
CITY COUNCIL AGENDA ITEM

TO: Mayor & City Council

DATE: May 30, 2012

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 June 5, 2012, City Council Regular Meeting Agenda

BACKGROUND INFORMATION: (Attach additional pages if necessary)

See attached:

Memorandum
Task Order

APPROVAL BY CITY MANAGER:



APPROVED

NOT APPROVED

PLACED ON AGENDA FOR:

6/5/2012

CITY ATTORNEY APPROVAL REQUIRED:

() YES

() NO

CITY ATTORNEY APPROVAL:



REMARKS:



TO: Mayor and City Council

FROM: John McDonough, City Manager

DATE: May 30, 2012 for submission on the Consent Agenda of the June 5, 2012 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.

Discussion

During FY2012, The Collaborative has performed the services required under the contract and associated Task Order. For the proposed services during FY2013, which begins on July 1, 2012, The Collaborative used their approved escalator of 2.20%, for a not to exceed Task Order price of \$502,200. This amount represents a decrease in cost when compared to the FY2012 Task Order as a result of realigning one position from the Communications Services Task Order to the Community Development Task Order.

Recommendation

Staff recommends the issuance of a Task Order to The Collaborative in the amount of \$502,200.

Attachment

Task Order for Communications Services for The Collaborative.

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

Title:	Communications	Task Order Number:	CM-FY13-01
Applicable CLIN:	0001, 0007, 0008	Issue Date:	June __, 2012
Period of Performance:	July 1, 2012 – June 30, 2013		
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, Veteran’s Day, MLK Celebration and Cycling Challenge			
Public Information Meetings associated with city projects including Public Works and Recreation & Parks			
Assistance with City hosted business events (e.g. delegation visits)			
Cross collaboration with Sandy Springs Chamber of Commerce in promoting the City to the Business Community (e.g. ribbon cuttings, business expos, assisting with speaker development, etc)			
Bi-monthly City Council meetings			
Annual budget meetings			
Community Relations (WBS 6.1)			
Weekly outreach to neighborhood associations and community groups as necessary			
Provide ongoing assistance in proactive outreach to neighborhoods regarding public works projects and proposed initiatives that impact the neighborhoods, averaging 3-5 programs per month.			
Communications support for approximately 4-6 emergency situations (i.e. police/fire events, major roadway closures etc) per month.			
Electronic Communication (WBS 6.2)			
Approximately 128,702 web page views per month			
Approximately 27,853 unique visitors each month			
Approximately 25-30 calls per month referred by Call Center to Communications Department			
Daily updates to website pages			
Adding approximately 5 new photos to the city’s internal ‘stock’ of photographs per month			
Media Relations (WBS 6.3)			
4 quarterly newsletters			
Monthly e-newsletter			

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

Responding to an average 10 media inquiries per week		
Drafting and issuing approximately 3-5 press releases per month		
Daily postings on Facebook		
Timely postings on Twitter as emergency situations warrant (approx. 4-6 per month)		
Requests for assistance from internal departments for assistance in publicity of events, development of collateral material and assistance with presentations, meeting all applicable deadlines		
Annual Report (WBS 6.4)		
Year in Review Report with City accomplishments for the year, major events and summarized financial information		
Provide graphic assistance for annual materials including financial reports and presentations		
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>Name(s) and position(s) completed by Offeror</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	

General Government Services Task Order
Communications

	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	FBR²	Labor Category Price
Communications Director	1	\$89.56	\$186,293
Communications Editor I	1	\$46.73	\$97,207
Communications Editor	1	\$46.73	\$97,207
Communications Editor Lead	1	\$58.41	\$121,493
		Premium for overtime and shift differential	\$
Total FTE:	4.0	Total Fixed Price:	\$502,200
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