

## AGENDA



Thursday, March 25, 2010

**Purchasing Office  
RECOMMENDATION FOR COUNCIL ACTION**
**Item No. 36**

**Subject:** Authorize award, negotiation, and execution of a 12-month requirements service contract with BERNARD HODES GROUP, Charlotte, NC to provide recruiting consulting services in an estimated amount not to exceed \$250,000, with five 12-month extension options in an estimated amount not to exceed \$250,000 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 \$125,000 is available in the Fiscal Year 2009-2010 Operating Budget of the Austin Fire Department. Funding for the remaining six months 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:** Colleen Athey, Buyer I, 972-4012

**Purchasing Language:** Best evaluated proposal of four 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.

This contract will provide a recruiting plan for the Austin Fire Department (AFD) which will include unique strategies for attracting African American, Hispanic, Asian, and Female candidates to the fire service. This plan will be implemented by AFD personnel to attract both experienced firefighters and new firefighter applicants.

Bernard Hodes Group will train AFD recruiters in the best recruiting practices, provide ongoing consulting services, develop marketing plans and data collection methods that will be designed to sustain an ongoing diversity recruiting effort by AFD. This will enable AFD to effectively and uniformly communicate to the targeted groups about the career opportunities in AFD and to encourage individuals to apply for a firefighter position.

MBE/WBE solicited: 30/23                      MBE/WBE bid: 0/0

**PRICE ANALYSIS**

- a. Adequate competition.
- b. Four hundred eighty-four notices were sent, including 30 MBEs and 23 WBEs. Four proposals were received, with no response from the MBE/WBEs.

**APPROVAL JUSTIFICATION**

- a. Best evaluated proposal received.
- b. The Purchasing Office concurs with the Austin Fire Department's recommended award.
- c. Advertised in the Austin American-Statesman and on the Internet.