REPORT

DATE: July 27, 2006

TO: Executive Committee
Regional Council

FROM: Wayne Moore, CFO (213) 236-1804
Email: moore@scag.ca.gov

SUBJECT: Approval of Contracts Over $250,000

EXECUTIVE DIRECTOR'S APPROVAL

RECOMMENDED ACTION:

Approve Contracts

SUMMARY:

- **The following contract is recommended for approval:**

Sapphire Technologies	Total Contract Value	NTE $285,500.00
Cerrell Associates	Total Contract Value	NTE $497,872.00

FISCAL IMPACT:

The Work Element is listed on the detail page for each contract. Included is the Work Element and category of funding, for example FHWA, FTA, indirect.

If a member believes or has a reason to believe that he or she has a financial interest in any of the firms listed on this Report, the member should consult with SCAG legal counsel.

RC/ADMIN Agenda 07/27/2006
PC DOC#124366

SOUTHERN CALIFORNIA
ASSOCIATION of GOVERNMENTS

CONSULTANT CONTRACT

Consultant:	Sapphire Technologies	
Scope:	The Consultant will provide temporary staffing created by vacancies or short-term peak workload needs. Temporary staffing services would be for the area of information technology, such as SAP programming, Web Application development, help desk activities, system implementation, or systems analysis.	
Contract Amount:	**Total not to exceed** Sapphire Technologies	**$285,000** $285,000
Contract Period:	July 1, 2006 through June 30, 2007	
Work Element:	07-XXX.XXXX $285,000	Funding Sources: Indirect Overhead and other funding sources depending on area of need.
Request for Proposal:	Not Applicable – The State of California, Department of General Services, Procurement Division, in accordance with Public Contract Code (PCC) Sections 10290 et seq. and Section 12101.5, establishes contracts from the federal General Services Administration (GSA) multiple award schedule program for various products and services. As a governmental agency, SCAG is able to take advantage of the California Multiple Award Schedule (CMAS) contract that Sapphire Technologies has with the State of California, without SCAG having to solicit bids.	
Selection Process:	CMAS	
Basis for Selection:	Sapphire Technologies is a qualified CMAS contractor.	

CONSULTANT CONTRACT

Consultant: Cerrell Associates

Scope: The Consultant will provide public communications, media relations and public affairs services to the Southern California Association of Governments. The Consultant will be responsible for providing strategic counseling and coordinating and implementing communications outreach to and among Regional Council members and other stakeholder organizations. In addition, the Consultant will provide public outreach and media relations' support in connection with SCAG's regional programs, policies, plans and activities, and develop and enhance materials to assist SCAG in communicating on a regular basis with a variety of audiences. This is a 24-month contract (12-month base period plus an option to renew for an additional 12 months).

Contract Amount:

Total not to exceed (24 months)	**$497,873**
(12 month base year with a 12 month option year)	
Cerrell Associates (prime)	$477,873
John Husing (subcontractor)	$ 20,000

Contract Period: Notice-to-Proceed through June 30, 2008

Work Element:

07-810.SCGC1	$250,000	Funding Source: Indirect Overhead
08-810.SCGC1	$250,000	Funding Source: Indirect Overhead – subject to approval of SCAG's FY 07-08 budget

Request for Proposal: SCAG staff notified 131 pre-qualified firms of the release of RFP No. 07-004. The following two proposals were received in response to the solicitation:

Cerrell Associates (1 subcontractor)	$497,872
Valencia, Perez & Echeveste (2 subcontractors)	$486,000

Selection Process: The Proposal Review Committee (PRC) evaluated two proposals in accordance with the criteria set forth in the RFP, and the selection process was conducted in a manner consistent with all applicable Federal and State contracting regulations. Interviews were held with both offerors.

The PRC was comprised of the following individuals:

Councilmember Debbie Cook, City of Huntington Beach, SCAG Regional Council Member
Councilmember Lee Ann Garcia, City of Grand Terrace, SCAG Regional Council Member
James McCarthy, Chief, Office of Regional Planning, Caltrans District 7
Francisco Oaxaca, Manager of Media and External Communications, Metrolink
Cheryl Collier, Communications Supervisor, SCAG

Basis for Selection: The PRC recommends Cerrell Associates for the contract award because of Cerrell's comprehensive approach to public communications, extensive knowledge of SCAG, its operations, subregional efforts, thorough responses to the questions posed during the interview, and solid past performance record. Cerrell Associates received higher evaluation scores on both the written proposal as well as on the interviews. The Cerrell team demonstrated a cohesive team effort, presented an impressive powerpoint presentation, identified the key challenges facing the organization and the communication areas most in need of enhancements and added subcontractor John Husing to the team to support SCAG's on-going goods movement efforts.