



Legislation Text

File #: 20-1780, **Version:** 1

STRATEGIC PRIORITY: Government Performance and Financial Management
AGENDA DATE: October 13, 2020
COUNCIL DISTRICT(S): 2
DEPARTMENT: Office of Procurement Services
EXECUTIVE: Elizabeth Reich

SUBJECT

Authorize a three-year service price agreement, with two one-year renewal options, for professional marketing services at Dallas Love Field for the Department of Aviation - Dickie & Associates, most advantageous proposer of eight - Estimated amount of \$411,000 - Financing: Aviation 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 for a professional marketing firm to provide a comprehensive marketing strategy, marketing plan, and marketing consultation service for Dallas Love Field (DAL). Services are expected to include a combination of research, planning processes, and technical design using a task order format. The anticipated tasks will include the increased exposure of DAL's on-site parking garages and to differentiate them from alternatives to airport parking. Currently, DAL manages its marketing solely through social media channels and signage within the airport. Since the repeal of the Wright Amendment in October 2014, DAL has seen exponential growth in terms of nonstop flights and passenger enplanements. However, despite that growth, the airport has not engaged in any direct marketing and advertising as do many of its peer airports. A dedicated marketing firm will help the Department of Aviation to better position itself to grow revenue and claim even more share in the busy Dallas travel market. Airport revenues have gone down as travel has slowed due to the COVID-19 pandemic. However, DAL is well positioned to regain its lost revenue due to a number of factors, including its geographic location, popularity, and hub status for Southwest Airlines. A marketing firm will make these revenue boosts even more possible.

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

- Department of Aviation (2)
- Office of Communications, Outreach & Marketing (1)
- Park & Recreation Department (1)
- The Office of Economic Development Business Workforce and Inclusion Division (1)*
- Office of Procurement Service (1)*

*The Office of Procurement Services only evaluated cost and the Office of Economic Development Business Workforce and Inclusion Division only evaluated the Business Inclusion and Development Policy.

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

- Experience and qualifications 20 points
- Pricing considerations 30 points
- Staffing plan/production capacity 15 points
- Technical capabilities 20 points
- Business Inclusion and Development Policy 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 Economic Development Business Workforce and Inclusion Division 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)

This item has no prior action.

FISCAL INFORMATION

Fund	FY 2021	FY 2022	Future Years
Aviation Fund	\$137,000.00	\$137,000.00	\$137,000.00

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	Category	M/WBE Goal	M/WBE %	M/WBE \$
\$411,000.00	Other Services	23.80%	90.92%	\$373,681.00
<ul style="list-style-type: none"> • This contract meets the M/WBE goal. • Dickie & Associates - Local; Workforce - 100.00% 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 • Recommended offeror whose proposal is most advantageous to the City, considering the relative importance of price, and other evaluation factors stated in the specifications • Always involves a team evaluation • Allows for negotiation on contract terms, including price
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The Office of Procurement Services received the following proposals from solicitation number BHZ20-00012712. We opened them on February 21, 2020. We recommend the City Council award this service price agreement in its entirety to the most advantageous proposer.

*Denotes successful proposer

<u>Proposers</u>	<u>Address</u>	<u>Score</u>	<u>Amount</u>
*Dickie & Associates	3984 Davila Dr. Dallas, TX 75220	90.29	\$ 411,000.00
Alpha Business Imaging	400 North St. Paul St. Suite 300 Dallas, TX 75201	84.21	\$ 462,750.00
BQR Advertising and Public Relations	2500 Tanglewilde St. Suite 105 Houston, TX 77063	83.53	\$ 346,500.00
J.O. Agency	440 South Main St. Fort Worth, TX 76104	79.00	\$ 362,250.00

JudyJudy Media	54 West 11th Ave. Denver, CO 80204	74.45	\$ 415,500.00
Pavlov Advertising	400 Bryan Ave. Suite 102 Fort Worth, TX 76104	63.77	\$ 506,250.00
Shift X Group	4099 McEwen Rd. Suite 760 Dallas, TX 75244	28.52	\$2,070,000.00
FIPRM	405 Main St. Suite 524 Houston, TX 77002		Non-responsive

OWNER**Dickie & Associates**

Heather Dickie, Owner