

MEMORANDUM

To: Mayor and City Council

From: Christopher Pike, Finance Director

Date: April 28, 2014

Subject: **Approval to Renew Contract with Jacobs Engineering Group**

ITEM DESCRIPTION

To exercise the City's option to retain Jacobs Engineering Group as Marketing municipal services providers for the fourth year of the contract.

BACKGROUND

The City initiated the RFP process in March, 2011 for governmental services to be provided to the City starting in January, 2012. We received 31 proposals from 20 firms. The 2011 Requests for Proposals (RFP) for Governmental Services 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. The City encouraged firms to provide discounted pricing for services if multiple service areas were awarded to a single firm.

The contract terms called for a set pricing for up to four years. The fourth year's term was an optional term at the City's discretion to be approved by Council. This contractor has performed at a satisfactory level.

ALTERNATIVES

Council may choose to rebid the contract in 2014 instead of exercising the option for the fourth year.

RECOMMENDED ACTION

It is respectfully requested Council renew the contract with Jacobs Engineering Group for the fourth year of the service contract.