

A G E N D A



Recommendation for Council Action (Purchasing)

Austin City Council	Item ID:	19144	Agenda Number	57.
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Meeting Date:	October 11, 2012
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Department:	Purchasing
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Subject

Authorize award, negotiation, and execution of a 5-month contract with GROUP SOLUTIONS RJW (WBE /FB), or the other qualified offeror to RFP No. EAG0107, to provide marketing research and message development services for the Public Works Department's safe bicycling and walking campaign, in an amount not to exceed \$87,800.

Amount and Source of Funding

Funding is available in the Fiscal Year 2012-2013 Operating Budget of the Public Works Department.

Fiscal Note

There is no unanticipated fiscal impact. A fiscal note is not required.

Purchasing Language:	Best evaluated proposal received.
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Prior Council Action:	Ordinance No. 20110428-021, an Ordinance authorizing the negotiation and execution of an advance funding agreement with the Texas Department of Transportation to construct sidewalks near various schools as well as conduct a city-wide safe bicycling and walking campaign and the acceptance of \$353,583 in federal funds; Ordinance No. 20090611-075, an Ordinance approving the passage of the Austin Bicycle Plan.
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For More Information:	Erin Grace, Buyer I, 972-4017
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Boards and Commission Action:	
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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.
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Related Items:	
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Additional Backup Information

This contract is for Phase I of a city-wide safe bicycling and walking campaign for the Public Works Department (PWD) beginning October 15, 2012 and ending on March 30, 2013.

The City has been awarded \$353,583 for this campaign and to construct sidewalks near various city schools. The Texas Department of Transportation is allocating federal funds to the City's from 2009 Transportation Enhancement funding provided by the Safe Accountable Flexible Efficient Transportation Equity Act: A Legacy for Users (SAFETEA-LU).

PWD will utilize the funds to implement Phase I of this project. After successful completion of Phase I, it is the intention to release a Phase II solicitation to develop the messages in Phase I into a marketing, branding, and media component. Phase III will include the construction of various sidewalks near schools. Phase I activities covered in this RCA are:

- Develop method(s) for determining recommended messages including, but not limited to:
 - Analysis of applicable peer-reviewed literature
 - Development of focus groups and questionnaires
 - Analysis of focus group feedback
 - Testing of recommended messages
 - Development of specific messages for middle-school and high-school aged audiences

This recommendation results from a formal Request for Proposal (RFP) process. Four proposals were received and the highest-scoring proposal is being recommended for funding. The evaluation team scored proposals based on the following: Systems Concepts and Proposed Solutions, Demonstrated Applicable Experience, Personnel Qualifications, Schedule, and Cost.