

Mayor and Council Communication

DATE: 06/27/23

M&C FILE NUMBER: M&C 23-0575

LOG NAME: 13P RPF 23-0059 COMMUNITY ENGAGEMENT CONSULTING SERVICES PDA MC

SUBJECT

(ALL) Authorize Execution of an Agreement with Public Information Associates, LLC for Community Engagement Consulting Services for the 2050 Fort Worth Comprehensive Plan in an Amount Up to \$300,000.00 and Adopt Appropriation Ordinance

RECOMMENDATION:

It is recommended that City Council:

1. Authorize execution of an agreement with Public Information Associates, LLC for Community Engagement Consulting Services for the 2050 Fort Worth Comprehensive Plan in an amount up to \$300,000.00;
2. Authorize the City Manager or his designee to amend and extend the Agreement for up to four one-year terms, if necessary, to complete the 2050 Fort Worth Comprehensive Plan; and
3. Adopt the attached appropriation ordinance reallocating appropriations in the Non-Departmental Department of the General Fund by decreasing the General Operating and Maintenance Category in the amount of \$300,000.00 and increasing the Planning & Data Analytics Department/Fort Worth Lab in the General Operating and Maintenance category by the same amount.

DISCUSSION:

With the ultimate goal of making Fort Worth the most livable and best-managed City in the country, the City of Fort Worth (City) is preparing to engage the Fort Worth community to come to a consensus on the vision of Fort Worth's future, identify key goals and objectives, and document a suite of strategies, policies, and action items intended to bring the community's desired future about. This effort will provide a community-supported draft of Principle Plan Components that will be used by City staff to prepare the 2050 Fort Worth Comprehensive Plan.

Supporting this effort and recognizing the complexity of the project, the Planning & Data Analytics Department/Fort Worth (FW) Lab approached the Purchasing Division to finalize an agreement for consulting services. In order to procure these services, staff issued Request for Proposal (RFP) No. 23-0059 seeking to engage a highly qualified firm to develop and implement a robust citywide community engagement plan that captures and documents the values, vision and goals of the community, along with corresponding objectives and strategies intended to bring about the desired future of Fort Worth.

RFP 23-0059 was advertised in the *Fort Worth Star-Telegram* on April 19, 2023, April 26, 2023, May 3, 2023, and May 10, 2023. The City received three (3) qualified responses. The responses were evaluated through a multi-stage review process. In addition to a general review of the responses for overall alignment with the RFP, an evaluation panel consisting of representatives of Planning & Data Analytics/FW Lab, Communication & Public Engagement and Diversity & Inclusion departments evaluated and scored the submittals using Best Value criteria in accordance with the criteria below.

- a. Responsive to Objectives
- b. Qualifications
- c. Community Engagement
- d. Outcomes from Previous Plans
- e. Cost of Service

After the initial evaluation meetings, the top two firms were interviewed on June 5, 2023. The scores were averaged for each of the criteria and the final scores are listed in the table below.

Bidders	Evaluation Criteria						
	a	b	c	d	e	Total Score	Rank
Public Information Associates, LLC	12.30	19.50	26.40	19.50	4.99	82.69	1
Freese and Nichols, Inc.	11.70	21.00	20.40	18.50	4.99	76.59	2

After interviews, the evaluation panel concluded that Public Information Associates, LLC presented the best value to the City. Therefore, staff recommends that Council authorize an agreement with Public Information Associates, LLC. No guarantee was made that a specific amount of services would be purchased. Staff certifies that the recommended vendor's bid met specifications.

FUNDING: The maximum amount allowed under this agreement will be \$300,000.00.

Funding will be budgeted in other contractual services account of the Planning & Data Analytics Department within the General Fund.

BUSINESS EQUITY: A waiver of the goal for Business Equity subcontracting requirement is approved by the DVIN-BE, in accordance with the Business Equity Ordinance, because the purchase of goods or services is from sources where subcontracting or supplier opportunities are negligible.

AGREEMENT TERMS: Upon City Council approval, this agreement shall begin upon execution and expire one year after.

RENEWAL TERMS: This agreement may be renewed for four (4) additional, one-year terms, if necessary, to complete the 2050 Fort Worth Comprehensive Plan at the City's option. This action does not require specific City Council approval provided that the City Council has appropriated sufficient funds to satisfy the City's obligations during the renewal term. Renewal of the agreement will not alter the maximum funding authorized for the agreement.

ADMINISTRATIVE CHANGE ORDER: An administrative change order or increase may be made by the City Manager up to the amount allowed by relevant law and the Fort Worth City Code and does not require specific City Council approval as long as sufficient funds have been appropriated.

FISCAL INFORMATION / CERTIFICATION:

The Director of Finance certifies that upon approval of the recommendations and adoption of the attached appropriation ordinance, funds are available in the current operating budget, as previously appropriated, in the General Fund. Prior to an expenditure being incurred, the Planning & Data Analytics Department has the responsibility to validate the availability of funds.

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Expedited