



CITY COUNCIL ACTION REPORT

May 15, 2009

TO: John Szerlag, Acting City Manager

FROM: Susan Leirstein, Purchasing Director
Cindy Stewart, Community Affairs Director

SUBJECT: Standard Purchasing Resolution 3 – Exercise Renewal Option –
Photographic Services

Background

- On June 19, 2006, a three-year contract to provide Photographic Services with an option to renew for three additional years was awarded to Laura K. Freeman Photography of Dearborn, MI, the highest scoring respondent as a result of a best value process with a final weighted score of 88, at an estimated cost of \$24,070.00 per year, which includes insurance. (Council Resolution #2006-06-261-E4b).
- A best value approach addresses ability, experience, and quality issues leading to a successful contract and reduction in risk of poor service for high profile photographic work for such projects as informational brochures, the City's website, the Community Directory, Annual Report and *Troy Today*.
- A letter is attached from Laura K. Freeman Photography indicating their agreement to renew the contract for Photographic Services under the same terms and conditions as the original contract. Laura K. Freeman Photography is not seeking any price increases.
- Due to the best value process used in evaluating the request for proposal, a market survey was not done; since the City utilizes an evaluation process in which bidders are required to meet minimum specified requirements, along with a weighted score for samples of their work from similar projects.
- The City may terminate this contract with thirty (30) days written notice.

Financial Considerations

- Funds are available from the Community Affairs Department operating budget, account #748.7901.
- Laura Freeman's pricing is less than ½ when compared to the other bidder.

May 15, 2009

To: John Szerlag, Acting City Manager
Re: Exercise Renewal Option –Photographic Services

Legal Considerations

- RFQ/RFP 06-22, Photographic Services was competitively bid as required by City Charter and Code; and opened with two bidders responding.

Policy Considerations

- The Community Affairs Department produces a variety of documents with a multitude of purposes to communicate both internally and externally, and enhance the two-way flow of public information. Photos are used for the City's website, quarterly newsletter, departmental brochures, financial reports, press releases, community directory, economic resource guide, etc. (Goal IV)

Option

- City management recommends the Troy City Council exercise the option to renew the three-year contract for Photographic Services with Laura K. Freeman Photography for an estimated total cost of \$24,070.00 per year, which includes \$1,000.00 for insurance under the same prices, terms and conditions to expire June 30, 2012.

Laura K. Freeman Photography
5066 Maple, Dearborn MI 48126
313-581-3655 · lkfrmn@mail.com

Cynthia Stewart
Community Affairs
City of Troy
500 West Big Beaver Road
Troy Michigan 48084

April 2nd 2009

Dear Cindy,

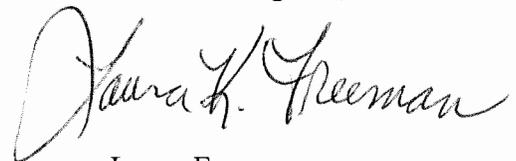
Laura Freeman Photography is pleased to extend our contract for photographic services with the City of Troy for another three year term beginning July 1, 2009 at the same price, terms and conditions as per RFP-COT 06-22 blanket order 2009-00000075.

Although there have been some increases in our printing, processing and travel costs, we are aware of the importance of holding the line on price increases to excellent customers like yourselves. Our relationship to the City of Troy is one we value highly and we are happy to offer your department consistent service at a dependable rate.

It has been a rewarding challenge producing the high quality photographs your excellent staff expects and deserves. Laura Freeman Photography is proud of the work we have collaborated on over the years, and looks forward to continuing to build upon those successes in the year to come.

Please feel free to contact me with any questions or comments you may have.

Warmest Regards,

A handwritten signature in cursive script that reads "Laura K. Freeman". The signature is written in dark ink and is positioned above the printed name.

Laura Freeman

E-3 City of Troy Proclamation:

Resolution #2006-06-261-E-3

RESOLVED, That the following City of Troy Proclamation be **APPROVED**:

- a) Parks and Recreation Month – July 2006
-

E-4 Standard Purchasing Resolutions

- a) **Standard Purchasing Resolution 10: Travel Authorization and Approval to Expend Funds for Troy City Council Members' Travel Expenses – Michigan Municipal League (MML) 2006 Convention**

Resolution #2006-06-261-E-4a

RESOLVED, That those Council Members interested are **AUTHORIZED** to attend the 2006 MML Convention, September 27 – 29, 2006, in Marquette, Michigan in accordance with accounting procedures of the City of Troy.

- b) **Standard Purchasing Resolution 8: Best Value Award Photographic Services**

Resolution #2006-06-261-E-4b

RESOLVED, That a contract to provide three (3) year requirements of Photographic Services with an option to renew for three (3) additional years is hereby **AWARDED** to Laura Freeman Photography of Dearborn, MI, the highest scoring respondent as a result of a Best Value process, which the Troy City Council determines to be in the public interest at unit prices contained in the tabulation opened May 17, 2006, for an estimated cost of \$24,070.00 per year, which includes \$1,000.00 for insurance, with a contract expiration of June 30, 2009; and

BE IT FURTHER RESOLVED, That the award is **CONTINGENT** upon contractor submission of proper contract and proposal documents, including insurance certificates and all other specified requirements.

- d) **Standard Purchasing Resolution 1: Award to Low Bidder Contract 06-5 Charnwood Hills Sanitary Sewer Phase I**

Resolution #2006-06-261-E-4d

RESOLVED, That Contract No. 06-5, Charnwood Hills Sanitary Sewer Phase I, be **AWARDED** to Tyger Excavating, Inc., 52188 Van Dyke, Suite 211, Shelby Township, MI 48316 at an estimated total cost of \$1,379,570.00; and

BE IT FURTHER RESOLVED, That the award is **CONTINGENT** upon submission of proper contract and bid documents, including bonds, insurance certificates and all specified requirements, and if additional work is required such additional work is **AUTHORIZED** in an amount not to exceed 10% of the total project cost; and

June 9, 2006

To: John M. Lamerato, Acting City Manager

From: Jeanette Bennett, Purchasing Director
Cindy Stewart, Community Affairs Director

Subject: **Agenda Item:** Standard Purchasing Resolution 8 – Best Value Award
Photographic Services

RECOMMENDATION

On May 17, 2006, two (2) proposals were opened for a three-year contract with an option to renew for three additional years to provide Photographic Services. It is respectfully recommended that a contract be awarded to **Laura Freeman Photography** of Dearborn, MI, the bidder providing the best value with a final weighted score of 88, at an estimated cost of \$24,070.00 per year, which included insurance. If approved by Council, this proposal shall be awarded to the recommended bidder contingent upon submission of proper proposal and contract documents, including insurance certificates and all other specified requirements.

Although Laura Freeman is the lowest total bidder, price is just one component in the “Best Value” approach to a Request for Proposal process. The award recommendation was based upon the vendor offering the best combination of a variety of factors, and not simply the lowest bidder meeting certain minimal requirements. A best value approach addresses ability, experience, and quality issues leading to a successful contract and reduction in risk of poor service for high profile photographic work for such projects as informational brochures, the Website, City Calendar/Annual Report and *Troy Today*.

BACKGROUND INFORMATION

After completing the evaluation process, Laura Freeman Photography received the highest recommendations from the committee. In an effort to achieve the most positive image for our City publications and personnel working in the field, and supply the best service, proper quality at the right price; a best value approach was used to evaluate and award the contract.

Laura Freeman’s attributes include being reliable, prompt, professional, personable and effective in coaching subjects to achieve quality photos of people at events and in portraits. She is attentive to image content detail, flexible and willing to meet deadlines with or without extensive notice. All her equipment is in excellent operating condition. She is excellent in photographing a wide range of subject matter including but not limited to road construction, landscape, candid shots of people at events and activities, portrait, architecture, workplace activities and varied lighting conditions. She is able to work independently on multi-location assignments throughout the City. She has never disappointed our demands for deadlines, quality photography, delivery of prints, challenging multi-location requests. Laura has a full understanding of the multiple

June 9, 2006

To: John M. Lamerato, Acting City Manager
Re: Bid Award – Photographic Services

BACKGROUND INFORMATION - continued

purposes for which photos are used (website, city calendar, quarterly newsletter, program and departmental brochures, financial reports, City facility artwork, news releases, etc.)

The effective date of the contract will be July 1, 2006, or upon City Council approval whichever is later, through June 30, 2009, with the option to renew the contract for an additional three (3) years.

SELECTION PROCESS

The Request for Proposal (RFP) documents were available from the City of Troy Purchasing department or through the Michigan Intergovernmental Trade Network (MITN) e-procurement website at www.mitn.info.

The selection of the Photographic Services provider was based upon mandatory and weighted criteria including but not limited to compliance with proposal requirements, photographic samples, and price. Initially, if a bidder successfully passed all the mandatory requirements, the evaluation committee consisting of three City staff members evaluated the remaining bidders using a rating tool to review the photographic samples on a 100-point scoring scale. Prices were converted to a rating based upon one of the pricing tools that is acceptable to the National Institute of Governmental Purchasing. The equation used and the calculations are available in the Executive Summary attached. The final composite score was determined as follows—

50% Price
40% Sample Photos Score
10% Other

100% = Total Average Weighted Score

BUDGET

Funds are available from the operating budget in the Community Affairs Department.

52 Vendors Notified via the MITN System
33 Notices Distributed by Mail and E-mail
2 Proposals Received

Opening Date -- 5/17/06
 Date Prepared -- 5/26/06

CITY OF TROY
 TABULATION
 PHOTOGRAPHIC SERVICES

FIRM NAME:

**	Laura K. Freeman	Brendan Ross Photographer
	Photography	LLC

PROPOSAL: TO PROVIDE THREE YEAR REQUIREMENTS OF PHOTOGRAPHIC SERVICES FOR THE CITY OF TROY WITH AN OPTION TO RENEW FOR THREE (3) ADDITIONAL YEARS

VENDOR QUESTIONNAIRE (Yes or No)		Yes	Yes			
SAMPLES (Yes or No)		Yes	Yes			
ITEM	Est. Qty.	Description	Unit Price	Extension	Unit Price	Extension
A.	55 Each	Half-Day Shoots	\$ 225.00	\$ 12,375.00	\$ 650.00	\$ 35,750.00
B.	10 Each	Full-Day Shoots	\$ 400.00	\$ 4,000.00	\$ 1,000.00	\$ 10,000.00
C.	130 Rolls	Develop 36 Exposure	\$ 10.00	\$ 1,300.00	\$ 25.00	\$ 3,250.00
D.	130 Rolls	Roll of 4 x 6 reprints	\$ 30.00	\$ 3,900.00	\$ 14.50	\$ 1,885.00
E.	120 Each	5 x 7 Enlargements	\$ 6.00	\$ 720.00	\$ 1.50	\$ 180.00
F.	30 Each	8 x 10 Enlargements	\$ 10.00	\$ 300.00	\$ 7.50	\$ 225.00
G.	5 Each	11 x 14 Enlargements	\$ 25.00	\$ 125.00	\$ 15.00	\$ 75.00
H.	5 Each	16 x 20 Enlargements	\$ 40.00	\$ 200.00	\$ 28.50	\$ 142.50
I.	6 Each	Albums per Specifications	\$ 25.00	\$ 150.00	\$ 55.00	\$ 330.00
ESTIMATED GRAND TOTAL			**	\$ 23,070.00		\$ 51,837.50
INSURANCE: Can Meet					XX	
Cannot Meet			XX	+\$1,000.00		
DELIVERY Can meet schedule			XX		XX	
Cannot meet but offers						
TERMS:			Blank		Blank	
EXCEPTIONS:			Blank		Blank	
ACKNOWLEDGEMENT: Y or N			Yes		Yes	

** DENOTES BEST VALUE PROPOSAL

ATTEST:

Laura Campbell
Susan Davis
Linda Bockstanz

 Jeanette Bennett
 Purchasing Director



EXECUTIVE SUMMARY PHOTOGRAPHIC SERVICES

STATISTICS:

- ◆ 52 Vendors notified via the MITN System
- ◆ 33 Notices were distributed by mail and e-mail to prospective bidders
- ◆ 2 responses were received
- ◆ Laura McGuire was the most qualified bidder by receiving the highest weighted score

The following bidders submitted a proposal and received the indicated final scores:

COMPANY	SCORE
Laura McGuire	88
Brendan Ross Photographer LLC	19.5

Attachments:

Weighted Final Scoring Including "Sample" Photo and Price Scoring
Evaluation Process

WEIGHTED FINAL SCORING PHOTOGRAPHIC SERVICES

Final Score Calculation:

50% x Price Score
40% x Sample Photo Score
10% x Other Score

100% Final Weighted Score

* In order to equate the price to the weighted evaluation process scoring, the prices had to be converted into a score with the base of 100

SAMPLE PHOTO SCORE:

Raters:	1	2	3	AVERAGE
Vendors:				
1. Laura McGuire	100	100	88	96
2. Brendan Ross Photographer LLC	68	64	68	66.67 = 67

PRICING SCORES

Vendors:	FORMULA: $[1 - (\text{Proposal price} - \text{low price}) / \text{low price}] \times \text{available points}$
1. Laura McGuire	$[1 - (24,070 - 24,070) / 24,070 = 0 / 24,070 = 0] 1.0 \times 100 = 100$
2. Brendan Ross Photographer LLC	$[1 - (51,837.50 - 24,070) / 24,070 = -1.15] = -0.15 \times 100 = -15$

FINAL WEIGHTED SCORE:

VENDORS:	Laura McGuire	Brendan Ross Photographer LLC
Score		
PRICE SCORE: (x .50) =	100 x .50 = 50	-15 x .50 = -7.5
SAMPLE PHOTO SCORE: (x .40) =	96 x .40 = 38.4 = 38	67 x .40 = 26.8 = 27
OTHER: (x .10) =	N.A.	N.A.
Final Score:	88**	19.5

Note: Raters did not assess "Other" points

** HIGHEST RATED VENDOR – RECOMMENDED AWARD



SELECTION PROCESS

CRITERIA FOR SELECTION

The identified City Committee will review the proposals. The City of Troy reserves the right to award this proposal to the company 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 of the photographer
- 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: Qualifications Evaluation.

Bidders will be required to meet minimum established criteria in order to go to the second phase of the process. (Evaluation Sheet Proposal)

Phase 2: Sample Evaluation Process.

- o The City Committee will use a weighted scoring sheet to evaluate the required submitted samples.
- o Each Committee Member will calculate a weighted score.
- o The scores of the three Committee Members will be averaged into one score for each bidder for this phase of the process.

Phase 3: Price

Points for price will be calculated as follows:

FORMULA:

$$[1 - (\text{Proposal price} - \text{low price}) / \text{low price}] \times \text{available points}$$

Phase 4: Other

Proposals may be assessed "Other" points for items not specified, but for which the Evaluation Committee deems as outstanding.

Phase 5: Final Scoring and Selection

The highest final weighted scored will be the photographer recommended to the Troy City Council for Award.

50% x Price Score (100 pt. Base)	=
40% x Sample Photos Score (100 pt. Base)	=
<u>10% x Other (100 pt. Base)</u>	=
100%	Final Weighted Score

Note: The City of Troy reserves the right to change the order or eliminate an evaluation phase if deemed in the City's best interest to do so.