



**Purchasing Service Agreement
CITY OF AUSTIN
RECOMMENDATION FOR COUNCIL ACTION**

**AGENDA ITEM NO.: 17
AGENDA DATE: Thu 08/12/2004
PAGE: 1 of 2**

SUBJECT: Authorize negotiation and execution of a 30-month service agreement with RJW OPERATIONS, INC., dba GROUP SOLUTIONS RJW, (WBE/FB-88.1%), Austin, TX, for public information and community services for the Austin Water Utility in an amount not to exceed \$93,421.25.

AMOUNT & SOURCE OF FUNDING: Funding is included in the Fiscal Year 2003-2004 Approved Capital Budget of the Austin Water Utility.

FISCAL NOTE: A fiscal note is attached.

REQUESTING Purchasing **DIRECTOR'S**
DEPARTMENT:for Austin Water Utility; **AUTHORIZATION:** Vickie Schubert

FOR MORE INFORMATION CONTACT: R.C. Hernandez, Senior Buyer/974-6434

PRIOR COUNCIL ACTION: N/A

BOARD AND COMMISSION ACTION: N/A

PURCHASING: Best proposal of eight proposals received.

MBE / WBE: 11.9% MBE and 0% WBE subconsultant participation.

This contract is for Public Information and Communication Services for the City's Walnut Creek Service Annexed Areas Program to handle the outreach requirements of the annexation project. The Public Information Officer will provide information to home owners and interested property owners, including local newspapers for the Walnut Creek Service Annexed Areas Project. In 2004, the City of Austin procured the services of four engineering design consultants for the preparation of the construction plans for the water and wastewater improvements.

The City of Austin has a limited purpose annexation (land use control services) area known as the Walnut Creek Area. The area includes approximately 315 acres located in northeast Travis County northwest of the intersection of Braker Lane and Dessau Road. The area is a predominantly single-family residential neighborhood with approximately 825 homes and 2400 residents.

The Public Information Officer (PIO) will provide the following services:

- a. create and maintain a database of property owners within the annexed area
- b. plan and coordinate stakeholder meetings
- c. provide and distribute newsletters
- d. provide hotline during design and construction, voicemail, and e-mail support

Group Solutions RJW has previously worked with the City (Public Works and Water and Wastewater) in several annexation programs and infrastructure improvement projects.

MBE/WBE solicited: 40/37

MBE/WBE proposed: 2/3



**Purchasing Service Agreement
CITY OF AUSTIN
RECOMMENDATION FOR COUNCIL ACTION**

**AGENDA ITEM NO.: 17
AGENDA DATE: Thu 08/12/2004
PAGE: 2 of 2**

Project specific goals stated in the solicitation were 10.1% MBE and 11.84% WBE.

Prime Vendor: Group Solutions RJW (WBE/FB) \$82,261.25 88.1%

Subcontractor:

<u>MBE/ASIAN</u>	<u>\$11,160</u>	<u>11.9%</u>
Kaleidoscope Consultants (FA)	\$11,160	11.9%
Austin, Texas		
Outreach services		

Group Solutions RJW submitted an MBE/WBE Compliance Plan which was approved by the Department of Small and Minority Business Resources.

RFP #RH04300044
PROPOSAL ANALYSIS

- Adequate competition.
- Three hundred eighty-seven notices were sent including forty MBEs and thirty-seven WBEs. Twenty-eight proposals were issued including seven MBEs and three WBEs. Eight proposals were received with two MBEs and three WBEs responding.

APPROVAL JUSTIFICATION

- The proposal submitted by the recommended awardee meets the requirements of the Request for Proposal.
- Austin Water Utilities Department concurs with the recommended award.
- Advertised in the Austin American-Statesman and Internet.

CIP FISCAL NOTE

DATE OF COUNCIL CONSIDERATION:
WHERE ON AGENDA:
DEPARTMENT:

8/5/2004
Resolution
Austin Water Utility

DESCRIPTION:

Authorize negotiation and execution of a 30-month service agreement with RJW OPERATIONS, INC., dba GROUP SOLUTIONS RJW, (WBE/FB-88.1%), Austin, TX, for public information and community services for the Austin Water Utility in an amount not to exceed \$93,421.25.

FINANCIAL INFORMATION:

Parent Project Name:	Wastewater Unfunded Future
Project Authorization:	2003-04 Approved Capital Budget
Funding Source:	Commercial Paper
Number:	4570 237 2017

Current Appropriation	\$ 410,907,293.00
Unencumbered Balance	141,034,771.39 *
Amount of This Action	<u>(82,953.25)</u>
Remaining Balance	<u>\$ 140,951,818.14</u>
 Current Available Balance	 \$ 155,544,885.59
Less Outstanding Commitments	<u>(14,510,114.20)</u>
Estimated Unencumbered Balance	<u>\$ 141,034,771.39 *</u>

Utility Finance: _____

David Anders, Utilities Finance Manager

Date: _____

7/28/04

REF # 4570 237 8937

CIP FISCAL NOTE

DATE OF COUNCIL CONSIDERATION:
WHERE ON AGENDA:
DEPARTMENT:

8/5/2004
Resolution
Austin Water Utility

DESCRIPTION:

Authorize negotiation and execution of a 30-month service agreement with RJW OPERATIONS, INC., dba GROUP SOLUTIONS RJW, (WBE/FB-88.1%), Austin, TX, for public information and community services for the Austin Water Utility in an amount not to exceed \$93,421.25.

FINANCIAL INFORMATION:

Parent Project Name:	Water Unfunded Future
Project Authorization:	2003-04 Approved Capital Budget
Funding Source:	Commercial Paper
Number:	3960 227 1019

Current Appropriation	\$ 271,508,739.00
Unencumbered Balance	72,773,467.76 *
Amount of This Action	<u>(10,468.00)</u>
Remaining Balance	<u>\$ 72,762,999.76</u>
Current Available Balance	\$ 78,480,227.60
Less Outstanding Commitments	<u>(5,706,759.84)</u>
Estimated Unencumbered Balance	<u>\$ 72,773,467.76 *</u>

Utility Finance: _____


David Anders, Utilities Finance Manager

Date: 7/28/04

REF. # 3960 227 7937

EVALUATION MATRIX - RFP NO. RH04300044
Professional Public Information and Community Services for the Austin Water Utility

EVALUATION CRITERIA	RJW OPERATIONS INC DBA GROUP SOLUTIONS RJW Austin, TX		ADISA PUBLIC RELATIONS Austin, TX	TERESA MONTROYA COMMUNICATIONS, INC. El Paso, TX	JOSE MARTINEZ & ASSOCIATES Austin, TX	LAURA RAUN PUBLIC RELATIONS Austin, TX	EVERGREEN GLOBAL GROUP LLC Austin, TX
System Concept and Solution - 40 points Grasp of problem and its solutions, responsiveness to terms and conditions, completeness and thoroughness of the technical data and documentation	36		36	34	31	25	20
Demonstrated Applicable Experience - 20 points With City of Austin public relations or similar agency and type experience	18		18	17	16	15	15
Personnel Qualifications - 20 points On those individuals within the Public Information firm who will be directly responsible for coordinating the program and also the primary contacts for the stakeholders	18		16	16	14	16	15
Total Evaluated Cost - 20 points Personnel name and associated labor hours broken down into tasks	20		10	8	9	11	9
TOTAL POINTS-100 points max.	92		80	75	70	67	59

Note: Edelen Communications, Austin, TX and Tate Austin and RifeLine, Austin, TX were non-responsive.
Did not meet the MBE/WBE Ordinance requirements as required by the solicitation. SMBR found them non-compliant.

EVALUATION MATRIX - RFP NO. RH04300044

Professional Public Information and Community Services for the Austin Water Utility

	RJW OPERATIONS INC DBA GROUP SOLUTIONS RJW Austin, TX	ADISA PUBLIC RELATIONS Austin, TX	TERESA MONTROYA COMMUNICATIONS, INC. El Paso, TX	JOSE MARTINEZ & ASSOCIATES Austin, TX	LAURA RAUN PUBLIC RELATIONS Austin, TX	EVERGREEN GLOBAL GROUP LLC Austin, TX
EVALUATION CRITERIA						
System Concept and Solution - 40 points Grasp of problem and its solutions, responsiveness to terms and conditions, completeness and thoroughness of the technical data and documentation	36	36	34	31	25	20
Demonstrated Applicable Experience - 20 points With City of Austin public relations or similar agency and type experience	18	18	17	16	15	15
Personnel Qualifications - 20 points On those individuals within the Public Information firm who will be directly responsible for coordinating the program and also the primary contacts for the stakeholders	18	16	16	14	16	15
Total Evaluated Cost - 20 points Personnel name and associated labor hours broken down into tasks	20	10	8	9	11	9
TOTAL POINTS-100 points max.	92	80	75	70	67	59

Note: Edelen Communications, Austin, TX and Tate Austin and Rifleline, Austin, TX were non-responsive.
Did not meet the MBE/WBE Ordinance requirements as required by the solicitation. SMIR found them non-compliant.