



City of Emeryville

CALIFORNIA

MEMORANDUM

DATE: June 20, 2017

TO: Carolyn Lehr, City Manager

FROM: Andrew Clough, Acting Public Works Director

SUBJECT: Resolution Of The City Council Of The City Of Emeryville Authorizing The City Manager To Enter Into A Maintenance Contract With Rubicon Enterprises Inc., dba Rubicon Landscape In An Amount Not To Exceed \$209,536 For City-Wide Landscape Maintenance For Fiscal Year 2017/18

RECOMMENDATION

Staff recommends that the City Council adopt the above referenced resolution.

BACKGROUND

The City contracts for the maintenance of landscaping at all City facilities, various parks, median islands and greenways throughout the City. The specifications for maintenance require the use of Bay Friendly practices and that the landscape contractor has Bay-Friendly Qualified Landscape Professionals on staff and assigned to the City of Emeryville contract. The landscape areas included for contract maintenance are those shown in Exhibit "A", Table 1, of the attached Landscape Maintenance Contract. All other City owned landscape areas are maintained by City Public Works crews.

Many of the City's landscaped areas are in need of work beyond the routine monthly maintenance. These tasks include re-planting, re-seeding, heavy pruning and other improvements that will bring them back to expected standards. Some of these areas are along the Greenway, Park Avenue, Early Childhood Development Center, Doyle Street Streetscapes, and the traffic circles and green infrastructure in the Triangle Neighborhood.

The City periodically releases a Request for Proposals (RFP) for Landscaping Maintenance Services, the last one being 2013, which granted the City Manager authority to enter into an annually renewable contract through FY 2017/18. However, in an effort to encourage open competition and ensure that the City receives quality services at a competitive price, the last year of the existing authority is not being used.

Instead, on April 11, 2017, staff issued an RFP for City-wide Landscape Maintenance. A mandatory job walk was held on April 25, 2017 and was attended by five potential respondents, and on May 4, 2017, the City received three proposals.

DISCUSSION

On May 4, 2017, the City received Proposals for City-wide Landscape Maintenance from New Image Landscape Company, BrightView Landscape Services, Inc., and Rubicon Landscape Services, Inc. The Proposals included:

1. Scope of Services: a description of the services required to meet the project objectives, including a description of the major components of service and the work product to be provided by the Proposer.
2. Bid Prices for the Routine Monthly Landscape Maintenance Services, included as Exhibit "B" of the attached Landscape Maintenance Contract.
3. Statement of Qualifications

As described in the RFP, the proposals were reviewed by staff for responsiveness, qualifications, reasonableness of the schedule of billing rates, and for the Proposer's understanding of the work to be completed. All of these criteria were considered as part of the evaluation and selection process. After evaluating the proposals based on the above criteria, staff recommends entering into a maintenance contract with Rubicon Enterprises Inc., dba Rubicon Landscape for the reasons detailed below.

Evaluation Summary

A summary of the staff review is included here, with additional details provided in the attached memo, "*Evaluation of Responses to RFP for Landscape Services for FY 2017-18*"

New Image Landscaping - Bid for Routine Monthly Maintenance: \$116,473 annual cost.

New Image provided the lowest Routine Monthly Bid Proposal but the proposal did not provide a description of the services that will be performed in order to achieve the project objectives, the value of contracts used as references, or the identification of active principals responsible for managing the Emeryville work.

Rubicon Landscape – Bid for Routine Monthly Maintenance: \$129,536 annual cost

Rubicon's base bid is 11% higher than the low bid. However, Rubicon responded with all requested information and provided an organized and thoughtful approach to providing the services and senior management oversight expected by Emeryville. Their references were solid.

Brightview Landscaping Services – Bid for Routine Monthly Maintenance: \$191,987 annual cost.

Brightview's base bid is 65% higher than the low bid and exceeded the planned budget by a wide margin.

Agreement for FY 2017-18:

The Proposed Agreement allows for the City to enter into additional annual contracts through fiscal year 2021/2022, providing the Contractor with a cost of living adjustment based on the Consumer Price Index, to a maximum of 5% per year.

The proposed total contract amount for FY 2017-18 is in the amount of \$209,536, which is divided into three operating areas:

1. Routine Landscaping Services: \$129,536. This amount includes the total annual price for routine maintenance of the areas listed in Exhibit "A" of the Maintenance Contract.
2. An allowance in the amount of \$40,000 to cover unanticipated replacement planting, irrigation system, vandalism repair, and additional maintenance on CALTRANS right-of-ways, including the Powell Street interchange.
3. An allowance in the amount of \$40,000 for "extra work" to be completed in accordance with the terms of the Contract. The "extra work" will be scoped, bid and approved by the City in writing on a Task Order basis. Some of the areas requiring additional work, as mentioned above, include the Greenway and the Triangle neighborhood green infrastructure.

Please note the funds allotted to this additional work are not sufficient to complete what is needed in all areas of the City. The funds will be used in the most critical areas and where the City can receive the most value for the investment. Additional projects will be scoped, packaged and separately bid.

FISCAL IMPACT

The total contract amount for fiscal year 2017/18 is \$209,536.

Maintenance of the CALTRANS right-of-ways is reimbursable from CALTRANS as part of the Delegated Highway Maintenance Agreement for the CALTRANS right-of-way at the I-80 Interchange.

The operating budget to be presented to the City Council for fiscal year 2017/18 includes sufficient funds to cover the cost of landscape maintenance.

STAFF COMMUNICATION WITH THE PUBLIC

On June 5, 2017, the City received a letter from New Image Landscape Company requesting that New Image Landscape be awarded the Landscape Maintenance Contract (attached). The letter asserts that since New Image "was the lowest bidder" and "meets all requirements as set forth in the RFP", New Image should be awarded the contract.

While New Image did provide the lowest cost proposal for routine monthly maintenance, as described in this report and in the RFP, the proposals were also evaluated for responsiveness, qualifications, billing rates, and proposer's understanding of the work to be completed. Simply including the requested information is not sufficient. The quality and clarity of the submitted information is relevant and crucial to the identification of the most qualified respondent. As discussed above, Rubicon responded with all requested information and provided an organized and thoughtful approach to providing the services and senior management oversight. After an evaluation of the proposals using the criteria presented in the RFP, staff ranks Rubicon Landscape as the most qualified respondent.

PREPARED BY: Andrew Clough, Acting Director for Public Works

**APPROVED AND FORWARDED TO THE
CITY COUNCIL OF THE CITY OF EMERYVILLE:**



Carolyn Lehr, City Manager

ATTACHMENTS

- Proposed Resolution to approve FY 2017/18 Landscape Maintenance Contract with Rubicon Landscape
- Rubicon Landscape Maintenance Contract, FY 2017/18
- Memorandum, Evaluation of Responses to RFP for Landscape Services for FY 2017-18
- Letter from New Image Landscape Company, June 5, 2017