

A G E N D A



Recommendation for Council Action (Purchasing)

Austin City Council		Item ID:	70645	Agenda Number	26.
Meeting Date:		May 18, 2017			
Department:		Purchasing			
Subject					
Authorize negotiation and execution of a 36-month contract with CULTURAL STRATEGIES INC. (MBE), or one of the other qualified offerors to Request For Proposals SLW0516-1, to provide education and outreach services for Austin Resource Recovery's composting collection services, in an estimated amount of \$600,000, with two 12-month extension options in an estimated amount of \$200,000 per extension option, for a total contract amount not to exceed \$1,000,000.					
Amount and Source of Funding					
Funding in the amount of \$66,666 is available in the Fiscal Year 2016-2017 Operating Budget of Austin Resource Recovery. Funding for the remaining 32 months of the original contract period and extension options are contingent upon available funding in future budgets.					
Fiscal Note					
A fiscal note is not required.					
Purchasing Language:	The Purchasing Office issued a Request for Proposals (RFP) SLW0516-1 for these services on January 2, 2017 and it closed on January 31, 2017 with two offers received. The recommended offer is the best evaluated offer submitted by a responsible offeror. Additional information on the solicitation is included below the line.				
Prior Council Action:					
For More Information:	Inquiries should be directed to the City Manager's Agenda Office, at 512-974-2991 or AgendaOffice@austintexas.gov NOTE: Respondents to this solicitation, and their representatives, shall continue to direct inquiries to the solicitation's Authorized Contact Person: Sandy Wirtanen at 512-974-7711 or Sandy.Wirtanen@austintexas.gov				
Boards and Commission Action:	May 10, 2017 - Recommended by the Zero Waste Advisory Commission on a 7-0 vote, with Commissioners Bones, Joyce, Rojo, and Savage absent.				
Related Items:					

MBE / WBE:

This solicitation was reviewed for subcontracting opportunities in accordance with City Code Chapter 2-9C Minority Owned and Women Owned Business Enterprise Procurement Program. For the services required for this solicitation, there were no subcontracting opportunities; therefore, no subcontracting goals were established.

Additional Backup Information

The contract will provide additional resources to engage residential curbside customers by providing grassroots and neighborhood level education about Austin Resource Recovery (ARR) services, emphasizing the new curbside composting collection service. ARR wishes to expand its existing education and outreach abilities with the knowledge, expertise and creative strategies that an experienced contractor can provide.

The contractor, in coordination with ARR staff, will conduct face-to-face outreach and education, including community-based trainings, workshops, presentations and door-to-door outreach. The outreach will focus on how to compost and recycle correctly to decrease materials going to landfills, tips for keeping new compost carts clean and pest free, how recycling and composting can help lower utility bills, how recycling and composting help reach the City's Zero Waste goals, and why becoming a Zero Waste community is important. The contractor will work with community organizations, non-profit organizations, neighborhood associations, and faith-based organizations to deliver these outreach efforts.

ARR will work with the contractor to identify targeted areas where door-to-door outreach is expected to provide the greatest opportunity for change. To identify the targeted outreach areas, ARR staff will utilize departmental data showing recycling diversion rates across the city. Staff will rely on the contractor's expertise to determine the most effective outreach methods and strategies for the targeted areas. Trained outreach staff will provide education on both recycling and composting in an effort to increase overall diversion.

All outreach services and activities will be created and delivered with consideration of Austin's diverse population and will include activities and materials in Spanish, Vietnamese, and Mandarin. When needed, interpreters for additional languages will be used. The contractor is required to perform all outreach in a culturally appropriate and effective manner.

An evaluation team with expertise in this area evaluated the offers and scored Cultural Strategies Inc. as the best to provide these services based on prior experience and project management structure, total evaluated cost, systems concept and solution, work plan and local business presence.

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

This is a new contract for the City. Requested authorization amounts were determined using the department's estimated outreach needs by assistants, outreach workers, supervisors, and executives.

If the City is unable to secure a contract, residents will not receive education on how to properly dispose of recyclable and compostable materials resulting in higher contamination costs to the City and decreased diversion rates.

A complete solicitation package, including a response list, is on file in the City's Purchasing Office and is available on the City's Financial Services Austin Finance Online website. Link: [Solicitation Documents](#).

CULTURAL STRATEGIES INC. (MBE)

	# months	Contract Amount	Contract Amendment	Revised Amount
Original Term	36	\$ 600,000	n/a	n/a
Extension Option 1	12	\$ 200,000	n/a	n/a
Extension Option 2	12	\$ 200,000	n/a	n/a
TOTAL	60	\$ 1,000,000	\$ -	\$ -