



CITY OF ATLANTA
OFFICE OF THE INSPECTOR GENERAL
 SHANNON K. MANIGAULT
 INSPECTOR GENERAL

INDEPENDENT PROCUREMENT REVIEW DIVISION

Independent Procurement Review Report

TO: Atlanta City Council

DATE: August 16, 2023

The purpose of this report is to communicate the results of the following solicitation.

Background

The Atlanta Police Department requested a Request for Proposals for the project and scope shown below. Requests for Proposals are typically evaluated based on a variety of evaluation factors including price, understanding of scope and objectives, and expertise. This project was not previously cancelled.

Solicitation#	RFP-S-1230117
Project Name:	Background and Recruitment Digital Media Services
Estimated Dollar Amount:	\$300,000 annually
Term:	Three years with two one-year renewal options
Recommended Awardee:	Pivotpath LLC
DOP Responsive Bidders:	Carter Media Group Infiniti Global LLC October Social LLC Peymac Consulting Pivotpath LLC SCG Advertising PR,VIVO360 Inc.
All Bidders:	Blue Scorpion Reputation Management Carter Media Group EMILY Revolutionary Marketing Group LLC Fast Forward LLC, dba exploreMedia Infiniti Global LLC Blue Scorpion Reputation Management October Social Media LLC Peymac Consulting Pivotpath LLC SCG Advertising and PR VIVO360 Inc.

Observations and Responses

Initiation

Observation 1: DOP rules require that evaluators follow the city's Standard of Ethical Conduct for Procurement and complete the evaluator ethics and commitment forms. One evaluator failed to provide a signed copy of the Evaluator Commitment Form.

The Evaluator Commitment and Ethics forms for the three approved evaluators all lacked project numbers and names.

These omissions could impede the ability to associate the forms and evaluators with this solicitation.

DOP Response: As a result of this oversight, corrective action was required and resolved with updated documents that have been added to the procurement file. As a mitigation strategy, the Department of Procurement is placing an additional level review in place to reduce and minimize these errors.

Responsive Review

Observation 2: The proposed awardee stated it was providing three years of financial statements reviewed by a Certified Public Accountant and submitted a summary form without evidence of this review.

DOP Response: It has been noted that the oversight of the Certified Public Accountant review will be waived as a minor technicality. Additionally, a review of the financial statement was conducted by the Office of Enterprise Risk Management and the proponent evaluation was determined as responsive and responsible.

Evaluation

Observation 3: One person not identified as an approved evaluator attended the collaborative scoring session.

DOP Response: As a result of this oversight, corrective action was required and resolved with updated documents that have been added to the procurement file. All evaluators were discussed and approved by the Chief Procurement Officer on 4/20/2023 and revised on 8/15/2023 as a result of this finding.

The review yielded no additional findings.

Methodology

The Independent Procurement Division reviews the following stages of the procurement process:

- Initiation
- Solicitation
- Responsive Review
- Evaluation
- Award

In accordance with Atlanta City Charter Article 8, Section 8-107, the Independent Procurement Review Division of the Office of the Inspector General must review all solicitations with an aggregate value of \$1,000,000 or greater, seeking approval by the Atlanta City Council, for file completeness, conflicts of interest, and other areas of perceived deficiency.