



Recommendation for Action

File #: 23-1497, **Agenda Item #:** 10.

4/13/2023

Posting Language

Authorize negotiation and execution of three contracts for consulting services for district development support with AECOM Technical Services, Inc., Mend Collaborative, Inc., and The Goodman Corporation, each for a term of three years in an amount not to exceed \$1,500,000, divided among the contractors.

[Note: This solicitation was reviewed for subcontracting opportunities in accordance with City Code Chapter 2-9C Minority Owned and Women Owned Business Enterprise Procurement Program) and subcontractor goals were applied to the solicitation. The subcontracting goals were met, and the resulting contracts will include 8.43% MBE/WBE combined participation].

Lead Department

Financial Services Department.

Client Department(s)

Economic Development Department.

Fiscal Note

Funding in the amount of \$291,667 is available in the Fiscal Year 2022-2023 Operating Budget of the Economic Development Department. Funding for the remaining contract term is contingent upon available funding in future budgets.

Purchasing Language:

The Financial Services Department issued a Request for Qualification Statements (RFQS) 5500 CRR4308 for these services. The solicitation was issued on August 22, 2022, and closed on September 22, 2022. Of the eight offers received, the recommended contractors submitted the best evaluated responsive offer. A complete solicitation package, including a log of offers received, is available for viewing on the City's Financial Services website, Austin Finance Online. Link: [Solicitation Documents](https://financeonline.austintexas.gov/afo/account_services/solicitation/solicitation_details.cfm?sid=136728)
<https://financeonline.austintexas.gov/afo/account_services/solicitation/solicitation_details.cfm?sid=136728>.

For More Information:

Respondents to this solicitation, and their representatives, shall continue to direct inquiries to the solicitation's Authorized Contact Person: Marissa Jones, at 512-974-2038 or Marissa.Jones@austintexas.gov
<<mailto:Marissa.Jones@austintexas.gov>>.

Additional Backup Information:

These contracts will provide consulting services to assist the City in supporting economic development efforts focused on creating a sense of place within a district (also known as "place-based economic development"). Intentional place-based economic development assists in accomplishing a key *Imagine Austin* policy direction that fosters vibrant communities where residents can live, work, shop, and play (also known as "complete communities") embedded in Strategic Direction 2023, Cultural Tourism Plan, Thriving in Place, and Complete Streets Policy.

The contractors will collaboratively work with the city to accomplish place-based goals and efforts of district development arising from the Economic Development Department's Souly Austin Program, as well as council-initiated district efforts carried out through other departments. Since 2016, the Souly Austin Program has dedicated technical assistance to form merchant associations and to implement their respective district goals.

These contracts will enable the continuation of those efforts through community organizing support, assistance with forming an organizational entity, identifying/prioritizing district needs and minimal place-enhancing support.

These services may be provided by one or more of the contractors offering specialization in different aspects of economic district development, for tasks identified in the three categories of district strategic planning and economic analysis; community engagement/organizing and capacity building; and project development/implementation.

Having multiple contractors allows for services to be contracted when needed for expedient development and execution of initiatives regarding one or more district initiatives within the three distinct categories:

- District Strategic Planning and Economic Analysis: Through analysis of existing physical, cultural, and market conditions, develop and recommend policy and programmatic tools to achieve economic/cultural district goals.

Recommended contractors: AECOM Technical Services, Inc.; Mend Collaborative, Inc., The Goodman Corp

- Community Engagement/Organizing and Capacity Building: Facilitating the organization of district area merchants/organizations through economic development related strategic planning and association formation if desired.

Recommended contractors: Mend Collaborative, Inc.; The Goodman Corp

- Project Development/Implementation: Supporting the planning and execution of place-making public realm enhancements, marketing, events, and other initiatives that strengthen the association and bring economic activity based on the strategy of the district.

Recommended contractors: Mend Collaborative, Inc.; The Goodman Corp

An evaluation team with expertise in this area evaluated the offers and scored AECOM Technical Services Inc., Mend Collaborative, Inc., and The Goodman Corporation as the best to provide these services based on company qualifications and description, sample work product, personnel qualifications and experience, organizational structure, and references.

If these contracts are not secured, the City will be unable to sufficiently support existing community or Council led district initiatives and the foundational components of community organizing, strategy development, and organizational development.

Strategic Outcome(s):

Government that Works for All.