

MEMORANDUM

To: Mayor and City Council
From: Warren Hutmacher, City Manager
Date: July 21, 2011
Subject: **RFP #11-02 - Governmental Services**

BACKGROUND

Contracts for governmental services (Community Development, Finance and Administration and Public Works) will expire on December 31, 2011.

Mayor Wright established a committee of Councilmembers (Ross, Thompson and Wittenstein) to work with the city staff to develop an RFP and evaluate the responses in order to make recommendations to the full City Council in July, 2011. The City also hired RNR Consulting Inc. to provide the City with professional procurement services throughout this process.

The 2011 Request for Proposal (RFP) for Governmental Services was modified significantly from the original 2008 Governmental Services RFP. The City strategically expanded the number of proposals solicited by breaking out Information Technology, Public Relations and Marketing and Parks and Recreation as individual service areas. Previously, those services were combined with other categories. Expanding the number of categories provided for specialty firms that could compete for city business and it also allowed for a more competitive pricing model. The City encouraged firms to provide discounted pricing for services if multiple service areas were awarded to a single firm. The hope was that efficiencies could be developed and costs could be lowered without sacrificing existing service levels.

The City initiated the RFP in March, 2011 for governmental services to be provided to the City starting in January, 2012. We received 31 proposals from 20 firms. Several firms submitted proposals to provide multiple services to the City of Dunwoody.

The staff and Council committee read and scored each proposal using the criteria listed in the RFP. Cost proposals were provided to the City in a separate envelope and were not considered in the initial evaluation. Shortlisted firms were interviewed by the committee over a two-day period (June 16-17). A total of 11 firms were interviewed to discuss 21 different service area proposals.

The committee allowed the proposers to submit clarifications to their proposals and updated pricing after their interviews. The committee then recorded scoring for the interviews and updated the overall scoring based on the cost proposals submitted. The City Manager and staff negotiated best and final offers and final contract points with firms in early July.

ANALYSIS

Final scoring for firms that were granted interviews are listed below with the commensurate final pricing. All cost figures are calculated on a four year basis. The recommended firm is highlighted in yellow:

Finance and Administration

Firm Name	Final Scoring	4 year pricing
JAT/CGA	525.29	\$4,999,986
Severn Trent	456.95	\$4,849,867

Public Relations and Marketing

Firm Name	Final Scoring	4 year pricing
Jacobs	487.73	\$ 762,152
CGA	418.76	\$ 579,718
Fitzpatrick and Lewis	414.48	\$1,606,511

Public Works

Firm Name	Final Scoring	4 year pricing
Lowe Engineers	536.34	\$2,054,400
Clark Patterson Lee	523.00	\$1,993,300 (*Before discount)
Jacobs	467.95	\$2,161,897
Moreland Altobelli	433.47	\$2,256,000

Planning and Zoning

Firm Name	Final Scoring	4 year pricing
Clark Patterson Lee	526.83	\$4,250,000 (*Before discount)
Jacobs	476.28	\$3,446,422
CGA	412.57	\$4,190,240

Permits/Inspections and Code Compliance

Firm Name	Final Scoring	4 year pricing
Clark Patterson Lee	519.49	70% of permit revenue + \$740,000 for Code Compliance (*Before discount)
SafeBuilt of Georgia	452.88	70% of permit revenue + \$586,082 for Code Compliance
Nova/CGA	401.36	70% of permit revenue + \$835,000 for Code Compliance

Parks and Recreation

Firm Name	Final Scoring	4 year pricing
Lowe Engineers	520.94	\$ 563,200
Clark Patterson Lee	453.66	\$ 770,000 (*Before discount)
Jacobs	424.08	\$ 657,026
Moreland Altobelli	360.49	\$1,052,000

Information Technology

Firm Name	Final Scoring	4 year pricing
InterDev	555.02	\$1,245,929
CGA	483.86	\$1,251,340

RECOMMENDATION

Public Works and Parks and Recreation:

Clark Patterson Lee was not the highest rated firm in Public Works or Parks and Recreation. The Committee is still recommending that the City award them contracts in those service areas. In the final analysis, the margin of difference in the scores for Public Works was just 13 points out of a total of 660 points available in Public Works (2% difference). Although the spread was wider in Parks and Recreation, the Committee feels that the overall discount offered is so significant and the material differences in the proposals between the highest and second rated firm were so minimal that it is in the City's best interests to award the contract to Clark Patterson Lee and obtain the multi-service area discount pricing. That discount amounted to \$1,027,700 over all four years of the contract.

Information Technology:

Awarding a contract for Information Technology to a specialized firm with deep government expertise represents an opportunity for the city to improve the level of service in this area..

Finance and Administration:

JAT/CGA was the highest rated firm and it is in the City's best interest to continue doing business with JAT.

Planning and Zoning/Inspections and Permitting (and Code Compliance):

Clark Patterson Lee was the highest ranked firm in these categories and it is in the City's best interests to continue doing business with Clark Patterson Lee.

Marketing/Public Relations:

Jacobs was the highest rated firm and their proposal includes a full time staff person and a 50% commitment of time from Bob Mullen who is the Manager of Communications and Marketing for Jacobs. This contract reflects an increase in the cost of services being currently provided to the City as well as a significant increase in service and expertise.

The Council/Staff committee recommends the City Council award 3 year contracts (with a 4th year option at the city's discretion) to the following firms for the final negotiated fee:

Clark Patterson Lee - \$8,325,600*

Planning and Zoning, Public Works, Parks and Recreation and Permitting/Inspections (and Code Compliance)

JAT/CGA - \$4,999,986

Finance and Administration

Jacobs - \$762,152

Public Relations and Marketing

InterDev - \$1,245,929

Information Technology

*Total discount for multi-contract pricing = \$1,027,700



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The overall cost savings for the City of Dunwoody based on the recommendations above is \$3,121,037 over a four year period (averaging \$780,259 on an annual basis). This includes bringing 3 positions onto the City payroll that were included in our existing expiring contracts (Assistant to the City Manager and 2 Deputy Court Clerks). The recommendations save the city considerable money that can be used to provide direct services to our citizens. The new contracts increase the service levels provided to the City utilizing firms with specific expertise in their respective fields.

The committee's recommendation is for the Council to authorize the Mayor to execute contracts with the firms listed above at the pricing stated in this memorandum for an initial three year period with an option for the city to extend the contracts for a fourth year. The fees listed above include fixed fee pricing for the optional fourth year of the contract.