, integrated marketing campaign and creative samples for relevant Metrolink campaigns and future initiatives.

A Disadvantaged Business Enterprise (DBE) contract-specific goal of 3.34% has been established for these U.S. Department of Transportation- assisted contracts. The recommended firm was found responsive to the DBE requirements and committed to a 14.02% DBE participation.

Budget Impact

Funding for this contract is included in the proposed Fiscal Year 2025-26 Marketing Budget and is contingent upon its adoption by the Authority Board. Funding for subsequent years will be requested through the annual budget process. There is no financial commitment with respect to future years; work will only proceed if funding is approved.

Next Steps

Upon the Board's approval of this award, staff will proceed with contract execution and issue a Notice to Proceed to Anyone Collective, LLC.

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Approved by: Lisa Bahr, Chief Customer Experience Officer