

AGENDA



Thursday, October 28, 2010

Purchasing Office
RECOMMENDATION FOR COUNCIL ACTION

Item No. 33

Subject: Authorize award, negotiation, and execution of a 12-month requirements service contract with CREATIVE CONSUMER RESEARCH, INC., Stafford, TX, or one of the other qualified bidders to RFQ No. GGU0005, to provide marketing research service studies in an estimated amount not to exceed \$300,000, with four 12-month extension options in an estimated amount not to exceed \$300,000 per extension option, for a total estimated contract amount not to exceed, \$1,500,000.

Amount and Source of Funding: Funding in the amount of \$275,000 is included in the Fiscal Year 2010-2011 Operating Budget of Austin Energy. Funding for the remaining one month 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 note is not required.

For More Information: Gabriel Guerrero, Buyer II/322-6060

Purchasing Language: Best evaluated proposal of three proposals 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.

Boards and Commission Action: Recommended by the Electric Utility Commission.

The work provided through this contract will provide Austin Energy (AE) with a marketing research firm to conduct quantitative and qualitative customer service-related studies of its customers' needs, concerns, and opinions. The studies include the full range of data collection techniques such as telephone interviews, surveys, focus groups, and personal interviews.

Specific services will include monitoring the attitudes and perceptions of Austin's citizens and businesses regarding their satisfaction levels with AE's service and insight regarding the programs and services the customer value. AE will utilize the results from the studies to make business and marketing decisions. These ongoing studies will provide trend data to analyze the impact of program and service offerings and related events on the attitudes and opinions of AE's customers.

An AE team with marketing research and marketing program development experience evaluated the proposals based on:

- 1) Standard Marketing Research Data Collections and Analysis Experience.
- 2) Applicable Project Related Experience.
- 3) Presenting Marketing Research Findings and Reports Experience.
- 4) Personnel Qualifications.
- 5) Professional References.
- 6) Total Evaluated Cost.

MBE/WBE solicited: 10/11 MBE/WBE bid: 1/0

The evaluation team unanimously recommended Creative Consumer Research, Inc. as the best proposer to perform Marketing Research Service Studies and their subcontractor, Austin Market Research (WBE) to provide Data Collection Services. This request allows for the execution of a contract with a bidder, who provides the best value to the City, that Council selects. If this bidder does not execute a contract with the City, staff will return to Council so that Council may select another best value bidder and authorize a contract with this bidder.

PROPOSAL ANALYSIS

- a. Adequate competition.
- b. Three hundred and forty notices were sent, including 10 MBEs and 11 WBEs. Three proposals were received, including one MBE.

APPROVAL JUSTIFICATION

- a. Best evaluated proposal received. Creative Consumer Research, Inc. is the current provider of these services.
- b. The Purchasing Office concurs with Austin Energy's recommended award.
- c. Advertised on the Internet.