

**CITY OF EL PASO, TEXAS
AGENDA ITEM
DEPARTMENT HEAD'S SUMMARY FORM**

AGENDA DATE: August 16, 2022
PUBLIC HEARING DATE: NA

CONTACT PERSON(S) NAME AND PHONE NUMBER:

Elizabeth K. Triggs, Director of Economic & International Development, (915)
212-0094
Claudia A. Garcia, Interim Director of Purchasing & Strategic Sourcing, (915)
212-1218

DISTRICT(S) AFFECTED: All

STRATEGIC GOAL: 1 - Create an Environment Conducive to Strong sustainable Economic Development

SUBGOAL: 1.1 - Stabilize and expand El Paso's tax base

SUBJECT:

The award of solicitation 2022-0370R Customer Relation Management (CRM) System to Keen360, Inc., for a term of three (3) years for an estimated amount of \$102,021.25. The award also includes, a two (2) year option for an estimated amount of \$46,147.50. The total value of the contract is, including the initial term plus the option for a total of five (5) years, for an estimated amount of \$148,168.75. TThis contract will allow for the purchase of a Business Relationship Management System. The system will support the Economic and International Development Department, as well as other outward facing departments such as the El Paso International Airport, in establishing, tracking, and maintaining business relationships.

BACKGROUND / DISCUSSION:

This is a request from Economic Development for Business Relationship Management System. Economic & International Development' focus for this system is to enhance the City's economic development activities across 4 key areas, Active Economic Development Incentive Agreement Management, Budget Management, Business Retention and Expansion and Business and Industry Attraction / Redevelopment.

SELECTION SUMMARY:

Solicitation was advertised on February 1, 2022 and February 8, 2022. The solicitation was posted on City website on February 1, 2022. The email (Purmail) notification was sent out on February 3, 2022. There were a total of fifty-four (54) viewers online; three (3) proposals were received; none being local suppliers.

CONTRACT VARIANCE:

No contract variance.

PROTEST

No protest received for this requirement.

PRIOR COUNCIL ACTION:

NA

AMOUNT AND SOURCE OF FUNDING:

Amount: \$102,021.25

Funding Source: 522150-999-1000-99999 - \$50,000.00

522020 239-1000-15240-P1506 - \$52,021.25

Account: General Fund - Citywide Contracts Division

HAVE ALL AFFECTED DEPARTMENTS BEEN NOTIFIED? YES NO

PRIMARY DEPARTMENT: Economic & International Development

SECONDARY DEPARTMENT: Purchasing & Strategic Sourcing

*****REQUIRED AUTHORIZATION*****

DEPARTMENT HEAD:



Elizabeth K. Triggs, Director of Economic & International Development

**COUNCIL PROJECT FORM
(RFP)**

*******POSTING LANGUAGE BELOW*******

Please place the following item on the **CONSENT** agenda for the Council Meeting of **August 16, 2022**.

STRATEGIC GOAL NO.: 1 - Create an Environment Conducive to Strong sustainable Economic Development

The linkage to Strategic Plan is subsection 1.1 - Stabilize and expand El Paso's tax base

Award Summary:

The award of solicitation 2022-0370R Customer Relation Management (CRM) System to Keen360, Inc., for a term of three (3) years for an estimated amount of \$102,021.25. The award also includes, a two (2) year option for an estimated amount of \$46,147.50. The total value of the contract is, including the initial term plus the option for a total of five (5) years, for an estimated amount of \$148,168.75. This contract will allow for the purchase of a Business Relationship Management System. The system will support the Economic and International Development Department, as well as other outward facing departments such as the El Paso International Airport, in establishing, tracking, and maintaining business relationships.

Contract Variance:

No contract variance.

Department:	Economic & International Development
Award to:	Keen360, Inc. King of Prussia, PA
Item(s):	All
Initial Term:	3 years
Option to Extend:	2 years
Annual Estimated Award:	\$ 55,873.75 (Year 1) \$ 46,147.50 (Year 2 & 3)
Initial Term Estimated Award:	\$102,021.25 (3 Years)
Option Term Estimated Award:	\$ 46,147.50 (2 Years)
Total Estimated Award:	\$148,168.75 (5 years)
Account No.:	522150-999-1000-99999 522020 239-1000-15240-P1506
Funding Source:	General Fund - Citywide Contracts Division
District(s):	All

This is a Request for Proposal, requirements contract.

The Purchasing & Strategic Sourcing and the Economic & International Development Departments recommend award as indicated to Keen360, Inc., the highest ranked proposer based on evaluation factors established for this procurement. In accordance with this award, the City Manager or designee is authorized to exercise future options if needed.

Additionally, it is requested that the City Attorney's Office review and that the City Manager be authorized to execute any related contract documents and agreements necessary to effectuate this award.

*******ADDITIONAL INFO BELOW*******

CITY OF EL PASO RFP SCORESHEET

PROJECT: 2022-0370R Customer Relation Management (CRM) System

Evaluation of Submittal

	MAX POINTS	Keen360, Inc.	SVAM International, Inc.	Coastal Cloud Holdings, LLC dba Coastal Cloud LLC
Factor A - Proposal Cost				
	35	\$ 125,094.25	\$ 398,700.00	\$ 440,845.92
		35.00	10.98	9.93
Factor B - Experience – Comparable Contracts				
	25	20.40	18.00	0.00
Factor C - References				
	15	0.00	9.00	0.00
Factor D - Project Plan				
	10	8.60	7.80	8.00
Factor E - Technical Demonstration				
	15	13.60	11.00	14.20
TOTAL SCORE	100	77.60	56.78	32.13
Rank		1	2	3



**CITY OF EL PASO
REQUEST FOR PROPOSALS TABULATION FORM**



Bid Opening Date: March 9, 2021

Solicitation #: 2022-0370R

Project Name: Customer Relation Management (CRM) System

Department: Economic & International Development

BIDDER'S NAME:	LOCATION:	AMENDMENT(S) ACKNOWLEDGED:
Coastal Cloud Holdings, LLC dba Coastal Cloud LLC	Palm Coast, FL	YES
Keen360, Inc.	King of Prussia, PA	NO
SVAM International, Inc.	Great Neck, New York	NO
RFPs SOLICITED: 7 LOCAL RFPs SOLICITED: 0 RFPs RECEIVED: 3 LOCAL RFPs RECEIVED: 0 NO RFPs: 0		

NOTE: The information contained in this RFP tabulation is for information only and does not constitute actual award/execution of contract.

Approved: /s/

Date: 3/16/2022

2022-0370R Customer Relation Management (CRM) System

2022-0370R – Customer Relation Management (CRM) System
Bidder's List

Executive Pulse
ATTN: Laith Wardi
Mailing Address: 11 E 4th St, Erie,
Pennsylvania, 16507

Hubspot
ATTN: Wilson Rouse
Mailing Address: 25 First St,
Cambridge, MA 02141

Synchronist CRM
ATTN: Eric Canada
Mailing Address: PO Box 4408
Wheaton, IL 60189

Source Link
ATTN: Ms. Dara Macan
Mailing Address: 4747 Troost Ave,
KCMO 64110

Cura Cubby
ATTN: Surya Voinar
Mailing Address: 2120 University Ave,
Berkeley, CA 94704

LeadSquared
ATTN: Violet Tamayo
Mailing Address: 510 Thornall Street,
Suite 210, Edison, NJ-08837

PipeDrive
ATTN:
Mailing Address: 490 1st Ave South,
Suite 800, St. Petersburg, FL 33701