



Legislation Text

File #: 22-2791, Version: 1

STRATEGIC PRIORITY: Government Performance & Financial Management

AGENDA DATE: December 14, 2022

COUNCIL DISTRICT(S): All

DEPARTMENT: Office of Procurement Services

EXECUTIVE: Jack Ireland

SUBJECT

Authorize a two-year service contract for marketing support services for the Communication, Outreach, and Marketing Department - The Voice Society, LLC, most advantageous proposer of seven - Not to exceed \$500,000 - Financing: Coronavirus State and Local Fiscal Recovery 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 agreement will provide for marketing support services for the Communications, Outreach, and Marketing Department. The City is committed to keeping its constituents and partners informed to increase transparency regarding the use of public funds and progress towards established goals. The marketing support implementation partner will collaborate with various internal City teams, leaders, and vendors to develop an understanding of City processes and gather the necessary information to integrate within outbound messaging campaigns and instructional materials.

The vendor will further work with the City’s internal teams in order to publish and distribute specialty content to reach select audiences through tailored approaches. Through these efforts, the City aims to increase awareness, interest, participation and engagement of residents, business, and community leaders in City government programs and activities. The goal of this partnership is to make information regarding City programs and services readily available and easy to comprehend.

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

- Communication, Outreach, and Marketing Department (1)
- Department of Aviation (1)
- Department of Convention and Event Services (1)
- Office of Economic Development (1)
- Office of Procurement Services (1)*

*The Office of Procurement Services only evaluated the cost and local preference if applicable.

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

- Experience and qualifications 30 points
- Management plan 25 points
- Price proposal and cost reasonableness 25 points
- Transition planning and quality assurance 15 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 \$15.21; the selected vendor meets this requirement.

PRIOR ACTION/REVIEW (COUNCIL, BOARDS, COMMISSIONS)

On June 23, 2021, City Council authorized the acceptance of grant funds from the U.S. Department of Treasury for the Coronavirus Local Fiscal Recovery Fund to provide relief during the ongoing COVID-19 pandemic by Resolution No. 21-1149.

On September 22, 2021, City Council authorized the final reading and adoption of the appropriation ordinance for the FY 2021-22 City of Dallas Operating, Capital, and Grant & Trust Budgets, which included the ARPA funds from the U.S. Department of Treasury for the Coronavirus Local Fiscal Recovery Funds by Resolution No. 21-1590.

The Government Performance and Financial Management Committee will be briefed by memorandum regarding this matter on December 13, 2022.

FISCAL INFORMATION

Fund	FY 2023	FY 2024	Future Years
Coronavirus State and Local Fiscal Recovery Fund	\$250,000.00	\$250,000.00	\$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
\$500,000.00	Other Services	N/A
M/WBE Subcontracting %	M/WBE Overall %	M/WBE Overall Participation \$
0.00%	100.00%	\$500,000.00
<ul style="list-style-type: none"> • The Business Inclusion and Development Policy does not apply to Other Service contracts, however the prime contractor is a certified M/WBE. • The Voice Society, LLC - 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"> • Utilized for high technology procurements, insurance procurements, and other goods and services
	<ul style="list-style-type: none"> • Recommended offeror whose proposal is most advantageous to the City, considering the relative importance of price, and other evaluation factors stated in the specifications
	<ul style="list-style-type: none"> • Always involves a team evaluation
	<ul style="list-style-type: none"> • Allows for negotiation on contract terms, including price

The Office of Procurement Services received the following bids from solicitation number BJZ22-00019735. We opened them on July 29, 2022. We recommend the City Council award this agreement to the most advantageous proposer.

*Denotes successful bidder

<u>Proposer</u>	<u>Address</u>	<u>Score</u>
*The Voice Society	5 Cowboys Way Ste. C300-45 Frisco, TX 75034	93.33
JB Management	1700 Pacific Avenue Ste. 2600 Dallas, TX 75201	87.67
Outreach Strategists, LLC	2727 Allen Parkway Ste. 1300 Houston, TX 77019	69.33

KTA Media Group, LLC	10003 Stancil Lane Frisco, TX 75035	69.33
Slingshot, LLC	208 North Market Dallas, TX 75202	68.33
Ethno Multimedia	5966 Lofland Drive Frisco, TX 75033	41.00
Selph Marketing, LLC	104 Houston Street Ste. 103 Roanoke, TX 76262	38.17

OWNER

The Voice Society, LLC

Maria Tapias, Chief Operating Officer
Leonardo Basterra, Chief Executive Officer