

CITY OF EL PASO, TEXAS
AGENDA ITEM DEPARTMENT HEAD'S SUMMARY FORM

DEPARTMENT: Environmental Services
AGENDA DATE: 12-12-06
CONTACT PERSON/PHONE: Ellen A. Smyth, P.E., (915) 621-6719
DISTRICT(S) AFFECTED: All

SUBJECT:

Advertising & Marketing Services for Environmental Services

BACKGROUND / DISCUSSION:

The contract is to hire a qualified and experienced agency specializing in multi-media advertising in order to promote the new curbside recycling program

PRIOR COUNCIL ACTION:

none

AMOUNT AND SOURCE OF FUNDING:

It has been budgeted through Residential Solid Waste Fund and does not require a budget transfer. The funding source is as follows: 40403-34010289-502116 – Promotional Services.

BOARD / COMMISSION ACTION:

N/A

*****REQUIRED AUTHORIZATION*****

LEGAL:

FINANCE: (if required) _____

DEPARTMENT HEAD:

Ellen A. Smyth

(Example: if RCA is initiated by Purchasing, client department should sign also)
Information copy to appropriate Deputy City Manager

APPROVED FOR AGENDA:

CITY MANAGER:

W. Adams

*Approved for
late add*

DATE:

12/6/06

JOHN COOK
MAYOR



CITY COUNCIL
ANN MORGAN LILLY, DISTRICT 1
SUSANNAH M. BYRD, DISTRICT 2
J. ALEXANDRO LOZANO, DISTRICT 3
MELINA CASTRO, DISTRICT 4
PRESI ORTEGA, JR., DISTRICT 5
EDDIE HOLGUIN JR., DISTRICT 6
STEVE ORTEGA, DISTRICT 7
BETO O'ROURKE, DISTRICT 8

JOYCE WILSON
CITY MANAGER

ENVIRONMENTAL SERVICES

To: Ray Heredia, Purchasing

From: Ellen A. Smyth, P.E. 

Copies: Pat Aauto, Deputy City Manager

Subject: Advertising and Marketing Services for Environmental Services Recycling Program

Date: November 30, 2006

Environmental Services is ready to proceed with the award of this contract for Advertising and Marketing Services for the Environmental Services Recycling Program to AGI Marketing for three year and an option to extend for an additional 3-years. The total first year bid is a flat rate of 10% of the budget which is expected to be \$37,500, total \$112,500.00 & (entire program is budgeted at \$375,000).

Five bids were received and this was the lowest bid. An oral interview of the three lowest bids was held and again AGI was ranked first. This item is being placed on the agenda for Council Action at the December 12, 2006 meeting.

Please feel free to contact me directly should you need more information on this matter at 621-6719.

EVALUATION CRITERIA	POINTS	LASTER	AGI	GWINN	PAT DAVIS	SAIC
1. Technical Solicitation						
a) Project Organization: Consultant and sub-consultant organization of resources and availability of project staff to ensure timely and effective delivery of project	5	5	5	5	5	NR
b) Understanding of Goals: Demonstrated understanding of project objectives and responsiveness of proposal to these objectives	5	5	5	5	5	NR
c) Solicitation Technical Approach and Work Plan: Comprehensive and thorough work plan, innovative project design, appropriate project methodology and plan for achieving the desired results	20	15	16	16	15	NR
d) Complete and Realistic Timelines and Schedules	10	8	9	9	8	NR
e) Cost-Effectiveness and Completeness of the Solicitation Budget	20	9.5	20.0	17.1	5.0	NR
2. Consultant Qualifications and Experience						NR
a) Qualifications: Qualifications and client references for project manager, project team and sub-consultants	5	5	5	5	5	NR
b) Experience: Demonstrated successful experience in regional environmental education campaigns	10	9	10	9	7	NR
c) Product Delivery: Demonstrated ability to deliver successful product on time and within budget	5	5	5	5	4	NR
d) Project Team: Demonstrated ability to integrate project team efforts with client staff	5	4	4	4	4	NR
3. Work Samples						NR
a) Relevance of Work Samples	15					NR
WRITTEN SOLICITATION SUBTOTAL	100	65.5	79.0	75.1	58.0	NR
						NR
4. Oral Interviews (if conducted)						NR
a) Creativity and Oral Presentation	5	3	5	3		NR
b) Applicability of Material Presented	15	15	15	13		NR
c) Response to Questions and Appropriateness of Response	10	10	9	9		NR
ORAL INTERVIEW SUBTOTAL	30	28	29	25	0	NR
	130	93.5	108.0	100.1	58.0	NR
RANKING		3	1	2	4	NR
REVIEWER NAME AND SIGNATURE:	ELLEN SMYTH					

CITY OF EL PASO BID TABULATION

BID TITLE: ADVERTISING AND MARKETING SERVICES FOR ENVIRONMENTAL SERVICES, EL PASO RECYCLING PROGRAM						BID # 2007-034					
BID DATE: OCTOBER 25, 2006						DEPARTMENT: ENVIRONMENTAL SERVICES					
		AGI MARKETING EL PASO, TX			PAT DAVIS DESIGN GROUP, INC. SACRAMENTO, CA			SCIENCE APPLICATIONS INTERNATIONAL CORPORATION EL PASO, TX			
ITEM NO.	DESCRIPTION	HOURLY RATE	EST. HRS./YEAR	EXTENDED TOTAL	HOURLY RATE	EST. HRS./YEAR	EXTENDED TOTAL	HOURLY RATE	EST. HRS./YEAR	EXTENDED TOTAL	
1.	COPYWRITE	(COPYWRITE/TRANSLATION)			\$105.00	208	\$21,840.00	LEVEL 2: \$45.43	LEVEL 2: 300	LEVEL 2: \$13,628.64	
								LEVEL 3: \$76.05	LEVEL 3: 200	LEVEL 3: \$15,209.31	
2.	MEDIA BUYING				\$95.00	100	\$9,500.00	LEVEL 3: \$76.05	LEVEL 3: 80	LEVEL 3: \$6,083.72	
3.	RESEARCH	ALL THESE SERVICES ARE COVERED AND INCLUDED IN AGENCY FEE OF 10% OF WORKING ANNUAL BUDGET.			\$125.00	30	\$3,750.00	LEVEL 2: \$45.43	LEVEL 2: 240	LEVEL 2: \$10,902.91	
										LEVEL 3: \$76.05	LEVEL 3: 100
4.	ART PREPARATION				\$110.00	405	\$44,550.00	LEVEL 2: \$45.43	LEVEL 2: 120	LEVEL 2: \$5,451.46	
					\$105.00	200	\$21,000.00	LEVEL 3: \$76.05	LEVEL 3: 400	LEVEL 3: \$30,418.61	
5.	BROADCAST CREATIVE SUPERVISION				\$125.00	120	\$15,000.00	LEVEL 3: \$76.05	LEVEL 3: \$225.00	LEVEL 3: \$17,110.47	
6.	ACCOUNT SUPERVISION?				\$95.00	356	\$33,820.00	LEVEL 1: \$36.20	LEVEL 1: 960	LEVEL 1: \$34,756.70	
								LEVEL 2: \$76.05	LEVEL 2: 400	LEVEL 2: \$30,418.61	
								LEVEL 3: \$129.47	LEVEL 3: 200	LEVEL 3: \$25,894.00	
GRAND TOTAL:		\$37,500.00			SUBTOTAL OF ALL FEES: \$149,460.00			\$197,479.08			
					PLUS: ALL HARD COSTS: \$225,540.00						
					GRAND TOTAL: \$375,000.00						

APPROVED BY: 
 DATE: 11-2-06

CITY OF EL PASO BID TABULATION

BID TITLE: ADVERTISING AND MARKETING SERVICES FOR ENVIRONMENTAL SERVICES, EL PASO RECYCLING PROGRAM BID DATE: OCTOBER 25, 2006		BID # 2007-034 DEPARTMENT: ENVIRONMENTAL SERVICES	
	AGI MARKETING EL PASO, TX	PAT DAVIS DESIGN GROUP, INC. SACRAMENTO, CA	SCIENCE APPLICATIONS INTERNATIONAL CORPORATION EL PASO, TX
<p>THE CITY AT ITS SOLE DISCRETION, MAY EXERCISE ANY OPTION TO EXTEND THE TERM OF THE A CONTRACT.</p> <p>BIDDER OFFERS THE CITY THE OPTION OF EXTENDING THE TERM OF THE CONTRACT, AT THE SAME UNIT PRICE:</p> <p>A. THREE (3) ADDITIONAL YEARS</p> <p>B. NO OPTION OFFERED.</p>	YES <input checked="" type="checkbox"/> NO <input type="checkbox"/> <input type="checkbox"/>	YES <input checked="" type="checkbox"/> NO <input type="checkbox"/> <input type="checkbox"/>	YES <input type="checkbox"/> NO <input checked="" type="checkbox"/> <input checked="" type="checkbox"/>
PAYMENT TERMS:	NET - 30 DAYS	NET - 30 DAYS	1% - 10 DAYS

APPROVED BY: 

DATE: 11-2-06

ADVERTISING INK
114 SOUTH OREGON ST.
EL PASO, TX 79901
ATTN: JOANNE BURT

EMERY GROUP
1519 MONTANA AVE.
EL PASO, TX 79902

LARA & ROBERTSON ADVERTISING
800 E. WYOMING AVE. SUITE B
EL PASO, TX 79902
ATTN: JANIS ROBERTON

SANDERS WINGO GALVIN & MORTON
4050 RIO BRAVO ST. SUITE 230
EL PASO, TX 79902

ARTIST TOUCH DESIGN FIRM
8300 MONTANA
EL PASO, TX 79925

MITHOFF BURTON PARTNERS
4105 RIO BRAVO ST., SUITE 100
EL PASO, TX 79902

LOPEZ ADVERTISING GROUP
7500 VISCOUNT BLVD.
EL PASO, TX 79925

IMPRESSIONS
442 CROWN POINT
EL PASO, TX 79912

PARKER & WOOD
2161 N.W. MILITARY HIGHWAY
SUITE 401
SAN ANTONIO, TX 78213

LIC. ROBERTO CAMP
P.O. BOX 1331
EL PASO, TX 79947

STEELCON BUILDING COMPANY
P.O. BOX 291330
EL PASO, TX 79929
ATTN: JESUS CANDELARIA

ATTN: TED GRIGG
DMCG, LLC
820 MULLRANY DRIVE
COPPELL, TX 75019

ATTN: RAUL GARZA
TKO ADVERTISING
1300 GUADALUPE #200
AUSTIN, TX 78701

ATTN: CHARLES MARTINEZ
ADEDGE COMPUTER TRAINING
CENTERS OF EL PASO
1421 LEE TREVINO STE B-2
EL PASO, TX 79936

ATTN: ANDRE LEDGISTER
SOJO, INC.
12600 DEERFIELD PARKWAY STE 100
ALPHARETTA, GA 30004

ATTN: DOUG MALLARDI
MCCI
224 N. 30TH STREET
ALLENTOWN, PA 18104

ATTN: ANNETTE BOKEN
ICONCEPTUAL
1031 E. DUANE SUITE D
SUNNYVALE, CA 94086

ATTN: ANDRE LEDGISTER
MARKETING & PUBLIC RELATIONS
SPECIALIST SOJO, INC.
12600 DEERFIELD PARKWAY SUITE 100
ALPHARETTA, GA 30004

ATTN: ANNETTE BOKEN
ICONCEPTUAL
1031 E. DUANE SUITE D
SUNNYVALE, CA 94086

ATTN: MICHELLE BRODERICK
THE CLOCKWORK GROUP
110 BROADWAY SUITE 625
SAN ANTONIO, TX 78205

MESILLA VALLEY VALUE CO.
2001 E. LOHMAN, STE. 110
LAS CRUCES, NM 88011

MITHOFF-BURTON PARTNERS
ATTN: BILL BURTON, CEO
#544-9400