



Legislation Details (With Text)

**File #:** 21-641      **Version:** 1      **Name:**

**Type:** CONSENT AGENDA      **Status:** Approved

**File created:** 3/31/2021      **In control:** Office of Procurement Services

**On agenda:** 4/28/2021      **Final action:**

**Title:** Authorize a five-year acquisition contract for the purchase of hardware, software, licenses, and warranty of broadcast and multimedia production infrastructure for a Fair Park Multimedia Center for Communication, Outreach, and Marketing - Digital Resources, Inc., most advantageous proposer of four - Not to exceed \$3,860,294.94 - Financing: Public, Educational, and Governmental Access Fund

**Sponsors:**

**Indexes:** 7

**Code sections:**

**Attachments:** 1. Resolution

Date	Ver.	Action By	Action	Result
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**STRATEGIC PRIORITY:** Government Performance and Financial Management

**AGENDA DATE:** April 28, 2021

**COUNCIL DISTRICT(S):** 7

**DEPARTMENT:** Office of Procurement Services

**EXECUTIVE:** Elizabeth Reich

**SUBJECT**

Authorize a five-year acquisition contract for the purchase of hardware, software, licenses, and warranty of broadcast and multimedia production infrastructure for a Fair Park Multimedia Center for Communication, Outreach, and Marketing - Digital Resources, Inc., most advantageous proposer of four - Not to exceed \$3,860,294.94 - Financing: Public, Educational, and Governmental Access Fund

**BACKGROUND**

This action does not encumber funds; the purpose of a service price agreement is to establish firm pricing for services, for a specific term, which are ordered on an as needed basis.

This acquisition contract will provide for the purchase of hardware, software, license, and warranty for a broadcast and multimedia production system operated at the Fair Park Multimedia Center (FPMC). This system contains all necessary equipment and integration services to bring FPMC into full operation, expanding the City's ability to provide advanced, impactful, and more equitable multimedia content to its government-access cable channel. The types of programs produced at FPMC will include, but are not limited to, interview programs, news programs, public service announcements, training videos, etc. The facility provides an opportunity for other City departments to use FPMC as a

resource for content creation and is a key component of the Dallas Apprenticeship Program. This program provides hands-on training to Dallas area youth in media production and content creation generated across multiple mediums. Additionally, Dallas Apprenticeship Program is included as one of the Responsible, Equitable, Accountable and Legitimate (R.E.A.L.) Action initiatives in the Fiscal Year 2021-2022 budget to expand the City’s partnership with Dallas area youth.

A six-member committee from the following departments reviewed and evaluated the qualifications:

- Communication, Outreach and Marketing (2)
- Department of Information and Technology Services (1)
- Office of Arts and Culture (1)
- Park & Recreation Department (1)
- Office of Procurement Services (1)\*

\*The Office of Procurement Services evaluated cost and local preference, if applicable.

The committee selected the successful respondent on the basis of demonstrated competence and qualifications under the following criteria:

- Cost 30 points
- Approach and methodology 15 points
- Functional match 15 points
- Technical match 15 points
- Capability and expertise 10 points
- Training 10 points
- Local Preference 5 points

As part of the solicitation process and in an effort to increase competition, the Office of Procurement Services used its procurement system to send out email notifications to vendors registered under relevant commodity codes. To further increase competition, the Office of Procurement Services uses historical solicitation information, the Internet, and vendor contact information obtained from user departments to contact additional vendors.

On November 10, 2015, the City Council authorized a living wage policy that requires contractors to pay their employees a “living wage” rate as established annually by the Massachusetts Institute of Technology Living Wage Calculator for Dallas County by Resolution No. 15-2141. The current calculated living wage during the solicitation process of this contract is \$12.38; the selected vendor meets this requirement.

**PRIOR ACTION/REVIEW (COUNCIL, BOARDS, COMMISSIONS)**

Information about this item was provided to the Quality of Life, Arts and Culture Committee on September 21, 2020.

Information about this item was provided to the Quality of Life, Arts and Culture Committee on February 23, 2021.

[City Council was briefed by memorandum regarding this matter on April 23, 2021.](#)

[https://dallascityhall.com/government/citymanager/Documents/FY%2020-21%20Memos/Fair%20Park%20Multimedia%20Center\\_Memo\\_042321.pdf](https://dallascityhall.com/government/citymanager/Documents/FY%2020-21%20Memos/Fair%20Park%20Multimedia%20Center_Memo_042321.pdf)

**FISCAL INFORMATION**

Fund	FY 2021	FY 2022	Future Years
Public, Educational, and Governmental Access Fund	\$3,860,294.94	\$0.00	\$0.00

**M/WBE INFORMATION**

In accordance with the City’s Business Inclusion and Development Policy adopted on September 23, 2020, by Resolution No. 20-1430, as amended, the M/WBE participation on this contract is as follows:

Contract Amount	Procurement Category	M/WBE Goal	M/WBE %	M/WBE \$
\$3,860,294.94	Other Services	N/A	99.30%	\$3,833,294.94
<ul style="list-style-type: none"> <li>• The Business Inclusion and Development Policy does not apply to Other Service contracts, however the prime contractor is a certified M/WBE.</li> <li>• Digital Resources, Inc. - Non-local; Workforce - 16.00% Local</li> </ul>				

**PROCUREMENT INFORMATION**

Method of Evaluation for Award Type:

Request for Competitive Sealed Proposal	<ul style="list-style-type: none"> <li>• Utilized for high technology procurements, insurance procurements, and other goods and services</li> <li>• Recommended offeror whose proposal is most advantageous to the City, considering the relative importance of price, and other evaluation factors stated in the specifications</li> <li>• Always involves a team evaluation</li> <li>• Allows for negotiation on contract terms, including price</li> </ul>
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The Office of Procurement Services received the following proposals from solicitation number BS21-00014927. We opened them on February 4, 2021. We recommend the City Council award this service price agreement in its entirety to the most advantageous proposer.

\*Denotes successful proposer

<b><u>Proposers</u></b>	<b><u>Address</u></b>	<b><u>Score</u></b>
*Digital Resources, Inc.	2107 Greenbriar Dr. Suite B Southlake, TX 76092	93.50
Beck & Associates, Inc. dba BeckTV	16024 Central Commerce Dr. Pflugerville, TX 78660	85.36

Halbrook and Miller, Inc. dba TM Television	2440 Lacy Ln. Suite 100 Carrollton, TX 75006	66.16
Puro Pinto, LLC	12063 Ravenview Rd. Dallas, TX 75253	38.90

**OWNER**

**Digital Resources, Inc.**

Wendy Bock, President