



## Recommendation for Action

**File #:** 19-2596, **Agenda Item #:** 53.

8/22/2019

### **Posting Language**

Authorize negotiation and execution of a multi-term contract with Asakura Robinson Company LLC (MBE), to provide professional consulting services supporting place-based economic development work, for up to three years for a total contract amount not to exceed \$450,000.

(Note: This solicitation was reviewed for subcontracting opportunities in accordance with City Code Chapter 2-9C Minority Owned and Women Owned Business Enterprise Procurement Program and subcontractor goals were applied to the solicitation. The subcontracting goals were exceeded and the resulting contract will include a combined participation of 66.81%).

### **Lead Department**

Purchasing Office.

### **Client Department(s)**

Economic Development Department.

### **Fiscal Note**

Funding in the amount of \$150,000 is available in the Fiscal Year 2018-2019 Operating Budget of the Economic Development Department. Funding for the remaining contract term is contingent upon available funding in future budgets.

### **Purchasing Language:**

The Purchasing Office issued a Request for Proposals (RFP) 5500 RJZ3000 for these services. The solicitation issued on April 15, 2019 and it closed on May 21, 2019. Of the three offers received, the recommended contractor submitted the only responsive offer. A complete solicitation package, including a log of offers received, is available for viewing on the City's Financial Services website, Austin Finance Online.

Link: [Solicitation Documents](#)

[https://www.austintexas.gov/financeonline/account\\_services/solicitation/solicitation\\_details.cfm?sid=128851%20](https://www.austintexas.gov/financeonline/account_services/solicitation/solicitation_details.cfm?sid=128851%20).

### **For More Information:**

Inquiries should be directed to the City Manager's Agenda Office, at 512-974-2991 or

[AgendaOffice@austintexas.gov](mailto:AgendaOffice@austintexas.gov) <<mailto:AgendaOffice@austintexas.gov>>

NOTE: Respondents to this solicitation, and their representatives, shall continue to direct inquiries to the solicitation's Authorized Contact Person: Ricardo Zavala, at 512-974-2988 or

[Ricardo.Zavala2@austintexas.gov](mailto:Ricardo.Zavala2@austintexas.gov) <<mailto:Ricardo.Zavala2@austintexas.gov>>.

### **Additional Backup Information:**

The contract will provide consulting services to assist the City in supporting place-based economic development initiatives, which create and retain strong, vibrant, culturally rich and diverse neighborhood business districts. Services and economic development initiatives include merchant association formation, market and spatial analysis, community engagements, and consensus building. Neighborhood business

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districts contribute to the soul and economic vibrancy of Austin by providing access to jobs, day to day services and amenities, entertainment, food, culture, history, and community. The contract will enable the City to secure highly skilled and specialized consulting services for community organizing, enhancing place through placemaking analysis, economic analysis, geographic analysis, and market analysis. It further supports the creation of merchant's associations, by providing resources to business leaders.

Engagement of services addresses identified needs of the business community including cultural spaces and a diverse mix of industries. Concentrated place-based economic development assists in accomplishing key policy directives including complete communities through Imagine Austin, SD23, Cultural Tourism Plan, Thriving in Place, and Complete Streets Policy.

An evaluation team with expertise in this area evaluated the offer and scored Asakura Robinson Company, LLC as qualified to provide these services based on demonstrated experience and qualifications, demonstrated experience with stakeholder and community organizing, market context, price, local preference, and service-disabled veteran business enterprise.

**Contract Detail:**

<b><u>Contract Term</u></b>	<b><u>Length of Term</u></b>	<b><u>Contract Authorization</u></b>
Initial Term	1 yr.	\$150,000
Optional Extension 1	1 yr.	\$150,000
Optional Extension 2	1 yr.	\$150,000
<b>TOTAL</b>	<b>3 yrs.</b>	<b>\$450,000</b>

**Note:** Contract Authorization amounts are based on the City's estimated annual usage.