

Public Records Request #2905

The following materials have been gathered in response to public records request #2905. These materials include:

- City Manager Memo #2018000003
- Waiver of Procurement Process Memo - CMPD Recruitment Marketing & Advertising

This information was provided as a response to a public records request on 10/16/19 and is current to that date. There is a possibility of more current information and/or documents related to the stated subject matter.

Further Information

For further information about this request or the Citywide Records Program, please contact:

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MEMORANDUM

DATE: March 4, 2019
TO: Sabrina Joy-Hogg, Deputy City Manager
City Manager's Office
FROM: Bryant Beck, Maintenance Manager
Charlotte Water
SUBJECT: Elevator Maintenance, Repair & Inspection

Charlotte Water issued a formal Request for Proposal, RFP#FY17-RFP-03 for Elevator Maintenance, Repair & Inspection Service on January 24, 2017. Five proposals were received. The City awarded a long-term unit price contract to Charter Elevator Piedmont, LLC, contract #2018000003 effective July 1, 2017. At the time of contract award, we decided to request City Manager Office approval to award the contract in the amount of \$65,000 for routine maintenance costs for the initial three (3) term of the contract and request additional contract capacity when the need for repairs become apparent. Due to the nature of this type of service, it is difficult to project estimated repair costs.

Charlotte Water has an immediate need to repair an elevator at Franklin Water Treatment Plant with an estimated cost of \$109,000. Due to this need and anticipated repair costs, we are requesting the City Manager approve an increase to the contract amount to \$200,000 until the initial term expires on June 30, 2019. The increased amount will allow Charlotte Water Operations staff the flexibility to obtain repairs and maintenance quickly and efficiently. During each three consecutive one-year term renewal period, Charlotte Water may request additional contract capacity for repair costs.

Please indicate your approval by signing below. If you have any further questions or concerns regarding this request, please contact Adrienne Lewis at 704-336-1050. Thank you.

Director's Approval:
I have reviewed this request and deem it necessary and appropriate.
Angela Lee
Charlotte Water
Date 3/5/19

City Manager Approval:
I have reviewed this request and deem it necessary and appropriate.
Sabrina Joy-Hogg
Deputy City Manager
Date 3/14/19

Waiver of Procurement Process Memo

Tier 2

TO:

Kim Eagle

City Manager's Office

CC:

Chief Procurement Officer

FROM:

Kerr Putney, Chief of Police

Charlotte -Mecklenburg Police Department (CMPD)

This memo and supporting documentation constitutes a Tier 2 procurement waiver as follows:

Tier 2: Procurements of Services equal to or greater than \$50,000 and higher.

Department Directors may request a waiver of competitive solicitation process for procurements of services equal to or greater than \$50,000 and higher. Waivers in this threshold require completion of this waiver memo including all appropriate supporting documentation with submittal to and concurrence by the City's Chief Procurement Officer prior to review and final approval by the City Manager's Office. Concurrence and final approval in writing is required for this waiver to be effective. Waivers for expenditures totaling \$100,000 or more require Council approval.

Contract Description

Total Anticipated Spend

Recruitment marketing and advertising

\$140,000.00

If anticipated expenditures are \$100,000+ please indicate anticipated date Council Approval will be requested:

Background

Description

- 1. CMPD has a critical need to invest in advertising for its recruitment efforts to address vacancy rates.
- 2. The department's vacancy rate is a matter of public safety, as we are understaffed and over committed due to staffing shortages and community needs.
- 3. This is for a marketing and advertising recruitment media plan to communicate about CMPD job opportunities across multiple channels/vehicles of communication in a multi-layered approach.

Waiver of Procurement Process Tier 2

Rationale

The CMPD has had great success with recruitment efforts over the last several months.

- Up 35% year over year in applications
- Up 20% year over year in hiring
- More than 40% of candidates listed the recruitment website as their referral source, and we are pushing all digital advertising to the recruitment website
- 146 applicants came from Google ad word search
- 13 applicants due to social media advertising
- 41 applicants due to digital billboard advertising

One challenge is the department's attrition rate. CMPD is losing officers to retirements and other career opportunities faster than it can fill vacancies.

Recruitment is a massive priority for the department as the chief has seen great success from the work already accomplished and wants to continue those efforts, eventually closing the gap and creating a surplus of potential candidates.

The department certainly uses unpaid methods such as public relations and social media, but the reach is limited without paying for exposure as outlets restrict viewership for unpaid material, ultimately limiting the number of people who see that we are recruiting, and potentially limiting our applicant pool as the exposure is not maximized.

CMPD wants to continue this momentum already achieved by executing multi-layered media advertising plans for the following time periods:

- January - June 2019
- July 2019 - June 2020

Reason for Choosing the Selected Vendor

CMPD has solicited bids from other agencies, and LGA came out to be the most comprehensive and cost effective option. LGA has negotiated buys by leveraging max coverage for minimal spend, really extending the department's reach and oftentimes obtaining buy one, get one free opportunities. LGA is a trusted vendor with the City of Charlotte that has also partnered with CATS and the airport on various efforts..

Waiver of Procurement Process Tier 2

Spending and Term

Estimated amount of \$140,000 for a short-term contract (FY2019) and a formal RFP will be conducted for services over the next three years.

Recommendation

Section 1.7.2 of the Citywide Procurement Policy (MFS 24) allows a Department Director to waive the requirement to issue an RFP for a formal solicitation of services when it is in the City's best interest to do so. The reasons stated above establish that a waiver is appropriate with respect to the services described above.

Accordingly, this memorandum indicates that the Charlotte -Mecklenburg Police Department (CMPD)

department will forego a new formal solicitation requirement, and recommends a contract with LGA - Luquire George Andrews

Department
Director

Approve

Deny

eSigned via SeamlessDocs.com

Key: f087a44a2fa75d55f1f067fe635c9d9

Signature

Kerr Putney

Full Name

01/23/2019

Date

Chief Procurement Officer

Approve

Deny

eSigned via SeamlessDocs.com

Key: 64f12d8f7385254b76fb91548219b022

Signature

Karen Ewing

Full Name

02/06/2019

Date

City Manager's
Office

Approve

Deny

eSigned via SeamlessDocs.com

Key: 0a318ece111334def621560d0dda7c0

Signature

Kim Eagle

Full Name

02/06/2019

Date