



Albuquerque Bernalillo County Water Authority

Albuquerque/Bernalillo
County
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Legislation Details (With Text)

File #: C-12-10 **Version:** 1 **Name:**
Type: Communication **Status:** Approved
File created: 6/20/2012 **In control:** Albuquerque Bernalillo County Water Utility Authority
On agenda: **Final action:** 6/20/2012
Title: Approving Recommendation of Award - Media and Public Relations P2012000023
Sponsors:
Indexes:
Code sections:
Attachments: 1. C-10.pdf

Date	Ver.	Action By	Action	Result
6/20/2012	1	Albuquerque Bernalillo County Water Utility Authority	Approved	Pass

C-12-10

Approving Recommendation of Award - Media and Public Relations P2012000023

SUMMARY:

The Water Authority issued a Request for Proposals (RFP) for Media and Public Relations services earlier this year. The City Purchasing Division issued the subject RFP on behalf of the Water Authority. The RFP was posted on the Sicom website and advertised in the local newspapers. Four responses were submitted for evaluation. An ad hoc evaluation committee reviewed, evaluated, and scored the response in accordance with the evaluation criteria published in the RFP. The ad hoc evaluation committee selected the top two scoring companies, Cooney-Watson & Associates and Griffin & Associates, to make presentations to the committee. Following the presentations and question-and-answer sessions, the ad hoc evaluation committee rescored the responses of the top two respondents in accordance with the evaluation criteria published in the RFP. Listed below are the composite scores of Griffin & Associates and Cooney-Watson & Associates after the rescoring.

<u>Offeror</u>	<u>Total Composite Score</u>
Griffin & Associates	2805
Cooney-Watson & Associates	2848

The committee recommended the award of contract to Cooney-Watson & Associates as that company had the highest composite score and is qualified to perform the work. The Executive Director concurs with the committee recommendation. The Board, with the approval of the recommendation of Cooney-Watson & Associates, authorizes the Executive Director to enter into contract negotiations with the firm for professional services.

FISCAL IMPACT:

The estimated cost of this contract is approximately \$450,000 annually, with most of this money dedicated to hard costs such as printing and the purchase of air time and advertising space. Funding for this contract is included in the Water Authority's FY 2013 operational budget. Spending in this

area has remained steady for the past four years and is necessary to continue educating the community on water conservation and water issues in general.

COMMENTS:

The ad hoc committee recommendation of award and scoring is attached.