

**A RESOLUTION BY
CITY UTILITIES COMMITTEE**

A RESOLUTION AUTHORIZING THE MAYOR TO ENTER INTO AN AGREEMENT WITH FULL CIRCLE COMMUNICATIONS, FOR FC-6007000064, ANNUAL CONTRACT FOR PUBLIC RELATIONS AND MEDIA CAMPAIGN, ON BEHALF OF THE DEPARTMENT OF PUBLIC WORKS, IN AN AMOUNT NOT TO EXCEED TWO HUNDRED SIXTY THREE THOUSAND FOUR HUNDRED EIGHT DOLLARS (\$263,408.00); ALL CONTRACTED WORK WILL BE CHARGED TO AND PAID FROM FUND, ACCOUNT AND CENTER NUMBERS: 1A01 (GENERAL FUND) 524001 (CONSULTANT/PROF. SERVICES) M38301 (RECYCLING AND COLLECTION); AND FOR OTHER PURPOSES.

WHEREAS, the City of Atlanta ("City") did solicit for FC-6007000064, Annual Contract for Public Relations and Media Campaign; and

WHEREAS, the Commissioner of Public Works requires an agreement to immediately inform and educate the public regarding upcoming changes in the garbage collection schedules and policies; and

WHEREAS, the Commissioner of the Department of Public Works and the Chief Procurement Officer have recommended that FC-6007000064, Annual Contract for Public Relations and Media Campaign, be awarded to Full Circle Communications in an amount not to exceed Two Hundred Sixty Three Thousand Four Hundred Eight Dollars (\$263,408.00); and

THE CITY COUNCIL OF THE CITY OF ATLANTA, GEORGIA, HEREBY RESOLVES, that the Mayor is authorized to enter into an agreement with Full Circle Communications for FC-6007000064, Annual Contract for Public Relations and Media Campaign, in an amount not to exceed Two Hundred Sixty Three Thousand Four Hundred Eight Dollars (\$263,408.00).

BE IT FURTHER RESOLVED, that the term of the agreement is for One (1) year, with two (2) one (1) year renewal options.

BE IT FURTHER RESOLVED, that all contracted work will be charged to and paid from fund, account and center number: 1A01 (GENERAL FUND) 524001 (CONSULTANT/PROF. SERVICES) M38301 (RECYCLING AND COLLECTION).

BE IT FURTHER RESOLVED, that the Chief Procurement Officer is directed to prepare an appropriate Agreement for execution by the Mayor.

BE IT FINALLY RESOLVED, that the Agreement will not become binding on the City and the City will incur no obligation nor liability under it until it has been executed by the Mayor, attested to by the Municipal Clerk, approved as to form by the City Attorney, and delivered to Full Circle Communications.

LEGISLATIVE SUMMARY
FC-6007000064, Annual Contract for Public Relations Media Campaign

TO: City Utilities Committee

CAPTION

A RESOLUTION AUTHORIZING THE MAYOR TO ENTER INTO AN AGREEMENT WITH FULL CIRCLE COMMUNICATIONS, FOR FC-6007000064, ANNUAL CONTRACT FOR PUBLIC RELATIONS AND MEDIA CAMPAIGN, ON BEHALF OF THE DEPARTMENT OF PUBLIC WORKS, IN AN AMOUNT NOT TO EXCEED TWO HUNDRED SIXTY THREE THOUSAND FOUR HUNDRED EIGHT DOLLARS (\$263,408.00); ALL CONTRACTED WORK WILL BE CHARGED TO AND PAID FROM FUND, ACCOUNT AND CENTER NUMBERS: 1A01 (GENERAL FUND) 524001 (CONSULTANT/PROF. SERVICES) M38301 (RECYCLING AND COLLECTION); AND FOR OTHER PURPOSES.

Committee Meeting Date:	October 9-10, 2007
Council Meeting Date:	October 15, 2007
Legislation Title:	Annual Contract for Public Relations Campaign
Requesting Dept.:	Public Works
Contract Type:	Professional Services- RFP
Advertisement:	Atlanta Journal Constitution 08/05/07 and 08/12/07
Bids/Proposals Due:	September 12, 2007
Invitations Mailed:	42
Bids/Proposals Received:	1
Bidders/Proponents:	Full Circle Communications
Contractor:	Full Circle Communications 1661 Jackson Sq. Atlanta, GA 30318 (404) 210-0253 Heather Fatzinger
Estimated Value:	\$263,408.00

Scope Summary: The selected firm shall assist the Department of Public Works in meeting its objective of providing information to the resident stakeholders and local businesses within the City of Atlanta

Evaluation Team: Representatives from the Department of Public Works and the Office of Contract Compliance

Term of Contract: The term of the Agreement shall be for a period of one (1) year with two (2) one (1) year renewal options at the sole discretion of the City.

Fund Account Centers: 1A01 (GENERAL FUND) 524001
(CONSULTANT/PROF. SERVICES)
M38301 (RECYCLING AND
COLLECTION)

Prepared By: Carl A. Hall, Contract Administrator

Contact Number: (404) 330-6057

CITY OF ATLANTA
DEPT. OF PROCUREMENT



FILE COPY

10/22/07 PM 3:51

CITY OF ATLANTA

SHIRLEY FRANKLIN
MAYOR


55 TRINITY AVE., SW, ATLANTA, GEORGIA 30303-0324
SUITE 4700, CITY HALL - SOUTH
(404) 330-6240
FAX (404) 658-7552
Email: publicworks@atlanta.gov

DEPARTMENT OF PUBLIC WORKS

David E. Scott, P.E.
Commissioner

MEMORANDUM FOR: RECOMMENDATION FOR AWARD

TO: Adam L. Smith, Chief Procurement Officer
Department of Procurement

FROM: David E. Scott, P.E, Commissioner
Department of Public Works 

SUB: Recommendation for Award
FC-3007000064 – Annual Contract for Public Relations Media Campaign

DATE: September 18, 2007

A. SOLICITATION

1. Advertisements

A public notice advising interested proponents of the Request for Proposal for a contract for Annual Contract for Public Relations Media Campaign appeared in the Atlanta Journal Constitution and the City of Atlanta website on or around August 5 and August 12, 2007

2. Distribution of Request for Proposal

A total of three (3) interested proponents picked up copy of the solicitation

3. Pre-Proposal Conference

A non- mandatory Pre-Proposal Conference was held August 21, 2007 at 10:00 a.m. and three (3) interested proponents attended the conference.

4. Addendum Issued

Two (2) addenda was issued to answer questions and extend the due date

B. SOURCE OF SOLICITATION

A total of one (1) response to the Request for Proposal were submitted by the due date and time September 12, 2007 at 1:59 p.m.



The one proponent:

1. Full Circle Communications

C. Contract Award

Recommendation

Recommendation for award is made to the following Proponent:

Full Circle Communications

D. Amount

\$263,408.00

E. Basis for Recommendation

Full Circle Communications met the award criteria by demonstrating that they are the lowest most responsive proponent as indicated above

Attachments:

1. Bid tabulation sheets and Evaluation Sheet

If additional information is needed, please feel free to contact Soraya Belgrave at Ext. 6002.

DES/sb

cc: Keisha Hines- Davis, Department of Public Works
Cathy Martin, Department of Procurement
Soraya Belgrave, Department of Public Works / File



CITY OF ATLANTA

SUITE 1700
55 TRINITY AVENUE, SW
ATLANTA, GA 30303


(404) 330-6010 Fax: (404) 658-7359
Internet Home Page: www.atlantaga.gov

Shirley Franklin
Mayor

OFFICE OF CONTRACT COMPLIANCE
Hubert Owens
Director
howens@atlantaga.gov

MEMORANDUM

TO: Adam L. Smith, Chief Procurement Officer
Department of Procurement

FROM: Hubert Owens, Director 
Mayor's Office of Contract Compliance

RE: **Bid Recommendation for FC 6007000064, Annual Contract for Public Relations
Media Campaign**

DATE: September 18, 2007

The Office of Contract Compliance has reviewed Full Circle Communications, Inc.'s bid for minority and female business enterprise participation. Full Circle Communications, Inc. has been deemed responsive by the Office of Contract Compliance. For your information, they have committed to utilize AABEs and FBEs as indicated below:

Full Circle Communications

The Cornelius Group, Inc.	AABE 8%
Weldon Productions	AABE 10%
Shirlene Anderson & Associates	FBE 3%
<u>Slade Land Use, Environmental & Transportation Planning</u>	<u>FBE 5%</u>
Participation Total	26%

If you have questions, please contact me at (404) 330-6010 or Bruce T. Bell at (404) 330-6009.

cc: File
Carl Hall, DOP

TRANSMITTAL FORM FOR LEGISLATION

TO: MAYOR'S OFFICE

ATTN: GREG PRIDGEON

Dept.'s Legislative Liaison: Soraya Belgrave

Contact Number: (404) 330-6002

Originating Department: Public Works

Committee(s) of Purview: City Utilities

Chief of Staff Deadline: September 24, 2007

Anticipated Committee Meeting Date(s): October 9-10, 2007

Anticipated Full Council Date: October 15, 2007

Legislative Counsel's Signature: Terry Grandison 

Commissioner Signature: JS DE Scott


Chief Procurement Officer Signature: Adam & Amin

CAPTION

A RESOLUTION AUTHORIZING THE MAYOR TO ENTER INTO AN AGREEMENT WITH FULL CIRCLE COMMUNICATIONS, FOR FC-6007000064, ANNUAL CONTRACT FOR PUBLIC RELATIONS AND MEDIA CAMPAIGN, ON BEHALF OF THE DEPARTMENT OF PUBLIC WORKS, IN AN AMOUNT NOT TO EXCEED TWO HUNDRED SIXTY THREE THOUSAND FOUR HUNDRED EIGHT DOLLARS (\$263,408.00); ALL CONTRACTED WORK WILL BE CHARGED TO AND PAID FROM FUND, ACCOUNT AND CENTER NUMBERS: 1A01 (GENERAL FUND) 524001 (CONSULTANT/PROF. SERVICES) M38301 (RECYCLING AND COLLECTION); AND FOR OTHER PURPOSES.

Mayor's Staff Only

Received by CPO: 9-19-07 (date) 12:48 Received by LC from CPO: _____ (date)

Received by Mayor's Office: 9/27/07 (date)  Reviewed by: JB/BI (date)

Submitted to Council: _____ (date)