



CITY COUNCIL AGENDA ITEM

September 9, 2011

TO: The Honorable Mayor and City Council

FROM: John Szerlag, City Manager
Mark F. Miller, Director of Economic & Community Development
Susan A. Leirstein, Purchasing Director
Cindy Stewart, Community Affairs Director

SUBJECT: Standard Purchasing Resolution 8 – Best Value Award: Communications Strategy

Background

On June 20, 2011, Troy City Council authorized the release of RFP-COT 11-13, as amended, to solicit formal statement of qualifications/request for proposals for a communications strategy in order to meet the City's Visions Statement and Goals for an estimated total cost of \$100,000.00 (Resolution #2011-06-143). The purpose of the proposed communications strategy is to provide all stakeholders – City Council, administration, employees, residents, business, educational and other interest groups – with a clear, consistent message emulating Council's Vision. The scope of work includes assistance in: implementing the Vision and Goals; development and implementation of an overall media outreach; categorization and development of concise communication tools; website evaluation; ongoing research; implementation of social media strategy; collaboration and expansion of stakeholder coalition.

A request for qualifications/proposal (RFQ/RFP) for a Communications Strategy was sent to one-hundred thirty-four (134) firms through the Michigan Intergovernmental Trade Network (MITN) e-procurement website at www.mitn.info.

RFQ/RFPs were received from three (3) companies; as well as three (3) statements of no bid. All three (3) firms met the pass/fail criteria established for the Communications Strategy.

The three firms' proposals were evaluated independently by a review committee and each individual member calculated a weighted score based on their review. These individual scores were averaged into one score for each firm and represents 65% of the overall score.

The three (3) rated firms participated in an interview conducted by the Purchasing Department with the Director of Economic & Community Development, Community Affairs Director, Police Captain/Operations and Community Relations Director for Sterling Heights as the interview panel. The interviews were independently evaluated by each committee member and the weighted scores were averaged into one score for each firm. The interview comprises thirty-five (35) percent of the final score for each firm.

The tabulation was completed by the Purchasing Department. Marketing Associates received the highest score as a result of a best value process. The proposed contract with Marketing Associates will include reimbursables not to exceed \$5,000. Marketing Associates offers a complete range of marketing and communications services, from research and brand development, integrated marketing and communications planning, advertising, public relations, direct and digital solutions, e-marketing and analytics. Marketing Associates has developed communication and marketing plans across a wide range of industries (technology, automotive, educational, government, etc.). Marketing Associates has performed extensive work on economic development programs in Michigan including Oakland, Macomb and Wayne Counties and the municipalities of Novi, Auburn Hills and West Bloomfield Township.



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To: The Honorable Mayor and City Council
Re: Best Value Award – Communications Strategy

Legal Considerations

RFQ-RFP-COT 11-13, Communications Strategy was competitively bid as required by City Charter and Code. The award is contingent upon the firm's submission of properly executed proposal, contract documents, insurance certificates and all other specified requirements.

Fund Availability

Funds are available in various salary accounts as a result of employee turnover and reductions in staff that have vacated budgeted positions; or fund balance; or a combination thereof.

Recommendation

City management recommends awarding a contract to develop a comprehensive communications strategy to the highest rated firm as a result of a best value process, Marketing Associates, 777 Woodward Ave, Suite 500, Detroit, MI 48226 for an estimated total cost of \$100,000.00 including reimbursables not-to-exceed \$5,000.00, in accordance with the schedule of values attached as Appendix I.

No: None
Absent: Beltramini

MOTION CARRIED

I-8 Approval of a Communications Strategy RFP

Resolution #2011-06-143
Moved by Kerwin
Seconded by McGinnis

Option B:

WHEREAS, Troy City Council hereby adopted a Vision Statement and Goals on February 7, 2011, and directed City Administration to develop objectives to facilitate Council's goals for Council's consideration at a future date (Resolution #2011-02-023); and

WHEREAS, Troy City Council directed management and staff to develop a formal statement of qualifications / request for proposals in order to meet the City's Vision Statement and Goals;

NOW, THEREFORE, BE IT RESOLVED, That the Troy City Council hereby **AUTHORIZES** the release of RFP-COT 11-13, as amended, to solicit formal statement of qualifications/request for proposals for a communications strategy in order to meet the City's Vision Statement and Goals at an estimated total cost of \$100,000.00, the process which may take up to ninety (90) days to complete.

Yes: Kerwin, McGinnis, Slater, Schilling
No: Howrylak, Fleming
Absent: Beltramini

MOTION CARRIED

J. CONSENT AGENDA:

J-1a Approval of "J" Items NOT Removed for Discussion

Resolution #2011-06-144
Moved by Kerwin
Seconded by Howrylak

RESOLVED, That Troy City Council hereby **APPROVES** all items on the Consent Agenda as presented with the exception of Item(s) J-4b, which **SHALL BE CONSIDERED** after Consent Agenda (I) items, as printed.

Yes: Kerwin, McGinnis, Slater, Schilling, Fleming, Howrylak
No: None
Absent: Beltramini



Request for Qualifications and Proposal
 Communications Strategy
 Page 13 of 19

SECTION 7

**PROPOSAL
 COST PROPOSAL / SCHEDULE OF VALUES**

FEE COMPUTATIONS: DEVELOP A COMPREHENSIVE COMMUNICATIONS STRATEGY

The cost for the Scope of Work as stated in the Request for Proposal documents shall be a lump sum, as follows:

Estimated Number of Hours: 900 Estimated Total Budget: \$100,000.00 (Including reimbursables)

Reimbursables Not-to-Exceed: \$5000 (Itemized on schedule of values below)

NOTE: All items necessary to complete the project as specified including items incidental to the work but not specifically noted in the proposal shall be included in the Not-to-Exceed price above. (i.e. items such as travel, clerical, copy, and miscellaneous charges)

SCHEDULE OF VALUES:

A Schedule of Values of hourly rates for personnel that will be involved in the project and reimbursables must be included below. These rates will be used to determine the costs for any services rendered.

RATE PER JOB CLASSIFICATION	UNIT PRICE
Creative Director	\$ 140/hour
Graphic Designer	\$ 90/hour
Copywriter	\$ 115/hour
Production Supervisor	\$ 115/hour
Analytics Consultant	\$ 140/hour
Senior Project Manager	\$ 105/hour
Account Director	\$ 140/hour
HPR – CEO/President	\$ 175/hour
HPR – Manager of Client Services	\$ 125/hour
HPR – Account Executive	\$ 100/hour
POTENTIAL ADDITIONAL SERVICES:	
None identified	\$
REIMBURSABLES:	
Travel	\$1500
Clerical	\$1000
Miscellaneous Charges	\$2500

Note: If more space is required, attach additional sheets as necessary but use the format established above. Please include prices for additional services such as any clerical charges, copy charges, etc. necessary if additional work results from a change to the Scope of Work. Services with a Minimum Charge Also Need To Be Noted As Such.

COMPANY NAME: Marketing Associates



EXECUTIVE SUMMARY
COMMUNICATIONS STRATEGY

STATISTICS:

- ◆ **134 companies were notified via the MITN e-procurement website**
- ◆ **Three (3) proposals and three (3) no bids were received**
- ◆ **All three (3) companies met the pass/fail criteria**
- ◆ **Marketing Associates received the highest score as a result of a best value process**

The following three (3) companies received the indicated final scores as a result of their proposal and interview.

Company	SCORE
Marketing Associates	88.25
Marx Layne & Company	75.5
Basso Design Group	73.4

Attachments:

- ✓ Weighted Final Scoring
- ✓ Evaluation Process
- ✓ Original Tabulation



WEIGHTED FINAL SCORING
Communications Strategy

Final Score Calculation:

$$\frac{65\% \times \text{Proposal Score} + 35\% \times \text{Interview Score}}{100\%} = \text{Final Weighted Score}$$

Vendors are listed in the order they were interviewed for both the proposal and price phase. For the final score the vendors are listed in the order of rating from highest to lowest. **NOTE:** 100 point basis for each phase.

Phase 2: Weighted Average Score for Proposals: 65%

Raters:	1	2	3	4	Average	Final Weighted Score (x .65)
Vendors:						
Basso Design Group	73	76	78	77	76.0	49.4
Marx Layne & Company	80	94	75	77	81.5	53
Marketing Associates	100	67	88	85	85.0	55.25

Phase 3: Weighted Average Score for Interviews: 35%

Raters:	1	2	3	4	Average	Final Weighted Score (x .35)
Vendors:						
Basso Design Group	52	71	77	73	68.25	24
Marx Layne & Company	47	75	70	65	64.25	22.5
Marketing Associates	100	98	84	95	94.25	33

FINAL SCORE:

VENDORS:	Marketing Associates	Marx Layne & Company	Basso Design Group
Phase 2: Proposal Score	55.25	53	49.4
Phase 3: Interview Score	33	22.5	24
FINAL SCORE	88.25	75.5	73.4

*HIGHEST RATED VENDOR - RECOMMENDED AWARD



SELECTION PROCESS

CRITERIA FOR SELECTION

The identified Committee will review the proposals. The City of Troy reserves the right to award this proposal to the firm considered the most qualified based upon a combination of factors including but not limited to the following:

- A. Compliance with qualifications criteria
- B. Completeness of the proposal
- C. Financial strength and capacity of the firm
- D. Correlation of the proposals submitted to the needs of the City of Troy
- E. Any other factors which may be deemed to be in the City's best interest
- F. Evaluation Process

Phase 1: Minimum Qualifications Evaluation

Firms will be required to meet minimum established criteria in order to go to the second phase of the process.

Phase 2: Evaluation of Proposals

Each Committee member will independently use a weighted score sheet to evaluate the proposals; each Committee Member will calculate a weighted score. The scores of the Committee Members will be averaged into one score for each firm for this phase of the process.

Phase 3: Interview Score

The City will invite the top rated firms to participate in an interview. Each Committee Member will independently use a weighted score sheet to evaluate the Interview; each Committee Member will calculate a weighted score. The scores of the Committee Members will be averaged into one score for each firm for this phase of the process. Those being interviewed may be supplied with further instructions and requests prior to the interview. Persons representing the firm at the interview must be the personnel who will be assigned to this project.

Phase 4: Final Scoring and Selection

The firm with the highest final weighted score will be recommended to the Troy City Council for Award.

65% Proposal Score (100 point base)
35% Interview Score (100 point base)
100%

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COMPANY NAME:

Basso Design Group	Marx Layne & Company	Marketing Associates

PROPOSAL: DEVELOPMENT OF A CITYWIDE COMMUNICATIONS STRATEGY

FOUR (4) COPIES	(Attached)	Y	Y	Y
VENDOR QUESTIONNAIRE:	(Attached)	Y	Y	Y
SAMPLE DOCUMENT:	(Attached)	mock-up document	mock-up document	supplemental info
INSURANCE:	Can Meet	XX (see exceptions)	XX	XX
	Cannot Meet			
	Signed Y or N	Y	Y	Y
ESTIMATED TOTAL BUDGET:		\$ 100,000.00	\$ 100,000.00	\$ 100,000.00
(Including Reimbursables)				
ESTIMATED # OF HOURS:		# 728	# 1,000	# 900
REIMBURSABLES:		\$ 9,000.00	\$ 200.00/month	\$ 5,000.00
(Not-To-Exceed)				
SCHEDULE OF VALUES:	(Attached)	Y	Y	Y
PAYMENT TERMS:		Net 30	Blank	Net 30
EXCEPTIONS:		Insurance - does not carry	Blank	None
		E&O limits will obtain if chosen		
		See proposal for add'l exceptions		
ACKNOWLEDGEMENT: Signed Y or N		Y	Y	Y
ADDENDUM #1	Y / N	N	N	Y
THREE FORMS:				
Non-Collusion	Y / N	Y	N	Y
Legal Status	Y / N	Y	N	Y
Indemnification Clause	Y / N	Y	Y	Y

NO BIDS:

The Millersch Group
Reigroup Inc.
Rizzi Designs, Inc.

ATTEST:

Cynthia Stewart
Diane Fisher
Julie Hamilton

Susan Leirstein CPPO CPPB
 Purchasing Director