City of Jacksonville, Florida

Lenny Curry, Mayor

City Hall at St. James
117 W. Duval St.
Jacksonville, FL 32202
(904) 630-CITY
www.coj.net

ONE CITY. ONE JACKSONVILLE.

TO: Gregory Pease, Chairman
Professional Services Evaluation Committee

THRU: Kendra Mervin, Jax Journey Project Manager KM
Office of the Mayor

FROM: Deborah J. Verges, Jax Journey Project Director DV
Office of the Mayor

DATE: May 31, 2017

RE: **P-46-17 NLP Logix, LLC Data Analytics Consultant Services for City data Analysis Projects**

The Office of the Mayor - Jax Journey Project has negotiated with the number one ranked consultant, NLP Logix, LLC, that was selected through the Request for Proposal process. NLP Logix, LLC was selected to perform as needed, on demand data analytics services and provide guidance, technical assistance, and essential tasks to facilitate the City's proficiency in making well informed data-driven decisions.

Accordingly, this memorandum is to recommend that the City of Jacksonville enter into an agreement with NLP Logix, LLC to provide the aforementioned services and as further delineated in the Scope of Services (Exhibit A) and Contract Fee Schedule (Exhibit B). The initial term of the agreement will commence upon execution of the Contract and will continue for a two year period with two (2) one year renewal options at the discretion of the City of Jacksonville. The maximum indebtedness for FY 2016-2017 should not exceed $85,000.00. All other terms and conditions of the Contract are per the City's standard contract language and as provided in the Request for Proposal.

Attachments: Exhibits A & B
PSEC Memorandum – Approval to Negotiate May 18, 2017 & Attachments
FAMIS Account Summary – Index Code MAAD019JNY Subobject 03109

cc: Alex Baker, PSEC Specialist
Damian Cook, Grant Administrator

EXHIBIT "A"
SCOPE OF SERVICES

Youth Enrichment Program Efficacy Study

As part of a larger effort to help Jax Journey and the City of Jacksonville better understand how City Funded programs are helping reduce long-term crime trends and to influence decisions regarding future program funding, NLP Logix has been commissioned to perform an exhaustive Data Analysis Study. This is a large effort and will involve heavy collaboration with multiple individuals to help us understand the nature of the various programs, what data is available, and what the outcomes-based metrics should be.

The consultant will be required to:

- Perform Data Analysis of Youth Enrichment programs
- Provide outcomes-based measurement reports
- Meet monthly with key stakeholders to give updates on the progress of the analysis and answer questions
- Provide a comprehensive final report with all of the measures, as well as recommendations for future success
    - To include recommendations for improved data collection and maintenance
    - To include long-term data analysis capabilities

Survey Research & Preparation

In cooperation with Jax Journey and the Office of Juvenile Justice and Delinquency Prevention (OJJDP), NLP Logix has been commissioned to build a scientific survey for measuring the impact of crime and crime prevention programs on the youth of Jacksonville. The surveys will help build a better understanding of how many of our youth are involved in or exposed to various levels of crime, gang violence, firearm possession, or live in unsafe situations. The survey will be built to maximize the value of the quantitative information by standardizing the answers on a Likert-type scaling system and will also maximize the attributes that can be used in analyzing the survey results.

The consultant will be required to:

- Administer surveys at local high schools
- Analyze survey results
- Provide a report of analyzed survey results

NLP LOGIX

EXHIBIT "B"
Fee Schedule

Youth Enrichment Program Efficacy Study

- The cost of this effort is $75,000.00 and will be payable upon delivery of the final report.

Survey Research & Preparation

- The total cost for Survey Research and Preparation is $10,000.00
  - $5,000 will be payable upon completion of creating the survey
  - $5,000 will be payable upon delivery of all survey contents and analysis

City of Jacksonville, Florida

Lenny Curry, Mayor

Procurement Division
Ed Ball Building
214 N. Hogan Street, Suite 800
Jacksonville, Florida 32202

ONE CITY. ONE JACKSONVILLE.

May 18, 2017

The Honorable Lenny Curry, Mayor
City of Jacksonville
4th Floor, St. James Building
Jacksonville, FL 32202

Dear Mayor Curry:

Ref: P-46-17 Data Analytics Consultant Services for City Data Analysis Projects
Office of the Mayor

The Professional Services Evaluation Committee met today in Conference Room 851 on the eighth floor of the Ed Ball Building, to conclude evaluation of various firms regarding the above-referenced project.

Recording of the deliberations of the committee meeting are available in the Office of the Chief of the Procurement Division.

It is the consensus of the committee that of the five (5) proposals received in response to the Request for Proposal (RFP), all were found to be responsive, interested, qualified, and available to perform the required services. The ranking of first, second and third, designates the order of qualifications of these firms to perform the required services and alphabetically they are:

3) **Cambridge Systematics**
2) **Dynamo Metrics LLC**
1) **NLP Logix**

If the above meets your approval, please notify the undersigned so that fee and contract negotiations may begin with **NLP Logix,** the number one ranked firm.

Respectfully submitted,

Gregory Pease, Chief
Procurement Division
Chairman, Professional Services
Evaluation Committee

APPROVED:

Lenny Curry, Mayor

This 24 day of May, 2017

GP: ab

cc: Council Auditor
Julia Davis, OGC
Melba Gray GAD
Subcommittee Members

OFFICE OF MAYOR LENNY CURRY

MEMORANDUM

DATE: May 2, 2017

TO: Greg Pease, Chairman
Professional Services Evaluation Committee (PSEC)

THRU: Kerri Stewart, Chief of Staff
Office of the Mayor

FROM: Deborah Verges, Jax Journey Director
Office of the Mayor

RE: P-46-17 Data Analytics Consultant Services
Subcommittee Report

The subcommittee received five (4) proposals for the **Data Analytics Consultant Services** and found four (4) to be responsive, interested, qualified and available to provide the services required by the Request for Proposal (RFP) and one(1) non-responsive. NORC at the University of Chicago was deemed unresponsive due to the lack of proof of ability to conduct business in the State of Florida. The proposal was evaluated using the selection criteria outlined in the Purchasing Code and augmented by the RFP (see attached matrix and proposed rate sheet from the proposer.)

Based on the above, the following firm was determined to be qualified to perform the required services:

3) **Cambridge Systematics**
2) **DynoMetrics**
1) **NLP Logix**

Please advise us when this item is placed on your agenda so we may be present. After a full committee review, the subcommittee request the above is forwarded to the Mayor for final selection.

Attachment(s) Scoring Matrix
Cost Sheet

EVALUATION MATRIX

EVALUATION SCALE

1----------10

QUALIFIED — EXTREMELY QUALIFIED

PROJECT NO: P-46-17

AVERAGE

PROJECT TITLE: Data Analytics Consultant Services

Consultant	Competence	Current Workload	Financial Responsibility	Ability to Observe and Advise Whether Plans and Specifications	Past and Present Record of Professional Accomplishments with City Agencies and Others	Proximity to the Project	Past & Present Demonstrated Commitment to Small & Minority Businesses & Contributions Toward A Diverse Market Place	Ability to Design an Approach and Work Plan to Meet the Project Requirements	Willingness to meet time and budget	Volume of current and prior work performed	Overall
CAMBRIDGE SYSTEMATICS	7.00	7.00	5.00	7.50	4.50	6.00	5.00	16.00	6.00	10.00	74.00
DYNOMETRICS	8.00	9.00	5.00	8.00	4.50	3.50	10.00	16.50	6.00	10.00	80.50
NLP LOGIX	8.50	9.50	5.00	9.50	5.00	10.00	5.00	18.00	10.00	6.50	87.00
PLANTE MORAN	6.50	6.50	5.00	7.00	2.50	3.50	6.00	13.50	4.50	10.00	65.00

FISCAL MO/YEAR : 08 2017 CURRENCY CODE :
INDEX CODE : MAAD019JNY JOURNEY STAFF SUPPORT
SUBOBJECT : 03109 PROFESSIONAL SERVICES
PROJECT :
PROJECT DETAIL :
GRANT :
GRANT DETAIL :
USER CODE :

S	MAY 2017	ANNUAL BALANCE	ALL YEARS BALANCE
ESTIMATED REVENUES	.00	.00	.00
REVENUES	.00	.00	.00
UNREALIZED REVENUES	.00	.00	.00
BUDGET	.00	324,789.00	324,789.00
EXPENDITURES	6,250.00	56,250.00	56,250.00
ENCUMBRANCES	158,535.00	183,539.00	183,539.00
PRE-ENCUMBRANCES	.00	.00	.00
REMAINING BALANCE	-164,785.00	85,000.00	85,000.00

F1-HELP F2-SELECT F4-PRIOR F5-NEXT
F9-LINK F10-PRIOR-MO F11-NEXT-MO

G014 - RECORD FOUND