

AGENDA



Thursday, October 23, 2008

Purchasing Office
RECOMMENDATION FOR COUNCIL ACTION
Item No. 42

Subject: Authorize award and execution of a 24-month requirements service contract with MORNINGSIDE RESEARCH AND CONSULTING, INC., Austin, TX for evaluation services for school safety in an estimated amount not to exceed \$98,000.

Amount and Source of Funding: Funding in the amount of \$98,000 is available in the Fiscal Year 2008-2009 Special Revenue Fund of the Health and Human Services Department through the Safe Routes to School, Non-Infrastructure Plan Implementation Grant from the Texas Department of Transportation.

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

For More Information: Wilbur Jones, Buyer I, 972-4013

Purchasing Language: Best evaluated bid of two bids received.

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). No subcontracting opportunities were identified; therefore, no goals were established for this solicitation.

Beginning in March 2008, the Austin Safe Routes to School (SRTS) Project received funding in the amount of \$567,132 which will run through October, 2010.

This contract will provide evaluation services of the programmed routes included in the SRTS Program. This program is intended to encourage children, including those with disabilities, to walk or bicycle to school safely. By making walking and biking to school safer, injuries and deaths will be prevented while also making walking and riding to school more appealing. SRTS projects and activities increase physical activity and reduce traffic and associated fuel consumption and air pollution in the vicinity of 10 targeted primary and middle schools.

Under this contract, Morningside Research and Consulting, Inc. will collect and analyze traffic data and other factors which prevent children from walking or biking to school. Additionally, the vendor will provide recommendations regarding a media campaign and later evaluate the effectiveness of that campaign.

The targeted schools for this project are Sanchez Elementary, Metz Elementary, Zavala Elementary, Martin Junior High, Harris Elementary, Andrews Elementary, Blanton Elementary, Pearce Middle School, Wooten Elementary, and McBee Elementary. MBE/WBE Solicited: 172/133 MBE/WBE Bid: 0/0

PRICE ANALYSIS

- a. Adequate competition.
- b. Three hundred fifty notices were sent including 172 MBEs and 133 WBEs. Two bids were received with no MBEs or WBEs.
- c. This is the first purchase of this type; therefore, there is no pricing history available.

APPROVAL JUSTIFICATION

- a. Best evaluated bid received.
- b. The Purchasing Office concurs with the Health and Human Services Department's recommended award.
- c. Advertised in the Austin American-Statesman and on the internet.