



CITY OF NEWARK
DELAWARE

November 4, 2024

TO: Honorable Mayor & Council

FROM: Jeff Martindale, Chief Procurement & Projects Officer 
David Del Grande, Finance Director 

VIA: Tom Coleman, City Manager 

SUBJECT: Recommendation to Award a Contract Stemming from Request for Proposal (RFP)
24-01: Emergency Management Consultant Services

BACKGROUND

The City of Newark has an Emergency Operations Plan (EOP) that is overdue for an update, no Continuity of Operations Plan (COOP) exists for Newark currently, and management has identified emergency preparedness training as a critical area in need of improvement as part of Newark's municipal operations. As part of the 2024 budget process, staff recommended adding a full-time equivalent (FTE) employee to become the emergency management coordinator for Newark; after discussion with Council, this was modified for 2024 to a contractual service agreement with an emergency management consultant agency. RFP No. 24-01 was advertised beginning in July 2024 to procure this service.

PROPOSAL PROCESS/REVIEW

The Purchasing Division advertised RFP No. 24-01 in The News Journal and on the City's website, as well as emailed copies of the RFP to several firms following research on appropriate vendors. Proposals were distributed to and reviewed by the evaluation committee, which consisted of City Manager Tom Coleman, Chief Procurement & Projects Officer Jeff Martindale, Public Works & Water Resources Director Tim Filasky, Fire Protection Specialist Renee Hayes, Lead Property Maintenance Inspector Ryan Straub, and CALEA Accreditation Coordinator Gerald Bryda.

Nine (9) vendors responded to the City's RFP. Each committee member reviewed and ranked the proposals based on the following ranking criteria and point range:

1. **Understanding of Project Scope and Requirements (Point Range: 0-20):**
 - Evaluation of how well the proposal addresses the specific requirements outlined

- in the scope of services.
 - Clarity and completeness of the proposer's approach to updating the COOP and enhancing emergency response procedures and training.
2. **Reputation and Experience (Point Range: 0-25):**
 - Assessment of the firm's previous experience and success in managing similar emergency management projects/consultations.
 - Quality and relevance of the three comparable projects provided as references.
 3. **Methodology and Project Management (Point Range: 0-20):**
 - Suitability of the proposed methodology for achieving the project objectives within the specified timeline.
 - Quality of the project management plan, including risk identification and mitigation strategies.
 4. **Qualifications of Key Personnel (Point Range: 0-20):**
 - Education, experience, and qualifications of the project manager and key staff assigned to the project.
 - Relevance of the team's skills and their previous collaborative experiences to the project's requirements.
 5. **Local Understanding and Availability (Point Range: 0-15):**
 - Demonstrated understanding of the Newark community and its specific emergency management needs.
 - Proximity of the office from which the project will be managed and the availability of the personnel.

The average scores assigned to the nine (9) proposals received are as follows:

NAME	RANK	AVG. SCORE
IEM International	1	83.33
The Olson Group	2	81.33
Centurion	3	80.17
B Riley Advisory	4	77.67
Delta Development Group	5	76.50
Guidepost Solutions	6	75.33
AP Triton Consulting	7	74.00
Chloeta	8	67.50
The Minotaur Group	9	67.00

The top four (4) ranked vendors were invited to an interview round with the evaluation committee, which consisted of a presentation and Q&A session that was worth 25 scored points. The second-round scoring was held distinctly from the first to determine the best fit for Newark. The following is the committee's ranking of the vendors from the second-round interview

process:

NAME	RANK
The Olson Group	T-1
IEM International	T-1
Centurion	T-3
B Riley Advisory	T-3

All four of these vendors provided engaging and informative presentations, making the decision difficult for the evaluation committee. However, IEM International and The Olson Group remained the highest ranked firms following the second-round process. Ultimately, given the close scoring between IEM International and The Olson Group, the evaluation committee was unable to make a decision without considering vendor pricing. As such, staff reviewed the pricing for these vendors, which is as follows:

NAME	TOTAL PRICE
IEM International	\$132,900.00
The Olson Group	\$75,000.00
Centurion	\$78,510.00
B Riley Advisory	\$148,270.00

Given The Olson Group's high-ranking score and lowest priced proposal, the evaluation committee recommends moving forward with The Olson Group as the City's emergency management consultant firm. The Olson Group has completed training exercises repeatedly over the last several years with the Delaware Emergency Management Agency (DEMA) and worked with all three Delaware counties directly in the past as well. Given this breadth of Delaware-specific work and a positive review from DEMA, staff is confident The Olson Group is capable of completing this scope of work for Newark.

FUNDING

Funding was intended for this effort and is available in the 2024 Administration Department contractual services budget for 2024.

RELATED DOCUMENTS

1. RFP 24-01: <https://newarkde.gov/bids.aspx?bidID=196>

RECOMMENDATION

I move that City Council award a contract stemming from Request for Proposal No. 24-01 to The Olson Group for emergency management consultant services in the amount of \$75,000.