



TO: Mayor and City Council

FROM: John McDonough, City Manager

DATE: May 28, 2014 for submission on the Consent Agenda of the June 3, 2014 City Council Meeting

ITEM: Consideration of Issuance of Task Order to The Collaborative for Communications Services

Background

City Council approved the issuance of a Contract and Year One Task Order to The Collaborative for Communications Services at the May 17, 2011 City Council meeting. The Year Two Task Order was approved for FY2013 in the amount of \$502,200.00 on June 5, 2012. The Year Three Task Order was approved for FY2014 in the amount of \$513,249 on May 21, 2013.

Discussion

During FY2014, The Collaborative has performed the services required under the contract and associated Task Order. For the proposed services during FY2015, which begins on July 1, 2014, The Collaborative used their approved escalator of 2.20%, for a not to exceed Task Order price of \$549,917. This amount includes a change to an existing contract labor category (Communications Editor I to Communications Editor Lead).

Recommendation

Staff recommends the issuance of a Task Order to The Collaborative in the amount of \$549,917.

Attachment

Task Order for Communications Services for The Collaborative.

**CITY OF SANDY SPRINGS
GENERAL GOVERNMENT SERVICES
TASK ORDER**

Title:	Communications	Task Order Number:	CM-FY15-01
Applicable CLIN:	0001, 0007, 0008	Issue Date:	June __, 2014
Period of Performance:	July 1, 2014 – June 30, 2015		
Issued To:	The Collaborative		
Requirements (SOW Reference):	WBS 6.0 – WBS 6.4 ¹		
Workload <i>(specified by City)</i>			
Item and Quantity			
Communications (WBS 6.0)			
1,500 active vendors			
250+ homeowner associations			
Annual events including, but not limited to, Sandy Springs Festival, Taste of Sandy Springs, and Sandy Springs Big Splash			
Weekly Farmer's Market			
Monthly meetings with Perimeter Community Improvement District			
Bi-monthly City Council meetings			
Community Relations (WBS 6.1)			
Annual budget meetings			
Between 8-14 Emergency Operations Center activations per year			
Electronic Communication (WBS 6.2)			
Approximately 55,000 web page views per month			
Approximately 33,000 web page visits per month			
Approximately 9,800 calls received per month (citizen response center); approximately 25-30 of these calls per month are directly related to the Communications Department			
Media Relations (WBS 6.3)			
4 quarterly reports			
Between 6-10 PowerPoint presentations			
Daily public announcements as appropriate			
Emergency events announced within 30 minutes of learning of the event			
Requests for assistance from internal customers completed within 3 days of request (time frame applies where applicable)			
Annual Report (WBS 6.4)			
Annual Report with City accomplishments for the year, major events and summarized financial information			

¹ WBS references are to the General Government Services Statement of Work (SOW) attached to this Task Order

Deliverables <i>(specified by City)</i>			
Data Item Description	Data Item Number	Submission Frequency	
For all WBS elements under Communications, the Contractor shall be required to produce documents including, but not limited to, reports, correspondence in all forms (written, e-mail, etc.), plans and updates, as required in the ordinary course of business or as directed by the City Manager.			
Community Relations (WBS 6.1)			
Week in Review	DI-COSS-GS-001	Weekly	
E-Blast Newsletter	DI-COSS-GS-002	Monthly	
Electronic Communication (WBS 6.2)			
Performance Report	DI-COSS-GS-003	Weekly	
Performance Report	DI-COSS-GS-004	Monthly	
Media Relations (WBS 6.3)			
Newsletter	DI-COSS-GS-005	Quarterly	
Annual Report (WBS 6.4)			
Annual Report	DI-COSS-GS-006	Annually	
Performance Metrics <i>(completed by Offeror)</i>			
Special Considerations			
Key personnel:	<i>Sharon Kraun, Communications Director</i>		
City-Furnished Property:	All office supplies, furniture, fixtures, equipment, motor vehicles, computer hardware and software will be provided by the City.		
Travel:	A cost reimbursable item, as approved by the City pursuant to CLIN 0007 of the General Government Services Base Contract.		
Training:	A cost reimbursable item, as approved by the City pursuant to CLIN 0008 of the General Government Services Base Contract. For purposes of this Task Order, the Contractor shall include in its cost calculations the amount of \$10,000 for training.		
Other:	Other cost reimbursable items, as approved by the City pursuant to CLIN 0008 of the General Government Services Base Contract.		
Level of Effort and Fixed Price <i>(completed by Offeror)</i>			
Contract Labor Categories	FTE	FBR ²	Labor Category Price
Communications Director	1	\$93.55	\$194,590
Communications Editor I	1	\$48.81	\$101,525

² See Section B.5 of the Base Contract for not to exceed fully burdened labor rates.

General Government Services Task Order
Communications

Communications Editor Lead	2	\$61.01	\$253,802
		Premium for overtime and shift differential	\$
Total FTE:	4	Total Fixed Price:	\$549,917
Issued To:		The Collaborative	
City of Sandy Springs Approval:		<i>Authorized signature</i>	
Date:			
Attest:			

**ATTACHMENT 1
TO COMMUNICATIONS
TASK ORDER**

STATEMENT OF WORK

See Section J – Attachment 01 for
Statement of Work