



Metropolitan Water Reclamation District of Greater Chicago

100 East Erie Street
Chicago, IL 60611

Legislation Details (With Text)

File #: 21-0709 **Version:** 1
Type: Agenda Item **Status:** Adopted
File created: 7/28/2021 **In control:** Procurement Committee
On agenda: 8/5/2021 **Final action:** 8/5/2021
Title: Authority to advertise Contract 21-RFP-18 Market Research and Analysis, estimated cost \$125,000.00, Account 101-15000-612430, Requisition 1562374

Sponsors:

Indexes:

Code sections:

Attachments: 1. Affirmative Action report 21-RFP-18_Market Research and Analysis Diversity Review

Date	Ver.	Action By	Action	Result
8/5/2021	1	Board of Commissioners	Approved	Pass

TRANSMITTAL LETTER FOR BOARD MEETING OF AUGUST 5, 2021

COMMITTEE ON PROCUREMENT

Mr. Brian A. Perkovich, Executive Director

Authority to advertise Contract 21-RFP-18 Market Research and Analysis, estimated cost \$125,000.00, Account 101-15000-612430, Requisition 1562374

Dear Sir:

Request for Proposal (RFP) documents have been prepared for Contract 21-RFP-18 Market Research and Analysis at the request of the Office of Public Affairs. The estimated length to complete this project is within one year from the award date.

The purpose of this contract is to request proposals to conduct market research and analysis of residents, municipalities, business owners, and special-interest groups living and operating within the District's service area (Cook County) to help support the MWRD's Strategic Plan and strengthen the brand identity across all platforms and target groups. The information will be used to help establish benchmarks for system wide marketing communications and outreach goals, activities, and messaging.

The estimated cost for this RFP is not to exceed \$125,000.00.

A bid deposit is not required for this RFP.

The Affirmative Action Ordinance Appendix A and Appendix V will be included in this contract. The type of work performed under the contract is within the "tailored" category for establishing Minority-owned Business Enterprises (MBE), Women-owned Business Enterprises (WBE), and Small Business Enterprises (SBE) utilization goals. The MBE and/or WBE, and SBE utilization goals for this contract are: 20% MBE, 10% WBE, 10% SBE, and 3% VBE. A Supplier's Exception has not been recommended.

The tentative schedule for this contract is as follows:

Advertise	August 18, 2021
Proposals Received	September 10, 2021
Award	October 21, 2021
Completion	December 31, 2022

Funds are available in 2021 in the amount of \$10,000.00 in Account 101-15000-612430. Funds for the 2022 expenditures in the amount of \$115,000.00 are contingent on the Board of Commissioners' approval of the District's budget for next year.

In view of the foregoing, it is recommended that the Director of Procurement and Materials Management be authorized to advertise Contract 21-RFP-18.

Requested, Allison Fore, Public & Intergovernmental Affairs Officer, SP:CO

Recommended, Darlene A LoCascio, Director of Procurement and Materials Management

Respectfully Submitted, Barbara J. McGowan, Chairman Committee on Procurement

Disposition of this agenda item will be documented in the Official Regular Board Meeting Minutes of the Board of Commissioners for August 5, 2021