

TO: HONORABLE CITY COUNCIL

FROM: CITY MANAGER

DEPARTMENT: PUBLIC WORKS

DATE: OCTOBER 24, 2005

CMR: 383: 05

SUBJECT: APPROVAL OF CONTRACT WITH BROWN, VENCE & ASSOCIATES, INC. IN AN AMOUNT NOT TO EXCEED \$178,209 FOR PROVISION OF SERVICES FOR “GETTING TO ZERO WASTE”

RECOMMENDATION

Staff recommends that Council approve and authorize the City Manager or his designee to execute the attached contract with Brown, Vence & Associates (BVA), Inc., in a total amount of \$178,209 for services related to “Getting to Zero Waste,” (Attachment A), which include the preparation of a waste generation study (WGS) and a Zero Waste Operational plan (operational plan), including an amount not to exceed 154,964 for basic services and \$23,245 for additional services.

BACKGROUND

On November 15, 2004, the City Council directed staff to return with a proposed policy for zero waste, including an implementation plan. On October 17, 2005, the City Council adopted a policy for zero waste. The adopted policy (Objective 6) requires staff to “update waste data and develop zero waste operational plan”.

DISCUSSION

The primary goal of the “Getting to Zero Waste” project is to: 1) conduct a WGS to use as a planning tool to aid in the creation of the operational plan and 2) develop an operational plan. The general scope of work for the Consultant includes: 1) reviewing and evaluating existing City programs, 2) conducting a WGS, 3) developing recommendations for an operational plan (programs needed, suggest alternative programs, integration and implementation timeline, funding needs, etc.), 4) attending a set number of local meetings and 5) Developing a comprehensive report of findings and recommendations. Please see Attachment A for the complete scope of services.

Summary of Solicitation Process

Proposal Description/Number	Provision of Services for “Getting to Zero Waste” RFP113497
Proposed Length of Project	5 months
Number of Proposals Mailed	14
Total Days to Respond to Proposal	21
Pre-proposal Meeting Date	None

Number of Company Attendees at Pre-proposal Meeting	0	
Number of Proposals Received:	4	
Company Name	Location (City, State)	Selected for oral interview?
1. Brown, Vence & Associates Inc.	San Francisco, CA	Yes
2. R.W. Beck	San Rafael, CA	Yes
3. Gershman, Brickner & Bratton, Inc.	Fairfax, VA	Yes
4. Pacific Waste Consulting Group	Sacramento, CA	Yes
Range of Proposal Amounts Submitted	\$170,793 to \$148,934	

An RFP for the project was posted at City Hall and sent to 14 consultants. The response period was 21 days. Proposals were received from four qualified consultants on August 9, 2005, as listed on the attached Evaluation Matrix (Attachment B). The RFP process allows the City to negotiate the price of the work upon selection of the successful firm. Staff was able to negotiate and reduce the price of BVA work by having it decrease its hourly rates, and by reducing some of the needed original estimated personnel hours.

An evaluation committee consisting of Public Works/Operations staff reviewed the proposals. The selection committee interviewed the four proposing firms on August 26-31, 2005. The committee carefully reviewed each firm's qualifications and submittal in response to the criteria identified in the RFP relative to the following criteria:

- Quality and completeness of proposal
- Quality, performance and effectiveness of the solution, goods and/or services to be provided by the proposer;
- Proposer's experience, including the experience of staff to be assigned to the project, the engagements of similar scope and complexity;
- Cost to the City
- Proposer's financial stability
- Proposer's ability to perform the work within the time specified;
- Proposer's prior record of performance with City or others;
- Proposer's compliance with applicable laws, regulations, policies (including City Council policies), guidelines and orders governing prior or existing contracts performed by the contractor.

Brown, Vence & Associates, Inc. (BVA) was selected because of its high quality work, professional manner, creativity, and project team. In addition, staff believes that BVA's experience in creating zero waste plans, its ability to meet the criteria established in the RFP, and the reasonableness of its revised proposed fees relative to the services provided were superior to the three other firms proposing on the project.

RESOURCE IMPACT

Funds for this project are included in the FY 2005-06 Refuse Fund Budget.

POLICY IMPLICATIONS

These recommendations are consistent with existing policies.

ENVIRONMENTAL REVIEW

This recommendation is not a project under the California Environmental Quality Act (CEQA) and no further environmental review is necessary.

ATTACHMENTS

- Attachment A: Contract
- Attachment B: Evaluation Matrix

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