

AGENDA ITEM NO.

COUNCIL MEETING

APPROVED BY

DEPARTMENT DIRECTOR

CITY MANAGER

February 6, 2007

**FROM:** RENE A. RAMIREZ, Director   
Department of Public Utilities

**BY:** ROBERT N. ANDERSEN, Assistant Director   
Department of Public Utilities

**SUBJECT:** AWARD A CONTRACT FOR PROFESSIONAL INFORMATION SERVICES FOR THE DEPARTMENT OF PUBLIC UTILITIES TO JSA ADVERTISING (RFP #8835)

### KEY RESULT AREA

Customer Service

### RECOMMENDATION

It is recommended that the City Council award a three-year contract with the option for two one-year extensions to JSA Advertising in the amount of \$404,600 to provide public information services for the Department of Public Utilities.

### EXECUTIVE SUMMARY

The Department of Public Utilities is seeking public information education and marketing services for Community Sanitation/Solid Waste, Sewer/Wastewater, and Water Divisions. Expertise from a professional consulting firm will provide the Department with a comprehensive program to publicize various water, wastewater, sewer maintenance, recycling, solid waste and community sanitation service issues. Staff recommends award of a three-year contract with the option for two one-year extensions in the amount of \$404,600 to JSA Advertising of Fresno.

### KEY OBJECTIVE BALANCE

The award of a public information contract balances the Key Objectives of Customer Satisfaction, Financial Management and Employee Satisfaction. Customer Satisfaction is enhanced by awarding JSA, the current provider, a new contract for continuity in the services provided; and in the development and delivery of clear messaging to our targeted customers. This provides prudent Financial Management by ensuring the value of dollars are well spent by awarding to the lower proposer—JSA. Employee Satisfaction is derived from the fact that Department staff has worked with both agencies and has opined JSA is the desired vendor.

### BACKGROUND

Public information services have been provided to the Department of Public Utilities (DPU) since 1993. Expertise from a professional consulting firm will provide the Department with a comprehensive program to publicize various community sanitation, sewer maintenance, recycling and solid waste, wastewater and water service issues.

REPORT TO THE CITY COUNCIL

Award a Contract for Professional Information Services (RFP #8835)

February 6, 2007

Page 2

The contract for public information services for the Department of Public Utilities will consist of seven primary elements: Utility Bill Insert (Service Line), formation of a Public Utility District Outreach Program, Community Sanitation, Sewer Maintenance, Solid Waste Management, Wastewater Management and Water Outreach Programs.

A Notice Inviting Proposals was published on November 1, 2006. The Specifications were distributed to 34 prospective proposers. The Pre-proposal Conference was held on November 16, 2006 and two proposals were received and opened on December 7, 2006. The proposal prices ranged from \$404,600 to \$449,680.

The Proposal Review Committee reviewed and evaluated the proposals. The Proposers were evaluated on the following criteria:

- Ability to meet requirements, past performance and experience providing service, financial stability and financial capability, program design, qualification of subcontractors and qualifications of key personnel.

The Proposal Review Committee was made up of individuals acquainted with the business operations of DPU and an outsider with no vested interest.

May Albiani, DPU/ Administration  
Nora Laikam, DPU/Water Division  
Carla Watkins/ DPU/ Wastewater Division  
Nancy Anderson, Fresno Unified School District  
Purchasing Facilitator – Perry Stofan, M.A. II  
Advisor – Robert Andersen, DPU/ Administration

Committee members were in unanimous agreement, finding either proposer qualified to provide the Department of Public Utilities with highly skilled Public Information Services. Therefore, the selection came down to the differences in the proposers' presentations in the RFP and in the interview and to the differences in proposed costs.

JSA Advertising

JSA, a local firm, was identified as the best value for the Department particularly in terms of their ability to reach the targeted customer base. The edge went to JSA in part for having submitted a superior proposal with examples of actual, successful Fresno Utility campaigns and materials viewed as especially creative, colorful, interesting and customer-friendly. The committee was particularly impressed with JSA's thoroughly professional interview, which covered all points of the committee questions, while conveying a sense of fun-loving enthusiasm toward their work. JSA is the present service provider and as such has a firm grasp on the concerns and issues currently facing the Department, offering continuity as well. Supplied references were checked and were all satisfactory. JSA's projected overall pricing was approximately 11% lower than Astone's, which speaks to superior value. The submitted financial information was reviewed by the Finance Department.

Astone

Astone, also a local firm, was found to be the equal of JSA in nearly every criteria. Both their proposal and their interview were considered very good and they demonstrated a slightly better expertise in technical areas such as the internet and greater experience with special district formation. Supplied references were checked and were all satisfactory. The submitted financial information was reviewed by the Finance Department.

**REPORT TO THE CITY COUNCIL**

**Award a Contract for Professional Information Services (RFP #8835)**

**February 6, 2007**

**Page 3**

**Conclusion**

The committee found both proposers highly capable of providing high quality public information services to the Department of Public Utilities. However, JSA seemed better able to target our customer base. The committee recommends award of a contract to JSA Advertising of Fresno.

**FISCAL IMPACT**

Attached.

**Attachments:**

- Selection Committee Report
- Summary of Information Submitted by Proposers
- Evaluation Form
- Fiscal Impact Statement.

## **REPORT FROM EVALUATION COMMITTEE FOR PUBLIC INFORMATION SERVICES FOR DEPARTMENT OF PUBLIC UTILITIES – RFP 8835**

### **Introduction**

This Request for Proposal on behalf of the Department of Public Utilities seeks the services of a professional consulting firm to provide the Department with a comprehensive public information/marketing program to educate and inform the public about water, wastewater, sewer maintenance, community sanitation and solid waste management issues.

### **Committee Members**

Nora Laikam, DPU/Water Division  
May Albiani, DPU/ Administration  
Carla Watkins/ DPU/ Wastewater Division  
Nancy Anderson, Fresno Unified School District  
**Purchasing Facilitator – Perry Stofan, M.A. II**  
**Advisor – Robert Andersen, DPU/ Administration**

### **Evaluation by Committee**

#### **Committee notes**

Committee members were in unanimous agreement, finding either proposer capable of providing qualified to provide the Department of Public Utilities with highly skilled Public Information Services. Therefore, the selection was predicated came down to the differences in the proposers' presentations in the RFP and in the interview and to the differences in proposed costs

#### **JSA Advertising**

JSA is a local firm and is the current service provider. The committee determined that JSA provided the best value for the Department, particularly in terms of their ability to reach the targeted customer base. This was reflected in their proposal by examples of actual, successful Fresno Utility campaigns and materials that were viewed as especially creative, colorful, interesting and customer friendly. The committee was particularly impressed with JSA's thoroughly professional interview, which covered all points and questions, while conveying a sense of fun-loving enthusiasm toward their work. JSA has demonstrated a firm grasp on the current, and future, concerns and issues facing the Department while offering continuity as well. Supplied references were checked and were all satisfactory. JSA's projected overall pricing was

approximately 11% lower than Astone's, which speaks to superior value. The submitted financial information was reviewed by the Finance Department.

### **Astone**

Astone, also a local firm, was found to be the equal of JSA in nearly every criteria. Both their proposal and their interview were considered very good and they demonstrated a slightly better expertise in technical areas such as the internet and greater experience with special district formation. Supplied references were checked and were all satisfactory. The submitted financial information was reviewed by the Finance Department.

### **Conclusion**

The committee found both proposers highly capable of providing high quality public information services to the Department of Public Utilities. However, JSA seemed better able to target the City's customer base. The committee recommends award of a contract to JSA Advertising of Fresno.

<b>RFP FOR PROFESSIONAL PUBLIC INFORMATION SERVICES FOR DEPARTMENT OF PUBLIC UTILITIES RFP 8835 Summary of Information Submitted by Proposers</b>		
<b>Criteria</b>	<b>Astone</b>	<b>JSA</b>
<b>PROGRAM DESIGN</b>	EXCELLENT	EXCELLENT
<b>QUALIFICATIONS OF SUB CONTRACTORS</b>	EXCELLENT	EXCELLENT
<b>QUALIFICATIONS OF KEY PERSONNEL</b>	EXCELLENT	EXCELLENT
<b>ABILITY TO MEET REQUIREMENTS</b>	YES	YES
<b>PAST PERFORMANCE AND EXPERIENCE</b>	POSITIVE	POSITIVE
<b>PROPOSAL</b>	MEETS	MEETS
<b>FINANCIAL STATEMENTS SUBMITTED</b>	YES	YES
<b>LOCAL PREFERENCE</b>	YES	YES
<b>OTHER</b>		
<b>PROPOSAL AS SUBMITTED</b>	VERY GOOD	EXCELLENT
<b>INTERVIEW</b>	VERY GOOD	EXCELLENT
<b>PROPOSAL PRICE</b>	\$449,680	\$404,600

**LISTING OF PROPOSERS**

Page 1

**FOR: REQUEST FOR PROPOSALS FOR RFP PROFESSIONAL PUBLIC INFORMATION SERVICES FOR DEPARTMENT OF PUBLIC WORKS**

RFP No. 8835

RFP Opening: Dec. 7, 2006

---

<b>PROPOSER'S (In alphabetical order)</b>	<b>PROPOSED COST</b>
1. Astone 8365 N Fresno, #410 Fresno, CA 93720	\$449,680
2. Jeffrey Scott Advertising (JSA) 670 P Street Fresno, CA 93721	\$404,600

---

Each proposer has agreed to allow the City one hundred twenty (120) days from date proposals were opened to accept or reject their proposal.

**LISTING OF PROPOSERS**

FOR: REQUEST FOR PROPOSALS FOR RFP PROFESSIONAL PUBLIC INFORMATION SERVICES FOR DEPARTMENT OF PUBLIC WORKS

RFP No. 8835  
RFP Opening: Dec. 7, 2006

**DEPARTMENT CONCLUSIONS AND RECOMMENDATION:**

Award a contract in the amount of \$ \$404,600 to Jeffrey Scott Advertising (JSA) in accordance with the Selection Committee recommendation.

Reject all proposals. Reason:

Remarks:

Department Head Approval



Title: Assistant Director

Date 1/23/07

Approve Dept. Recommendation

Approve GSD/Purchasing Recommendation

Disapprove

Disapprove

See Attachment

GENERAL SERVICES DEPARTMENT

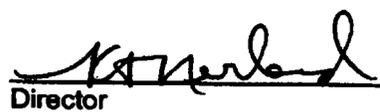
CITY MANAGER

  
Purchasing Manager

1/26/07  
Date

  
City Manager or Designee

1/26/07  
Date

  
Director

1/24/07  
Date

## FISCAL IMPACT STATEMENT

<u>RECOMMENDATION</u>	<u>TOTAL OR CURRENT</u>	<u>ANNUALIZED COST</u>
Direct Cost	<u>\$404,000</u>	<u>\$134,867</u>
Indirect Cost	<u>\$ -0-</u>	<u>\$ -0-</u>
<b>TOTAL COST</b>	<b><u>\$404,600</u></b>	<b><u>\$134,867</u></b>
Additional Revenue or Savings Generated	<u>-0-</u>	<u>-0-</u>
<b>Net City Cost</b>	<b><u>\$404,600</u></b>	<b><u>\$134,867</u></b>
Amount Budgeted (If none budgeted, Identify source)	budget amount for PIO	<u>\$134,867</u>

Indirect Costs consist of the following:

Project Management- \$5,000