



CITY OF EMERYVILLE

MEMORANDUM

DATE: May 8, 2017

TO: File

FROM: Public Works Department

SUBJECT: Evaluation of responses to RFP for landscape services for FY 2017-18

Summary:

Recommend award of the contract for landscape services to Rubicon Landscape for FY 2017-18 with options to renew the contract through FY 2021-22 based on mutual agreement.

Background and Approach:

The current landscaping contract that is due to expire on June 30, 2017, was originally awarded in 2013 to New Image Landscaping. In advance of the expiration this year, staff issued a request for proposals (RFP) for landscape services using the City's bid posting service, *CIPList.com*.

Response to the RFP:

Five firms expressed an interest in the RFP and participated in a day-long walkthrough of all the landscape areas in Emeryville that are covered in the contract.

RFP submissions were received from three of the five companies, listed here with their bid totals: New Image Landscaping (\$116,473), Rubicon Landscaping (\$129,536), and Brightview Landscape Services (\$191,987).

RFP Analysis:

Of the three companies, the Brightview Landscape Services submission had to be set aside because the proposal exceeded the planned budget by a wide margin.

What quickly became apparent was a distinct qualitative difference between the two proposals with Rubicon's containing well-thought out replies that were rich with information and perspective while New Image's was sparse and minimal in its content. Examples of these differences are provided below.

Topic: RFP Section 5 (A)(1) and (A)(2), which asked for a description of services

Rubicon's Response: Rubicon provided a table of responses to 11 specific areas of interest with details for each, as shown below:

5(A)(1) Proposal Exhibit A

The table below provides a description of the scope of services Rubicon Landscape intends to provide to the City of Emeryville in order to achieve the project objectives of this RFP.

ITEM	DESCRIPTION
Account Management and Communication with Client	We will assign an dedicated Account Manager to this project. The Account Manager will serve as the City's primary point of contact. The Account Manager will be available via personal meetings, cell phone and email as needed. The Account Manager will coordinate all service delivery on this project and inspect work sites monthly.
Reports and Schedules	The Account Manager will generate weekly and monthly schedules for timely submission to the City. The Account Manager will also submit monthly written reports confirming work completed during the month. This report will include documentation of storm water and irrigation issues, IPM monitoring, soil and pest management treatments and other chemical applications.
Bay Friendly and BAASMA.	The Account Manager is Bay-Friendly Qualified and possesses the knowledge to instruct our employees to use Bay-Friendly best practices and approaches to address plant health and landscape quality. The Account Manager will complete BAASMA Surface Cleaner training before the start of this project. (another employee has a current training certificate from BAASMA)
Sites with Turf	Sites with turf will be scheduled for 43 annual mowing circuits, weekly during the growing season and bi-weekly during winter months. Turf will be edged every second mowing. Mulching mowers and grass cycling will be used as appropriate. Turf will be aerated once per year and dethatched if needed. Turf will be fertilized up to 4 times per year using slow release and organic fertilizers.
Sites Receiving Weekly Service	Sites receiving weekly service will be policed for trash and have landscape debris removed weekly. Pruning will be done as needed, with our crews rotating thru the property on a regular basis. Proper Pruning techniques will be used at all times.
Sites Receiving Monthly Service	Sites receiving monthly services will be policed for trash and have landscape debris removed each month. Pruning and bed maintenance will be done as needed, with our crews rotating through the property on a regular basis. Proper pruning techniques will be used.
Sites Receiving Weed Abatement and Litter Removal only	Sites will be policed for litter each month. Weed abatement, including mowing to will be done as needed. We anticipate 1-3 annual mowings, as needed. String Trimmers, a walk behind "Billy Goat" brush mower or tractor with flail mower will be used as appropriate to reduce vegetation and fire potential.
Crew Organization	We will provide a 2 person crew, with all necessary equipment to provide all services. In areas requiring the use of traffic control (medians) we may increase staff size to reduce impact on vehicle traffic.
Irrigation Management	Rubicon will provide a trained Irrigation Technician to perform an initial Irrigation system check, and periodic follow up inspections as well as repairs. Irrigation programming will be coordinated by Account Manager working closely with the Irrigation Technician.
IPM	Rubicon's Account Manager will make recommendations on areas where the application of mulch could reduce weed pressures and pesticide use. It is our intent to apply a pre-emergent to landscape beds and medians as appropriate. Rubicon will use the least toxic options to control weeds.
Bio swales	Bio swales will be inspected and maintained to ensure that flow is not obstructed. Grassy swales will be mowed up to 4 times per year. Clippings will be removed.

New Image Response: The New Image response (shown below) contained no detail or dimension and simply mirrored back to the City what the City already stated in the first place in the City's Exhibit A.



Of special importance was New Image's lack of a direct and expanded response to a newly added section of Exhibit A (section 1.5) that requires strict scheduling, progress reporting, and coordination. This requirement was added by the City because of problems with scheduling and reporting experienced by the City in the course of the current contract.

Topic: RFP Section 5 (C)(2), which asked for references

Rubicon's Response: Rubicon provided three complete references for client contracts similar in size and scope to Emeryville. The references described the scope of services, the assigned personnel, and the value of the contracts.

New Image Response: New Image provided three references but one of the references was the City of Emeryville itself, which defeats the purpose of references in the first place. The reference descriptions were short, generalized, and omitted the (requested) value of the contracts.

Topic: RFP Section 5 (C)(3), which asked for a list of the proposer's principals, agents, and subcontractors

Rubicon's Response: Rubicon provided a very well structured description of the organization, managers, and career histories of key staff. They also included an organization chart, photocopies of all relevant licenses, a description of their ownership and legal structure, and their social mission.

New Image Response: New Image's response was did not contain a description of assignments or summary of qualifications, but simply provided a listing of *some* (their italics) of the personnel holding certifications and the following statement.

"New Image Landscape does not intend to assign any principles (sic), agents, or subcontractors to this account if we are awarded".