



## Legislation Text

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**File #:** 23-2725, **Version:** 1

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**STRATEGIC PRIORITY:** Government Performance & Financial Management  
**AGENDA DATE:** November 8, 2023  
**COUNCIL DISTRICT(S):** All  
**DEPARTMENT:** Office of Procurement Services  
**EXECUTIVE:** Jack Ireland

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### **SUBJECT**

Authorize a two-year service contract with two, one-year renewal options, for resident and business surveys for Budget and Management Services - ETC Institute, most advantageous proposer of two - Not to exceed \$298,000 - Financing: General Fund (subject to annual appropriations)

### **BACKGROUND**

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

This service contract will provide for resident and business surveys for Budget and Management Services. Beginning in 2005, the City embarked upon several customer service initiatives to ensure that the organization is providing exceptional service to the residents, businesses and communities of Dallas. In doing so, management has recognized the need for a standard mechanism to receive customer feedback that will allow the City to monitor long-term aggregated trends related to customer perception.

The survey and its administration are standardized to assure high quality survey methods and comparable results to other jurisdictions nationwide. Participating households and business shall be selected at random and the responding household member shall be selected without bias. The survey and its data can be found at the following link:

<https://dallascityhall.com/departments/budget/Pages/community-survey.aspx>

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

- Budget and Management Services (1)
- City Manager's Office (1)
- Office of Government Affairs (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:

- Project approach 35 points
- Capability and expertise 30 points
- Cost 30 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 calculated living wage during the solicitation process of this contract is \$17.82; the selected vendor meets this requirement.

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

On September 22, 2021, the City Council authorized a two-year service contract with one, two-year renewal options, for resident and business surveys for Budget and Management Services with Allied Supply Chain Support and Services by Resolution No. 21-1561.

[The Government Performance and Financial Management Committee was briefed by memorandum regarding this matter on October 23, 2023. <https://cityofdallas.legistar.com/View.ashx?M=F&ID=12388340&GUID=4E0C3FF9-2128-4662-9B17-DD1E7495779D>](https://cityofdallas.legistar.com/View.ashx?M=F&ID=12388340&GUID=4E0C3FF9-2128-4662-9B17-DD1E7495779D)

#### **FISCAL INFORMATION**

Fund	FY 2024	FY 2025	Future Years
General Fund	\$74,500.00	\$74,500.00	\$149,000.00

#### **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
\$298,000.00	Other Services	N/A
M/WBE Subcontracting %	M/WBE Overall %	M/WBE Overall Participation \$

N/A	N/A	N/A
• The Request for Bid method of procurement resulted in the lowest responsive bidders being selected.		
• ETC Institute - Non-local; Workforce - 0.00% Local		

## **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 BJZ23-00021263. We opened them on May 26, 2023. We recommend the City Council award this service contract 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>
*ETC Institute	725 West Frontier Ln. Olathe, KS 66061	84.44
Penn and Associates, Inc.	3547 Fenley Rd. Cleveland Heights, OH 44121	83.33

## **OWNER**

### **ETC Institute**

Christopher Tatham, Chief Executive Officer  
Gregory Emas, Chief Financial Officer