



## Legislation Text

---

**File #:** 20-1662, **Version:** 1

---

**STRATEGIC PRIORITY:** Government Performance and Financial Management  
**AGENDA DATE:** September 23, 2020  
**COUNCIL DISTRICT(S):** All  
**DEPARTMENT:** Office of Procurement Services  
**EXECUTIVE:** Elizabeth Reich

---

### **SUBJECT**

Authorize a three-year service price agreement for graphic design and creative marketing services for the Park & Recreation Department - The Voice Society, LLC, most advantageous proposer of eight - Estimated amount of \$266,317 - Financing: General 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 according to annual budgetary appropriations. The estimated amount is intended as guidance rather than a cap on spending under the agreement, so that actual need combined with the amount budgeted will determine the amount spent under this agreement.

This service price agreement will provide graphic design and creative marketing services to promote the awareness of citywide department programs, activities, and services. Various creative strategies will be deployed and integrated to publicize the Park & Recreation Department programs and will include advertising and promotional planning, public relations, media relations, relationship and direct mail marketing, collateral materials, and interactive communications. These graphic design and creative marketing services will assist in projecting a positive public image for the City, generate revenues, increase participation, attendance, and awareness of programs, and promote public health and safety.

This service price agreement will be utilized to disseminate and bolster citywide health and safety service information related to COVID-19 in an effort to educate Dallas residents on current guidelines via flyers, brochures, and interactive media communications. This service price agreement will ensure that these services can be procured and distributed in a timely manner without the delay.

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

- Department of Dallas Animal Services (1)
- Office of Environmental Quality & Sustainability (1)
- Park & Recreation Department (2)
- Office of Business Diversity (1)\*
- Office of Procurement Services (1)\*

\*The Office of Procurement Services only evaluated cost and the Office of Business Diversity only evaluated the Business Inclusion and Development Plan.

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

- Capability 30 points
- Experience & Qualifications 25 points
- Cost 30 points
- Business Inclusion and Development 15 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. Additionally, in an effort to secure more competition, the Office of Business Diversity sent notifications to chambers of commerce and advocacy groups to ensure maximum vendor outreach.

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 \$11.71; the selected vendor meets this requirement.

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

On June 22, 2016, City Council authorized a three-year service contract for graphic design services with El Creative, Inc. by Resolution No. 16-1086.

### **FISCAL INFORMATION**

Fund	FY 2021	FY 2022	Future Years
General Fund	\$5,000.00	\$120,000.00	\$141,317.00

### **M/WBE INFORMATION**

In accordance with the City’s Business Inclusion and Development Plan adopted on October 22, 2008, by Resolution No. 08-2826, as amended, the M/WBE participation on this contract is as follows:

Contract Amount	Category	M/WBE Goal	M/WBE %	M/WBE \$
\$266,317.00	Other Services	23.80%	100.00%	\$266,317.00
<ul style="list-style-type: none"> <li>• This contract exceeds the M/WBE goal.</li> <li>• The Voice Society, LLC - Non-Local; Workforce - 50.00% 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>
---	---

The Office of Procurement Services received the following proposals from solicitation number BYZ20-00012707. We opened them on March 12, 2020. 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>
*The Voice Society, LLC	7300 Lone Star Dr. Suite C200 Plano, TX 75024	87.15
Belmont Icehouse	3116 Commerce St. Suite D Dallas, TX 75226	75.06
The Barbershop Marketing and Promotions	14135 Midway Rd. Suite G-150 Addison, TX 75001	73.40
hck2 Partners	3875 Ponte Ave. Suite 420 Addison, TX 75001	73.25
Strategar, LLC	5080 Spectrum Dr. Addison, TX 75001	70.62

Presley Design Studio, LC	109 Water St. Belton, TX 76513	61.80
Inn Reach Communications, LLC	2721 Timber Crest Ln. Highland Village, TX 75077	59.05
Signarama	1850 North Greenville Ave. Suite 174 Richardson, TX 75081	Non-responsive

**OWNER**

**The Voice Society, LLC**

Maria Tapias, Chief Operating Officer