



Council Agenda Item

Meeting Date: 11/19/2024

Agenda Item: Communications Consultant Selection

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BACKGROUND

(Enter the who, what when, where, why)

On October 16, 2024, the Police Department publicly posted a request for proposals for communications consulting services for a public safety referendum. Two proposals were received by the November 6, 2024 due date. Proposals were submitted by Mueller Communications and De Vor Communications. The proposals were reviewed by an evaluation panel that independently scored the proposals, based on a 100-point scale, evaluating each firm's past record of performance, quality and content of proposal, experience and technical competence, approach to the project, ability to perform within parameters, and cost. The firms were ranked according to their aggregate score.

The firms were ranked in the following order below based on their aggregate scores:

1) Mueller Communications

Mueller Communications submitted a detailed proposal that included an appropriate approach, as well as experienced and technically competent staff. One of the key factors that differentiated the Mueller Communications proposal was the numerous examples provided of successful work on similar public safety referendums in our area. Mueller Communications' estimated cost for the work is \$55,145.09. Mueller also provided an optional community survey with estimated costs not to exceed \$34,000.

2) De Vor Communications

De Vor Communications submitted a detailed proposal that included a large number of qualified staff and overviews of the processes they use in their work. It was noted that the De Vor Communications proposal provided numerous examples of road construction projects, however did not provide examples of public safety referendum experience. De Vor Communications' estimated cost for the work is \$49,703. De Vor also provided an optional community survey with an estimated cost of \$15,000.

PREVIOUS ACTIONS – COMMITTEE RECOMMENDATIONS

(Dates, committees, action taken)

On November 7, 2024, the Common Council affirmed the decision to pursue a public safety referendum.

FINANCIAL IMPACT

(If none, state N/A)

\$65,000 was pre-funded for the completion of the study. The estimated cost of the recommended course of action is \$55,145.09 with a potential for additional costs depending on whether or not a survey is utilized.

STAFF RECOMMENDATION

Recommended Motion: **Move to enter into a contract with Mueller Communications for communications consulting services pursuant to the public safety referendum.**

ATTACHMENT(S) INCLUDED

(If none, state N/A)

1. Mueller Communications Proposal
2. De Vor Communications Proposal
3. Communications Consultant RFP dated 10-15-2024
4. Communications Consultant Scoring Matrix