

A G E N D A



Recommendation for Council Action (Purchasing)

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| Austin City Council | Item ID: | 26237 | Agenda Number | 72. |
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| Meeting Date: | August 22, 2013 |
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| Department: | Purchasing |
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Subject

Authorize negotiation, award, and execution of a 24-month contract with CULTURAL STRATEGIES, INC., (MBE /MH), or one of the other qualified offerors to RFP No. EAD0112 to provide a strategic media advertisement plan and campaign for the Public Works Department in an amount not to exceed \$262,000.

Amount and Source of Funding

Funding is available in the Fiscal Year 2012-2013 Capital Budget of the Public Works Department.

Fiscal Note

A fiscal note is attached.

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| Purchasing Language: | Best-evaluated proposal received. |
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| Prior Council Action: | Ordinance No. 20110428-021, an Ordinance authorizing the negotiation and execution of an advance funding agreement with the Texas Department of Transportation to construct sidewalks near various schools as well as conduct a city-wide safe bicycling and walking campaign and the acceptance of \$353,583 in federal funds; Ordinance No. 20090611-075, an Ordinance approving the passage of the Austin Bicycle Plan; Phase I of Safe Walk Safe Bike Campaign: 20121011-57. |
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| For More Information: | Erin D'Vincent, Senior Buyer, 512-972-4017 |
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| Boards and Commission Action: | |
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| Related Items: | |
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| MBE / WBE: | This contract will be awarded in compliance with City Code Chapter 2-9C (Minority-Owned and Women-Owned Business Enterprise Procurement Program). No subcontracting opportunities were identified, therefore; no goals were established for this solicitation. |
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Additional Backup Information

The Texas Department of Transportation is allocating federal funds to the City's Public Works Department (PWD) from 2009 Transportation Enhancement funding provided by the Safe Accountable Flexible Efficient Transportation Equity Act: A Legacy for Users (SAFETEA-LU). The City has been awarded \$353,583 to conduct a city-wide safe bicycling and walking campaign and to construct sidewalks near various city schools.

PWD completed Phase I of this project in April 2013. Now that Phase I has been completed, Phase II will develop the messages of Phase I into a marketing, branding, and media component. Phase II activities covered in this RCA are:

- Creating safe bicycle and safe walking media messages
- Implementing an innovative media campaign with measurable results
- Developing a media advertisement strategic plan
- Implementing one year of media placement in print, radio, and other media per the strategies recommended in the strategic plan
- Perform an evaluation of the media campaign at the completion of Phase II

This recommendation results from a formal Request for Proposal (RFP) process. Three proposals were received and the highest-scoring proposal is being recommended for funding. The evaluation matrix weighted the scores based on the following priority order: Systems Concepts and Proposed Solutions, Demonstrated Applicable Experience, Personnel Qualifications, Local Business Presence, Schedule, and Cost. Proposal features that appealed the most to the Public Works Department are:

- Prior experience and campaigns of proposed offeror
- Creative executions of concepts
- Focus on Spanish speaking population
- Mobile Application

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: 35/25

MBE/WBE bid: 1/0

RFP NO. EAD0112

PRICE ANALYSIS

- a. Adequate competition.
- b. Six hundred two notices were sent including thirty-five MBEs and twenty-five WBEs. Three proposals were received with one response from the MBEs and no response from the WBEs.
- c. This is the first purchase of its type; therefore, there is no pricing history available.

APPROVAL JUSTIFICATION

- a. Best evaluated proposal of three proposals received.

- b. The Purchasing Office concurs with the Public Works Department's recommended award.
- c. Advertised in the Austin American Statesman and on the Internet.