



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

**AGENDA ITEM NO.: 42
AGENDA DATE: Thu 09/29/2005
PAGE: 1 of 2**

SUBJECT: Authorize negotiation and execution of a 12-month service agreement with CREATIVE CONSUMER RESEARCH, Austin, TX for marketing research service studies in an amount not to exceed \$300,000, with four 12-month extension options in an amount not to exceed \$300,000 per extension options, for a total agreement amount not to exceed \$1,500,000.

AMOUNT & SOURCE OF FUNDING: Funding in the amount of \$300,000 is available in the Fiscal Year 2005-2006 Approved Operating Budget of Austin Energy. Funding for the extension options is contingent upon available funding in future budgets.

FISCAL NOTE: There is no unanticipated fiscal impact. A fiscal note is not required.

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

FOR MORE INFORMATION CONTACT: Karen Williams, Buyer II/322-6467

PRIOR COUNCIL ACTION: N/A

BOARD AND COMMISSION ACTION: N/A

PURCHASING: Best evaluated proposal of eight proposals received.

MBE / WBE: This contract will be awarded in compliance with Chapter 2-9 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 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.

The evaluation committee consisted of AE personnel experienced in marketing research and marketing program development.

MBE/WBE Solicited: 14/14

MBE/WBE Bid: 0/0



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**PROPOSAL ANALYSIS
(RFP # KW05300008)**

- a. Adequate competition
- b. Forty-one notices were sent, including fourteen MBEs and fourteen WBEs. Eleven solicitations were issued. Eight proposals were received. No MBE/WBEs responded.
- c. The pricing offered represents a 2.12% decrease from the last contract awarded October 2003.

APPROVAL JUSTIFICATION

- a. Best evaluated proposal.
- b. Austin Energy concurs with the recommended award.
- c. Advertised on the Internet.