Legislation Details (With Text)

File #:	19-2277	**Version:**	1	**Name:**	1/21/20- Utilities Outreach RFP
Type:	Resolution			**Status:**	Passed
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Title: Resolution to Approve a Professional Services Agreement with Güd Marketing for Utilities Outreach and Engagement Support ($150,000.00/year)

Sponsors:

Indexes:

Code sections:

Attachments: 1. Utilities_Outreach_Eval_Summary.pdf, 2. GUD_PSA.pdf, 3. 200121 Utilities_Outreach_Eval_Summary.pdf

Date	Ver.	Action By	Action	Result
1/21/2020	1	City Council	Approved	Pass

Resolution to Approve a Professional Services Agreement with Güd Marketing for Utilities Outreach and Engagement Support ($150,000.00/year)
Attached for your review and approval is a resolution approving a professional services agreement for consulting services in the amount of $150,000.00 with Güd Marketing for Utilities Outreach, Education and Engagement Support.

The City is on the second phase for implementing a strategic framework that will address utilities outreach and education for the Public Services Area. The City of Ann Arbor Utilities Units are housed within the Public Services Area. As such, there are opportunities to collaborate and partner among the units in endeavors related to the utilities that will cross multiple Units. The importance of water in the City of Ann Arbor is one such endeavor.

As a part of the 2016 Comprehensive Level of Service and Rate Study for the Stormwater Utility, the importance of a public outreach and education strategy was identified and accelerated as a priority. The need to further enlighten the community and disseminate information about the City's stormwater program was prioritized and was planned in the funding roll-in plan that was endorsed by Council.

Through a contract let in 2017, with Tex Hahn Communications, the City developed an Outreach, Education, and Marketing campaign "Stormwater Smart". This campaign is setting the stage for other such outreach efforts across all the Public Services Area utilities through research, focus groups, message and content development.

The City issued a Request for Proposals (RFP No. 19-34) for professional services to engage an experienced marketing firm with their specialized expertise to move on to phase two in order to implement the City's utilities outreach, education and engagement efforts for the years to come. The scope of services are intended to support the Public Service's outreach, education and engagement by:

- administering, hosting and collaborating on events
- engaging with targeted audience to expand their knowledge base
- expand the City's current messaging and educational efforts
- supplement current staff resources to engage on other utilities outreach efforts

The RFP respondents were:

- Güd Marketing
- VanDyke & Horn.

A selection committee comprised of City staff reviewed all of the proposals. The review criteria evenly weighted the four criteria of professional qualifications, relevant experience, proposed work plan and fee schedule. Out of the two prospective consultant teams that responded to RFP No. 19-34, both were selected for follow-up presentations and interviews. Out of two, Güd Marketing was selected for this effort based on their proposal, water utility specific experience with marketing and outreach strategies, creativity and thoughtfulness during the proposal process.

Budget and Fiscal Impact: Funding for this project is available in the approved Stormwater Sewer System, Sewage Disposal System, and Water Supply System Fund Operation and Maintenance budgets. The agreement in future years will be funded through the appropriate budgets if so approved by Council.

Submitted by: Lynne Chaimowitz, Budget and Finance Supervisor
Reviewed by: Craig Hupy, Public Services Area Administrator
Approved by: Howard S. Lazarus, City Administrator

Whereas, The Stormwater Level of Service Study results indicated a desire for residents to receive additional engagement related to water utilities and the increased levels of services have been included in rate plans;

Whereas, Professional services are required to supplement the current staff resources dedicated to outreach and engagement;

Whereas, Request for Proposal 19-34 was issued for utilities outreach and engagement support;

Whereas, Güd Marketing was determined based on rigorous evaluation to be best suited to perform the services outlined;

Whereas Funding for this project is available in the appropriate Operation and Maintenance budgets; and

Whereas, Güd Marketing complies with the requirements of the City's Non-discrimination and Living Wage Ordinances;

RESOLVED, That Council approve a twenty-four (24) month Professional Services Agreement with Güd Marketing for an amount not-to-exceed $150,000.00 per fiscal year;

RESOLVED, That the agreement may be extended for an additional three, 1 year periods, for $150,000 per fiscal year;

RESOLVED, That the Mayor and City Clerk be authorized and directed to execute said agreement after approval as to form by the City Attorney and approval as to substance by the Public Services Administrator and the City Administrator; and

RESOLVED, The City Administrator be authorized and directed to take the necessary administrative actions to implement this resolution.