



## THE CITY OF KEY WEST

Post Office Box 1409 Key West, FL 33041-1409 (305) 809-3700

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**TO:** Jim Scholl, City Manager

**FROM:** Birchard Ohlinger, P.E., Engineering

**CC:** E. David Fernandez, Assistant City Manager

**DATE:** 19 September 2011

**SUBJECT:** **City Commission Ranking of shortlisted firms for RFP 011-11:  
Climate Action Plan: Marketing and Advertisement Program**

### **ACTION STATEMENT:**

The City Commission will listen to presentations (of no more than 15 minutes each) and rank the top 3 three firms to perform the work identified under RFP #011-11, Climate Action Plan: Marketing and Advertisement. The Commission may request presentations by one non-shortlisted firm at a future meeting or may reject all submittals for the RFQ. Upon selection of the top ranked firm, City Manager will then execute a contract with the top ranked firm selected by the City Commission.

### **BACKGROUND:**

The City of Key West is enacting the goals and objectives outlined in the Climate Action Plan (CAP) dated 1 October 2009. This plan outlines the development of a marketing and advertisement program to develop a city wide message, develop a launching program and a website for this message. A portion of this plan is listed as Attachment 1. The full plan can be accessed at

[http://www.keywestcity.com/egov/docs/1255030735\\_6378.pdf](http://www.keywestcity.com/egov/docs/1255030735_6378.pdf)

Future year's development and expansion of this message will be performed by a "Green /sustainability coordinator" currently in the next year's budget.

### **PURPOSE & JUSTIFICATION:**

The City received four responses on 20 July, 2001 to RFP#01-11. Of the four firms that responded to this RFP, two had minor bid irregularities. These irregularities were

MEMORANDUM

corrected by the firms and staff determined that it is in the best interest of the City to evaluate all bids as these irregularities did not give any proposer a competitive advantage over other proposers. Specifically the irregularities were the omission of a second hard copy and the omission of the “anti-kickback and public entities crimes forms”.

The Ranking Committee met on Friday, 5 August in a publicly held meeting to review the proposals received by the city in response to RFP #01-11. The results of this ranking are attachment (1) and are as follows

Firm #1: Progressive Strategy Group

Firm #2: The Cunningham Group

Firm #3: The Tree Institute.

**OPTIONS:**

1. After hearing presentations, the City Commission can concur with the Ranking Committee’s recommendation and the City will execute a contract with Firm #1.
2. After hearing presentations, the City Commission can re-rank the firms and the City will execute a contract with the newly ranked Firm #1.
3. The City Commission can reject all proposals. Staff would then either re-issue the RFQ or cancel this project.

**FINANCIAL IMPACT:**

This project will be funded through budget line item 001-1906-519-3400.

**RECOMMENDATION:**

City Staff recommends that the commission review presentation and rank the shortlisted firms as submitted by the Ranking Committee.