

## AGENDA



Thursday, August 28, 2008

**Purchasing Office  
RECOMMENDATION FOR COUNCIL ACTION**
**Item No. 37**

**Subject:** Authorize award, negotiation, and execution of a 12-month requirements service contract with TRAYLOR MULTIMEDIA, INC. (dba 360KID), Newton, MA, for the purchase of application development, hosting, and annual maintenance and support of Austin Energy's Public Participation Process in an estimated amount not to exceed \$331,390, with one 12-month extension option in an estimated amount not to exceed \$9,550, for a total estimated contract amount not exceed \$340,940.

**Amount and Source of Funding:** Funding in the amount of \$27,616 is available in the fiscal Year 2007-2008 Operating Budget for Austin Energy. Funding for the remaining 11 months of the original contract period and extension options is contingent upon available funding in future budgets.

**Fiscal Note:** There is no unanticipated fiscal impact. A fiscal not is not required.

**For More Information:** Art Acuña, Senior Buyer, 322-6307.

**Purchasing Language:** Sole proposal received.

**MBE/WBE:** This purchase will be awarded in compliance with Chapter 2-9C of the City Code (Minority-Owned and Women-Owned Business Enterprise Procurement Program). No subcontracting opportunities were identified; therefore, no goals were established for this solicitation.

This contract for the purchase of application development, hosting, and annual maintenance and support as part of Austin Energy's (AE) Public Participation Process. This product is a web-based application that will be created and made available to ensure that the citizens of Austin, as well as others with interest, are educated about generation technology options and potential solutions involving energy generation for a growing city. This application will allow the user to review AE's current and projected energy generation portfolio. The user is then put in charge of meeting the energy demands of AE's customers. In addition to providing an educational and marketing tool for the AE, the application will also gather feedback for decision-makers about the citizens' priorities and desires relating to AE's long-range energy plan.

MBE/WBE solicited: 35/31      MBE/WBE bid: 0/0

**PRICE ANALYSIS**

- a. Sole proposer. This is a new technology initiative; therefore, limited vendor response was expected. Other potential proposers were contacted who stated that they were not interested in participating at this time.
- b. Six hundred, forty-seven notices were sent, including 35 MBEs and 31 WBEs. One proposal was received, with no response from the MBE/WBEs.
- c. This is the first purchase of its type: therefore, there is no pricing history available.

**APPROVAL JUSTIFICATION**

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