



City of Albuquerque

Martin Chávez, Mayor

Interoffice Memorandum

March 17, 2006

To: Bruce J. Perlman, Ph.D

From: Roy Robinson, General Manager, Albuquerque Bernalillo County Water Utility

Subject: Recommendation of Award. RFP 2006-009-VC

The City of Albuquerque, on behalf of the Albuquerque Bernalillo County Utility, issued the subject Request for Proposals for "Water Conservation Communication and Public Relations" on February 6, 2006. The successful contractor will provide public relations and communications services for the Water Resources Division water conservation program.

The City posted the solicitation on the purchasing web site, advertised in the Albuquerque Journal and the Albuquerque Tribune, and mailed the entire RFP to 31 vendors. Three bids were received. These were Cooney Watson and Associates, DW Turner and Griffin and Associates.

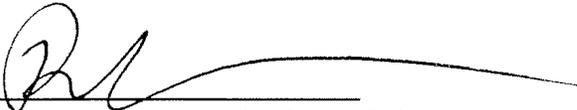
The ad hoc review committee unanimously recommended that the contract for the communications and public relations be awarded to Cooney Watson and Associates. The scores for the proposals are listed below in rank order along with the bid amount for each. All bidders were awarded 50 points to committing to participate in the Summer Youth Initiative.

Firm	Score	Bid Amount
Cooney Watson	3904	\$279,327.39
DW Turner	3552	\$556,749.00
Griffin	3363	\$276,870.00

The total amount of the contract will be subject to negotiation, but will not exceed \$300,000. The contract term is for 45 days, beginning at the execution of the signed agreement.

Per the City Purchases Ordinance, this recommendation will require Water Utility Authority approval.

Approved:



Bruce J. Perlman, Ph.D Date
Chief Administrative Officer

Approved:

 7/21/06

Mark Sanchez Date
Executive Director, Water Utility Authority

Recommended:

 3-21-06

Roy Robinson Date
General Manager, Water Utility

Attachment: Composite Score Sheet
Original: Purchasing RFP2009-006-VC