

AGENDA



Recommendation for Council Action (Purchasing)

Austin City Council

Item ID:

7791

Agenda Number

<ITEM_OUTLINE>

Meeting Date:

July 28, 2011

Department:

Purchasing

Subject

Authorize award, negotiation, and execution of a 22-month contract with TUEFF-DAVIS ENVIROMEDIA, INC., Austin, TX, or the other qualified offeror to RFP No. SMH0120, for marketing services in an estimated amount not to exceed \$1,000,000, with one 24-month extension option in an estimated amount not to exceed \$800,000, for a total estimated contract amount not to exceed \$1,800,000.

Amount and Source of Funding

Funding in the amount of \$1,000,000 is available from the U.S. Department of Energy (DOE) as a result of the American Recovery and Reinvestment Act (ARRA) of 2009 for the grant period of May 27, 2010 to May 27, 2013. Funding for the extension option is contingent upon available funding in future budgets.

Fiscal Note

There is no unanticipated fiscal impact. A fiscal note is not required.

Purchasing
Language:

Best evaluated proposal of four proposals received.

Prior Council
Action:

May 27, 2010 - Approved acceptance of \$10,000,000 grant from DOE amending the budget.

For More
Information:

Shawn Harris, Supervising Sr. Buyer / 505-7351

Boards and
Commission
Action:

To be reviewed by the Electric Utility Commission on July 18, 2011 and the Resource Management Commission on July 19, 2011.

MBE / WBE:

This contract will be awarded in compliance with Chapter 2-9C of the City Code (Minority-Owned and Women-Owned Business Enterprise Procurement Program) by meeting the goals with 7% MBE and 4.1% WBE Subcontractor Participation.

Related Items:

Additional Backup Information

In May 2010, the City of Austin received a \$10,000,000 American Recovery and Reinvestment Act of 2009 grant from the U.S. Department of Energy under its BetterBuildings program. Administered by Austin Energy's Distributed Energy Services, the grant's overarching mission is to increase participation in energy upgrade programs and create a sustainable market for a whole house approach to energy efficiency performance. This includes providing eligible customers a means to overcome first-cost barriers through energy efficiency loans.

The grant calls for an aggressive outreach campaign to engage property owners through effective marketing strategies that complement and enhance existing marketing and outreach for energy efficiency programs. Although Austin Energy has in-house marketing expertise, the accelerated demands of the federal stimulus grant require augmenting in-house capabilities to meet the aggressive timelines required by the federal program. Austin Energy requires expert assistance with marketing services that will result in the creation and maintenance of a "one stop information shop" for Austin Energy customers considering energy upgrades, as well as contractors, real estate professionals and other customers. This assistance is expected to include market research, outreach planning, creative strategy development and implementation, direct marketing, social marketing, media planning/placement, and web delivery strategy and implementation. This marketing contract will support the project by developing and delivering clear and compelling information about the benefits of energy upgrades and by providing coordinated information about tax credits and rebates.

A City of Austin team with marketing expertise evaluated the proposals and unanimously chose this proposal as the best to provide these marketing services. Evaluation criteria included qualifications and experience, responsiveness to program requirements, approach and management plan, cost and creativity.

This request allows for the development of an agreement with a qualified offeror that Council selects. If the City is unsuccessful in negotiating a satisfactory agreement with the selected offeror, negotiations will cease with that provider. Staff will return to Council so that Council may select another qualified offeror and authorize contract negotiations with this provider.

MBE/WBE solicited: 77/55

MBE/WBE bid: 0/0

M/WBE Summary

Participation goals stated in the solicitation were 6.98% MBE and 4.07% WBE. The recommended firm provided MBE/WBE Compliance Plans that were approved by the Small and Minority Business Resources Department.

Recommended Firm: Tuerff-Davis EnviroMedia, Inc.

NON MBE /WBE - PRIME

Prime – Tuerff-Davis EnviroMedia, Inc.	<u>\$736,200.</u>	<u>73.62%</u>
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<u>MBE Subcontractor Participation</u>	<u>\$ 70,000.</u>	<u>7.0%</u>
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Hispanic	<u>\$70,000.</u>	7.0%
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Agility Printing, LLC	<u>\$70,000.</u>	7.0%
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Austin, TX

Printing & Typesetting Services

<u>WBE</u>	<u>\$41,000.</u>	<u>4.1%</u>
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Xtreme Xhibits by Skyline, Inc.	<u>\$20,500.</u>	2.05%
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Austin, TX

Graphic Arts Services & Showcases, trophy cases & exhibit cases

VisionEdge Marketing	<u>\$20,500.</u>	2.05%
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Austin, TX

Website Analytics

<u>NON MBE/WBE</u>	<u>\$152,800.</u>	15.28%
Davis, Hibbits & Midghall Portland, OR Research & evaluation	\$35,500.	3.55%
URS Corp Austin, TX Environmental Consulting	\$38,000.	3.8%
Majestic Systems Austin, TX Website programming & hosting	\$71,800.	7.18%
Refresh Web Austin, TX Search Engine Optimization	\$7,500.	0.75%

PROPOSAL ANALYSIS

- a. Adequate competition.
- b. Eight hundred and eighty-five notices were sent, including 77 MBEs and 55 WBEs. Four proposals were received, with no response from the MBE /WBEs.

APPROVAL JUSTIFICATION

- a. Best evaluated proposal received.
- b. The Purchasing Office concurs with Austin Energy's recommended award.
- c. Advertised on the Internet.