



CITY COUNCIL AGENDA ITEM

TO: Mayor & City Council

DATE: May 17, 2013

FROM: John McDonough, City Manager

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

MEETING DATE: For Submission onto the May 21, 2013, City Council Regular Meeting Agenda

BACKGROUND INFORMATION: (Attach additional pages if necessary)

See attached:

Memorandum
Task Order

APPROVAL BY CITY MANAGER: JPM APPROVED

PLACED ON AGENDA FOR: 5/21/2013

CITY ATTORNEY APPROVAL REQUIRED: () YES () NO

CITY ATTORNEY APPROVAL: WKEW

REMARKS:



TO: Mayor and City Council

FROM: John McDonough, City Manager

DATE: May 16, 2013 for submission on the Consent Agenda of the May 21, 2013 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.

Discussion

During FY2013, The Collaborative has performed the services required under the contract and associated Task Order. For the proposed services during FY2014, which begins on July 1, 2012, The Collaborative used their approved escalator of 2.20%, for a not to exceed Task Order price of \$513,249.00.

Recommendation

Staff recommends the issuance of a Task Order to The Collaborative in the amount of \$513,249.00.

Attachment

Task Order for Communications Services for The Collaborative.

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

Title:	Communications	Task Order Number:	CM-FY14-01
Applicable CLIN:	0001, 0007, 0008	Issue Date:	June __, 2013
Period of Performance:		July 1, 2013 – June 30, 2014	
Issued To:		The Collaborative	
Requirements (SOW Reference):		WBS 6.0 – WBS 6.4 ¹	
Workload (specified by City)			
Item and Quantity			
Communications (WBS 6.0)			
1,500 active vendors			
250+ homeowner associations			
Average of 20 annual events including, but not limited to, Sandy Springs Festival, Taste of Sandy Springs, and Sandy Springs Cycling Challenge			
Monthly meetings with Perimeter Community Improvement District, Chamber of Commerce and Economic Development Advisory Committee			
Bi-monthly City Council meetings			
Community Relations (WBS 6.1)			
Annual budget meetings			
Between 8-14 Emergency Operations Center activations per year			
Assist with approximately 20 new business “ribbon cuttings” per year			
Electronic Communication (WBS 6.2)			
July 1, 2012-March 25, 2013: 350,102 site visits with 213,937 unique visitors and 986,101 page views			
Maintain contact and dialogue with 2,746 Facebook and 2,000 Twitter followers			
Respond to an average of 12 calls per month from the Call Center.			
Media Relations (WBS 6.3)			
Respond to an average of 10 media requests per year from local, national and international outlets			
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

General Government Services Task Order
Communications

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>		

General Government Services Task Order
Communications

Special Considerations			
Key personnel:	Sharon Kraun, Communications Director		
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 Contract.		
Training:	A cost reimbursable item, as approved by the City pursuant to CLIN 0008 of the General Government Services 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 Contract.		
Level of Effort and Fixed Price <i>(completed by Offeror)</i>			
Contract Labor Categories	FTE	FBR ²	Labor Category Price
Communications Director	1	\$91.53	\$190,393
Communications Editor I	1	\$47.76	\$99,345
Communications Editor I	1	\$47.76	\$99,345
Communications Editor Lead	1	\$59.70	\$124,166
		\$	\$
		\$	\$
		Premium for overtime and shift differential	\$
Total FTE:	4	Total Fixed Price:	\$513,249
Issued To:	The Collaborative		
City of Sandy Springs Approval:	<i>Authorized signature</i>		
Date:			
Attest:			

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

**ATTACHMENT 1
TO COMMUNICATIONS
TASK ORDER**

STATEMENT OF WORK

See Section J – Attachment 01 for
Statement of Work