

# Memorandum



CITY OF DALLAS

DATE February 23, 2018

TO Honorable Mayor and Members of the City Council

SUBJECT **Follow-up on 2/7/18 Open Microphone Speaker**

At the February 7, 2018 Dallas City Council meeting, Mr. Emir Pecic spoke on “Environmental issues.” At the request of the Mayor and City Council, Code Compliance Director Kris Sweckard met with Mr. Pecic immediately after his comments to discuss his concerns. Please find a summary below of Mr. Pecic’s concerns and actions taken by staff.

**#1: *Environmental Issues with Businesses in the 10700 Block of Turbeville***

Mr. Pecic expressed concern over three businesses dumping chemicals into storm drains and onto pavement, as well as overspraying paint. Trinity Watershed Management, Dallas Water Utilities, Code Compliance, and the Office of Environmental Quality have all conducted inspections of this complaint, covering the time period beginning in August 2017 to as recent as January 29, 2018. A Notice of Violation was issued by Trinity Watershed Management on August 4, 2017 for HVAC conduit being washed in the alley with a diluted acidic fluid. Multiple inspections since that time have witnessed no additional violations. Staff will continue to monitor these businesses.

**#2: *Condominiums Located at 5807 Harvest Hill***

Mr. Pecic initially reported an alley in poor condition behind this condominium complex. Public Works researched and determined that it was actually a private drive that is the responsibility of the homeowner’s association (HOA) to maintain. Mr. Pecic also had concerns about structural elements of the building. Code Compliance staff met with Mr. Pecic at the site on Monday, February 12<sup>th</sup> to view these issues. Code staff determined that the property was not registered in the City’s multi-family program. Staff has scheduled an exterior graded inspection for the property, including the private drive, to provide results/violations to the HOA and will work to get them into compliance and registered.

**#3: *Coyotes Behind Houses in the 6100 Block of Northaven, Abutting the Northaven Trail***

Dallas Animal Services contracts wildlife services to 911 Wildlife. A representative from 911 Wildlife has attempted to make contact with Mr. Pecic regarding solutions.

**#4: *Water Main Break Damage to Drive Approach***

Mr. Pecic reported that a water main break washed out the base of the drive approach at his residence, resulting in cracks appearing. Dallas Water Utilities management met with Mr. Pecic at his residence and validated the cracking in the drive approach resulted from a pipeline repair in August 2017. DWU informed Mr. Pecic that it would replace the pavement within the next 15 days, weather permitting.

DATE February 22, 2018  
SUBJECT Follow-up on 2/7/18 Open Microphone Speaker

Staff will continue to work on resolving these issues. Mr. Pecic has repeatedly expressed his gratitude for the work being done.

Please contact me should you have any questions or concerns.



T.C. Broadnax  
City Manager

c: Larry Casto, City Attorney  
Craig D. Kinton, City Auditor  
Biliera Johnson, City Secretary (Interim)  
Daniel F. Solis, Administrative Judge  
Kimberly Bizar Tolbert, Chief of Staff to the City Manager  
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M. Elizabeth Reich, Chief Financial Officer  
Nadia Chandler Hardy, Chief of Community Services  
Raquel Favela, Chief of Economic Development & Neighborhood Services  
Theresa O'Donnell, Chief of Resilience  
Directors and Assistant Directors

# Memorandum



CITY OF DALLAS

DATE February 23, 2018

TO Honorable Mayor and Members of the City Council

SUBJECT **Southern Gateway Groundbreaking**

The Southern Gateway Groundbreaking Ceremony is scheduled to begin at 1:00 p.m. on Wednesday, February 28, 2018 at the DART facility located at 1200 E. Jefferson Blvd. A formal invitation was sent to City Council via email which includes the details of the event. For your convenience, a copy of the invitation is attached, in addition to the draft run-of-show.

February 28 is a City Council Agenda day and City Council will tentatively break to accommodate those Councilmembers that wish to attend part of the ceremony. A City van will be located at L1 Green to transport Councilmembers to and from the DART facility. If you choose to take your own vehicle, attached is a map and VIP parking pass for your use.

If you are planning on attending the event, please notify Zoe Halfmann with the Office of Strategic Partnerships and Government Affairs at 214-670-5363 or [zoe.halfmann@dallascityhall.com](mailto:zoe.halfmann@dallascityhall.com).

Please contact me if you have any questions.

A handwritten signature in black ink, reading 'Kimberly Bizer Tolbert'.

Kimberly Bizer Tolbert  
Chief of Staff, City Manager

c: T.C. Broadnax, City Manager  
Larry Casto, City Attorney  
Craig D. Kinton, City Auditor  
Biliera Johnson, City Secretary (Interim)  
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Theresa O'Donnell, Chief of Resilience  
Directors and Assistant Directors

*You're Invited*

THE SOUTHERN GATEWAY PROJECT

*Groundbreaking*  
CEREMONY

Wednesday, Feb. 28, 2018 at 1 p.m.  
1200 E. Jefferson Blvd. Dallas, TX 75203

**Please RSVP by Feb. 22 to Dianne Tordillo**  
dtordillo@kstrategies.com or (214) 599-9766



# The Southern Gateway

## The Southern Gateway Project Groundbreaking Event – Run of Show

Wednesday, Feb. 28, 2018

Time: 1 p.m. to 3 p.m.

Location: DART Fleet Service Facility, 1200 E. Jefferson Blvd. Dallas, TX 75203

Estimated Attendees: 150+ (max. 200)



<b>Event Timeline – Wednesday, Feb. 28, 2018</b>	
<b>8 a.m. – 11 a.m.</b>	Event Setup (Tues. 2/27 & Wed. 2/28 morning) Vendor rentals arrive and set up
<b>Noon – 1 p.m.</b>	Guests Arrive / Mingling / Refreshments Registration Opens Photo Opportunities Media Check-in and obtain media kits / Set up
<b>1 p.m. – 1:10 p.m.</b>	Welcome and Opening Remarks by DART Board Member Amanda Moreno DART Rep announces stand for Pledge of Allegiance
<b>1:10 p.m. – 1:13 p.m.</b>	Speaking program begins Emcee (Kelly Selman) takes the stage & introduces first speaker
<b>Emcee will introduce each speaker throughout the program.</b>	
<b><u>GROUP 1 SPEAKERS</u></b> <b>1:13 p.m. – 1:22 p.m.</b>	<b><u>Texas Transportation Commission:</u></b> Speaker 1: Chairman Bruce Bugg <b><u>State Elected Officials:</u></b> Speaker 2: Sen. Royce West Speaker 3: Rep. Roberto Alonzo
<b><u>GROUP 2 SPEAKERS</u></b> <b>1:23 p.m. – 1:32 p.m.</b>	<b><u>City of Dallas Officials:</u></b> Speaker 4: Mayor Rawlings Speaker 5: Dwaine Caraway Speaker 6: Scott Griggs

<p><b><u>GROUP 3 SPEAKERS</u></b></p> <p><b>1:33 p.m. – 1:42 p.m.</b></p>	<p><b><u>Regional Transportation Council:</u></b></p> <p>Speaker 7: RTC Chairman Rob Franke</p> <p><b><u>Dallas County Officials:</u></b></p> <p>Speaker 8: Judge Clay Jenkins</p> <p>Speaker 9: Cmsr. John Wiley Price</p>
<p><b><u>GROUP 4 SPEAKERS</u></b></p> <p><b>1:43 p.m. – 1:49 p.m.</b></p>	<p><b><u>Contractor Representative:</u></b></p> <p>Speaker 10: Dan Stoppenhagen</p> <p><b><u>Texas Department of Transportation:</u></b></p> <p>Speaker 11: Bill Hale</p>
<p><b>1:50 p.m.</b></p>	<p>Emcees take stage for closing remarks  Invite everyone to step outside for ceremonial groundbreaking</p> <p><b>**if inclement weather, no shovel ceremony. Stay inside the tent &amp; take pictures in front of photo banner backdrop</b></p>
<p><b>2 p.m. to 2:30 p.m.</b></p>	<p>Ceremonial Groundbreaking (At least 20 shovels)  Pictures of elected officials  Interviews with Media</p>
<p><b>3 p.m.</b></p>	<p>End of groundbreaking</p>
<p><b>3:15 p.m. to 4:45 p.m.</b></p>	<p>Event breakdown and clean up</p>

# THE SOUTHERN GATEWAY GROUNDBREAKING CEREMONY DIRECTIONS



## FROM NORTHBOUND I-35E:

- Take Exit 426B toward 8th Street
- Turn left on 8th Street after exiting
- Turn right onto Jefferson Boulevard
- Follow signage leading to event entrance along Jefferson Boulevard

## FROM SOUTHBOUND I-35E:

- Take Exit 426C toward Jefferson Boulevard
- Turn right onto Fleming Street and another right onto Jefferson Boulevard
- Follow signage leading to event entrance along Jefferson Boulevard

*\*Main event parking located inside the facility (purple on the map).*

*\*Overflow parking entrance located along Sabine St. across from event location (yellow on the map).*



# VIP PARKING PASS

## THE SOUTHERN GATEWAY PROJECT OFFICIAL GROUNDBREAKING

Wednesday, Feb. 28, 2018 | 1 p.m.

1200 E. Jefferson Blvd. Dallas, TX 75203



LIMIT ONE PER VEHICLE

FOLD OVER AND PLACE ON DASHBOARD

# Memorandum



CITY OF DALLAS

DATE February 23, 2018

TO Honorable Mayor and Members of the City Council

SUBJECT **KaBOOM! Play Everywhere Challenge Grants**

In response to questions raised at the Human and Social Needs Committee on February 20, 2018, additional information is being provided on the application process and timeline for the KaBOOM! Play Everywhere Challenge grant application.

KaBOOM!, Inc. is a Washington, D.C.-based non-profit dedicated to bringing balanced and active play into the daily lives of kids growing up in poverty in the U.S. In order to achieve this goal, KaBOOM! has partnered with other funders to create the Play Everywhere Challenge Grant. This program is aimed at introducing play elements into unconventional spaces such as vacant lots, sidewalks, bus stations, and more. Projects tend to be simple, such as painting a hopscotch court on a sidewalk. While past years' funding has been open nationwide, for the 2017 round, KaBOOM! and funding partner Target restricted applications to organizations in Dallas, Atlanta, Houston, and Miami.

On July 25, 2017, KaBOOM! held a "convening" in Dallas to announce the grant application and share information about past successful projects. City staff attended the convening, and began meeting the next week to brainstorm locations and play concepts that met the grant criteria, coordinated by the Office of Strategic Partnerships and Government Affairs (OSPGA). Over 20 staffers were involved in the initial planning stages, from OSPGA, Planning and Urban Design, Parks and Recreation, the Dallas Public Library, the Office of Cultural Affairs, the Office of Economic Development, City Attorney's Office – Community Prosecution, Fair Housing and Human Rights, and the Dallas Police Department – Crisis Intervention Unit, as well as Grow South VISTAs. The Cooper Institute was also invited to initial meetings to provide expertise on engaging children in physical activity. Applications were due on September 1, 2017.

A wide array of projects and locations were considered throughout the City where low-income children have a lack of playgrounds and other play opportunities. Projects had to meet stringent criteria set by KaBOOM!, including a short six-month timeline for full implementation, a funding cap of \$30,000, being fully accessible to the public in highly-trafficked areas, and having community support. Staff initiated potential project development including reaching out to community groups and neighborhood associations such as the Peak's Addition Neighborhood Association, churches, DISD schools such as Skyline High School, and service organizations working in or near the locations.

As is common with grant applications, while planning for individual locations progressed during the application period, projects fell out of consideration, most commonly because of the funding cap, short performance period of the grant, or needing more time to fully develop the partnerships to implement the project successfully. While there was no limit

DATE February 23, 2018

SUBJECT **KaBOOM! Play Everywhere Challenge Grants**

on the number of applications the City could submit, only 36 grants were expected to be awarded for all four eligible cities combined, so the grant was considered to be quite competitive.

Twelve locations were initially under consideration for submission to KaBOOM!. Based on the work completed by staff and partners, four projects met the criteria of the grant. These projects represented the most competitive package for the City, as they were most closely aligned with all grant criteria and were feasible given funding restrictions and the timeline.

The four submissions submitted for the grant included: the Skyline Terrace Sidewalk Sport Scape; the K.B. Polk Play Scape; the West Dallas Multipurpose Center Play Scape; and the J. Erik Jonsson Library Plaza Playtime. All four projects were selected by KaBOOM!, and were announced to the public by KaBOOM! during the Dallas stop of their Play Everywhere Tour on February 17, 2018. The consideration of the acceptance of the grant awards and associated contracts is on the Council agenda for February 28, 2018.

On a broader note, I wanted to outline the City's process for grant submissions and the factors that go into grant project selection. The Office of Strategic Partnerships and Government Affairs has a small team of grant experts whose primary job function is to maximize opportunities for acquiring and leveraging outside resources to achieve **City Council directed strategic priorities**. When choosing programs or projects for grant opportunities, the team works with implementing departments and granting agencies prior to submission to consider factors such as:

- Ensuring that the program or project fits with the grantors' priorities
- Overall competitiveness of the project (some projects will be a better fit for the grant criteria or have more supplemental factors like community support or existing resources in the surrounding neighborhood)
- Readiness and stage of the project (the City can't apply for a planning grant if the planning phase is done, or can't apply for a one year grant if the project is two years from implementation)
- Availability of matching funds, if required by the grant
- Restrictions on the number of projects allowed (if a grant is restricted to one or two projects from a jurisdiction, the City has to select the most competitive)
- Priority level (even among equally competitive projects from the grant perspective, some projects will be higher up on the priority list from a City perspective - transportation grants or targeted Neighborhood Plus or GrowSouth neighborhoods are examples)
- Capacity (the City isn't always the best agency to apply for a grant. Sometimes the City doesn't have the capacity to run a program, or another partner agency is better positioned to implement the grant. Job training/development grants, for example, are usually better suited to the workforce commission)
- Turn-around time related to development of the submission package

DATE February 23, 2018  
SUBJECT **KaBOOM! Play Everywhere Challenge Grants**

This strategy for grant submissions, along with the collaborative efforts of implementing departments, partners agencies, and the City's grants team, results in the City successfully securing approximately \$10 million in competitive grant funds annually.

Lastly, the City's grants team is available to meet with you to discuss priorities in your council districts, so the team can actively look for grants or other resources that complement those priorities. Additionally, while the team uses a variety of research tools to identify funding resources, if you learn of an opportunity that you would like for us to look into, please let me know.

Please contact me if you have any questions.



Kimberly Bizzor Tolbert  
Chief of Staff to the City Manager

- c: Larry Casto, City Attorney  
Craig D. Kinton, City Auditor  
Biliera Johnson, City Secretary (Interim)  
Daniel F. Solis, Administrative Judge  
T.C. Broadnax, City Manager  
Majed Al-Ghafry, Assistant City Manager  
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M. Elizabeth Reich, Chief Financial Officer  
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Raquel Favela, Chief of Economic Development & Neighborhood Services  
Theresa O'Donnell, Chief of Resilience  
Directors and Assistant Directors

# Memorandum



CITY OF DALLAS

DATE February 23, 2018

TO Honorable Mayor and Members of the City Council

SUBJECT **Major Rain Events – Pothole Repair Plan for the Department of Public Works**

The Department of Public Works, Service Maintenance Areas (SMA) Division consists of four service districts and night operations. During major rain events, staff monitors and responds to emergency and routine service requests (SR). As rain, ice, and snow events cause an increase in pavement repair service requests, the department initiates the plan below to repair potholes in streets and alleys. For reference, SMA repairs an average of 34,000 potholes annually.

During Major Rain Event:

1. Public Works staff monitors weather forecasts and focuses attention on areas prone to flooding by barricading damaged spots and scheduling them for expedited repairs.
2. All emergency/hazardous potholes will continue to be filled within 24 hours with cold mix during rain and freezing temperatures to expedite repairs.

Post-Rain Event:

1. Priority is given to major thoroughfares as staff continues to monitor daily and following each additional rain event.
2. Based on Trinity Watershed Management's (TWM) Flooded Roadway Warning report, staff monitors and makes necessary repairs to those areas after each rain event.
3. SMA initiates Pothole Patrol activities consisting of 17 two-person crews using both day and night operations crews, operating 10-hour days and utilizing patch trucks and dump trucks (175 potholes per day).
4. Approved overtime for Saturday and Sunday operations to ensure a timely response for street and alley repairs.
5. For additional support, the Public Works Street Repair Division asphalt crew, consisting of 10 employees and one supervisor, will assist with larger asphalt repairs.
6. For additional capacity, the department has access for up to five contractual crews that can repair between eight and 10 potholes per day, per crew (40-50 potholes total per day).
7. Potholes filled with cold mix, on a temporary basis, will be filled later with the permanent hot mix.

Currently, there are 49 open SRs for Pot Hole Repairs and 152 open SRs for Alley Repairs. We expect an increase in SRs as the rain event continues and as our staff proceeds to monitor our streets.

To compare the more recent rain and cold events with those of the past during 2015, the wettest year on record based on the National Weather Service-DFW Monthly and Annual

DATE February 23, 2018  
SUBJECT **Major Rain Events – Pothole Repair Plan for the Department of Public Works**

Record, the department repaired 37,626 potholes that year. There have been 15,418 potholes repaired year to date.

More than 500 potholes have been filled during this event, and the full impact will not be known until after the rain subsides. However, the department will continue to respond to emergency or hazardous potholes within 24 hours. The department will also continue to collaborate with 311 regarding improvements to the mobile application and online systems for identifying potholes and routine street repairs service types.

Should you have any questions or concerns, please contact Michael Rogers, Director of the Department of Transportation at 214-671-8173.



Majed A. Al-Ghafry  
Assistant City Manager

- c: T.C. Broadnax, City Manager  
Larry Casto, City Attorney  
Craig D. Kinton, City Auditor  
Billerae Johnson, City Secretary (Interim)  
Daniel F. Solis, Administrative Judge  
Kimberly Bizar Tolbert, Chief of Staff to the City Manager  
Jo M. (Jody) Puckett, Assistant City Manager (Interim)
- Jon Fortune, Assistant City Manager  
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Raquel Favela, Chief of Economic Development & Neighborhood Services  
Theresa O'Donnell, Chief of Resilience  
Directors and Assistant Directors

# Memorandum



CITY OF DALLAS

DATE February 23, 2018

TO Honorable Mayor and Members of the City Council

SUBJECT **Dallas 365 Update – January Data**

The January 2018 Dallas 365 data are now available at:  
<http://dallas365.dallascityhall.com>.

As part of our Service First commitment to transparency and accountability, we update the Dallas 365 dashboard monthly, and provide quarterly briefings to the Government Performance & Financial Management Committee.

Should you have any questions, please contact my office at (214) 670-7804.

A handwritten signature in blue ink that reads "M. Elizabeth Reich".

M. Elizabeth Reich  
Chief Financial Officer

## Attachment

c: T.C. Broadnax, City Manager  
Larry Casto, City Attorney  
Craig D. Kinton, City Auditor  
Billerae Johnson, City Secretary (Interim)  
Daniel F. Solis, Administrative Judge  
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# Memorandum



CITY OF DALLAS

DATE February 23, 2018

TO Honorable Mayor and Members of the City Council

SUBJECT **Dallas Streetcar Fare Study**

At the City Council meeting on January 24, 2018, the City Council deferred taking action on authorizing expenditures for the operation and maintenance of the Dallas Streetcar (agenda item 11) until the City Council meeting on February 28, 2018 (agenda item 66). This deferral was based on questions about the possibility of creating a fare structure for the Dallas Streetcar and how that was tied to the results of a fare study by Dallas Area Rapid Transit (DART).

DART has prepared an analysis on implementing a fare for the Dallas Streetcar and will present their results along with City staff to the Mobility Solutions, Infrastructure and Sustainability (MSIS) Committee on February 26, 2018. DART will also be represented at the February 28, 2018, City Council meeting, and will be ready to answer any questions the City Council may have relating to the Dallas Streetcar item at that time. The analysis and DART's presentation is posted with the MSIS materials on the Committee website.

A handwritten signature in black ink, appearing to read 'Majed A. Al-Ghafry', written over a large, light-colored scribble.

**Majed A. Al-Ghafry**  
Assistant City Manager

c: T.C. Broadnax, City Manager  
Larry Casto, City Attorney  
Craig D. Kinton, City Auditor  
Biliera Johnson, City Secretary (Interim)  
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# Memorandum



CITY OF DALLAS

DATE February 23, 2018

TO Honorable Mayor and Members of the City Council

SUBJECT **February 28, 2018 City Council Agenda – Addendum Item 1 – Rejection of Proposals for Passenger Ground Transportation Management Services**

After careful review and consideration, the Office of Procurement Services (Procurement) and the Aviation Department (Aviation) recommend the City Council reject the proposals for Passenger Ground Transportation Management Services at Dallas Love Field Airport and direct staff to re-advertise the opportunity.

## **Background**

The City currently manages ground transportation at Dallas Love Field in two different ways. First, the City has a concession contract for both parking garage and valet services, which requires the contractor to pay the City a percentage of net revenues, or, a minimum annual guarantee, whichever is greater. This contract expired on August 31, 2017, and we are currently operating on a month-by-month extension. Second, the City has a service contract for taxicab starter services, through which we pay a flat fee to the contractor to provide the service.

In 2016, based on a survey of other airports' methods, and our analysis that a concession contract was unfavorable to the City in a rising revenue environment, the City decided to change its approach for parking garage and valet services to a service contract, aligning with the contract structure already in place for starter services. In December 2016, the City issued a Request for Competitive Sealed Proposals (RFP) for all ground transportation functions as a service contract based on a flat monthly fee rather than revenue share.

Over the past year, the City completed the RFP process including contract negotiations. However, in the final analysis, we determined that the process we followed may not have resulted in the best outcome for the City:

- The complexity of the City's request to the vending community resulted in over 150 questions on the requested scope of services. Vendors were confused by language in the original specifications which indicated we were seeking a minimum annual guarantee, rather than a contract in which we would pay the vendor for managing passenger ground transportation services regardless of the revenue generated.

DATE February 23, 2018  
SUBJECT February 28, 2018 City Council Agenda – Addendum Item 1 – Rejection of Proposals for Passenger Ground Transportation Management Services

- The bid sheet was overly complicated and required over 80 separate inputs including both revenue and expense projections. Upon staff review, there was not consistency among the vendors' pricing sheets, which made it difficult to complete a fair and true cost comparison.

### **Recommendation**

We recommend the City Council reject the proposals for Passenger Ground Transportation Management Services at Dallas Love Field Airport.

### **Next Steps**

Procurement and Aviation are currently working to streamline the specifications to receive the best pricing to manage the parking facilities and valet operations. The changes to the procurement will include: more emphasis on airport parking management experience; the cost to the City will be weighted more heavily in scoring; and, all references to revenue projections or minimum annual guarantees will be removed.

If the City Council rejects the current proposals as recommended, Procurement will advertise a pre-solicitation meeting to obtain vendor feedback on the streamlined specifications. Following that meeting and finalization of the specifications, Procurement will release the new solicitation to the vending community by the end of March 2018 and anticipates Council consideration in May-June 2018. This allows enough time for Council to review and approve a new contract before the opening of the new parking garage, Garage C, tentatively scheduled for October 2018.

Please let me know if you need additional information.



Jo M. Puckett  
Assistant City Manager (Interim)

c: T.C. Broadnax, City Manager  
Larry Casto, City Attorney  
Craig D. Kinton, City Auditor  
Biliera Johnson, City Secretary (Interim)  
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Directors and Assistant Directors

# Memorandum



CITY OF DALLAS

DATE February 23, 2018

TO Honorable Mayor and Members of the City Council

SUBJECT **February 28, 2018, Council Agenda Item 50 – City Wide Human Capital Management Application**

The Office of Procurement Services received a protest letter from eVerge Group, LLC regarding agenda item 50 scheduled for approval on the February 28 Council Agenda.

The Office of Procurement Services reviewed and addressed the concerns outlined in the protest letter. Attached for your review is the eVerge Group, LLC protest letter and the City's response.

Please let me know if you have any questions or need additional information.

A handwritten signature in blue ink that reads "M. Elizabeth Reich".

M. Elizabeth Reich  
Chief Financial Officer

## Attachment

c: T.C. Broadnax, City Manager  
Larry Casto, City Attorney  
Craig D. Kinton, City Auditor  
Billierae Johnson, City Secretary (Interim)  
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Jo M. (Jody) Puckett, P.E., Assistant City Manager (Interim)  
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Raquel Favela, Chief of Economic Development & Neighborhood Services  
Nadia Chandler Hardy, Chief of Community Services  
Theresa O'Donnell, Chief of Resilience  
Directors and Assistant Directors



Tuesday, February 20, 2018

Mrs. Judy Levin-Simmons  
Interim Manager  
Business Development and procurement Services  
1500 Marilla Street, Room 3FN  
Dallas, Texas 75201-6390

Via Email and FedEx: 8094 7748 4108

Solicitation: BHZ1610, Human Capital Management

Dear Judy:

As a Bidder, Citizen and Resident of the City of Dallas, I respect your decision of your selection of vendor for bid/proposal response for BHZ1610, Human Capital Management.

However, I would like to highlight a few items:

- The on-site demos we did for the City were well over a year ago. Today, the product has eliminated many integrations that may have appeared to be challenges. For instance, Help Desk, Learn and Recruit are part of the core HCM product now. At the time of our response in May 2016, we bid Oracle Service Cloud and Taleo. Perhaps we should have sent a new bill of materials in the BAFO; however, we did not think we were able to change from the original response given that the only changes request was to add Kronos implementation.
- At the time of the on-site demos, the product was in release 10, the current release is 13 and has an enormous number of enhancements for state and local government, time and labor, absence, etc. The product that you made your evaluation on is not representative of the current available product.
- Based on our years of state and local experience, we believe without a doubt that our technology is superior.
- Oracle's HCM is one of the leaders of Gartner's Magic Quadrant and in the future you will probably replace your financial system, today Oracle's ERP is #1 and in top of Gartner's Magic Quadrant.

eVerge is an Oracle Certified Cloud Excellence Implementer and certified minority firm with an excellent reputation. I am also attaching a report from Nucleus Research that the City needs to address; Separating the Walk from the Talk with Workday.

The form of relief/result requested:

We are requesting you to address where our proposal may have fallen short, so we can demonstrate and prove that ours is the best value and most advantageous solution.

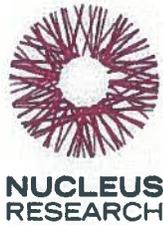
Thank you. Sincerely,



Esteban Neely  
President  
eVerge

972-398-5901  
4965 Preston Park Blvd, Suite 700  
Plano, TX 75093

[esteban.neely@evergegroup.com](mailto:esteban.neely@evergegroup.com)  
[www.evergegroup.com](http://www.evergegroup.com)



# SEPARATING THE WALK FROM THE TALK WITH WORKDAY

ANALYST  
Brent Skinner

## THE BOTTOM LINE

**Of all the stars in technology for human capital management (HCM), Workday's always seems to shine the brightest.** Listen to the vendor, and it's easy to believe that Workday's product trounces all the competition, in all ways. But Nucleus listened to users, and encountered feedback that runs counter to the image we see and hear of Workday.

...

In business lore, the story of Peoplesoft expatriates' launch of Workday is the stuff of legend, a perfect modern-day analogy for the ancient Biblical account of David's slaying of Goliath. Many years ago, against its leadership's wishes, Peoplesoft became Oracle's property. Most observers correctly saw the event as a hostile, cynical move by Oracle to remove the competition. Oracle did keep the name Peoplesoft, which helped to feed the narrative.

## **In business folklore, the story of Peoplesoft expatriates' launch of Workday is the stuff of legend.**

How good was Peoplesoft? Surely its legend is cemented in the oral history of HCM. When Peoplesoft was the rage, Nucleus analyzed the vendor's merits on several occasions. The results were mixed. That's old news. The product's soul rose from those ashes. Peoplesoft's founders called their new company Workday and today face Oracle head-to-head in new business deals all the time.

It's a good story. But how good is Workday? It depends, and this answer hardly provides the all-but-promised exclamation point for Workday's all-too-apparent *raison d'être*. The vendor has a legitimate product worth considering, and

sometimes, Workday walks the walk. In looking through our large archive of analyses of technology deployments in HCM, however, Nucleus found that in critical ways the vendor only talks the talk. Functionality at the epicenter of HCM does not support the hype (Nucleus Research *r97 – Value in HCM ripples from the epicenter outward*, May 2017). The vendor is aggressive in the way it requires payment for implementation. Details follow of where Nucleus believes Workday walks the walk – and where the vendor just talks the talk.

## **How good is Workday? It depends, and this answer hardly provides the all-but-promised exclamation point for Workday's all-too-apparent *raison d'être*.**

### THE WORKDAY SOLUTION

The Workday solution consists of functionality for core HR, payroll, time tracking, benefits administration, talent management, talent acquisition, workforce planning, analytics, and learning. All but learning resides in a single module. The Workday suite spans ERP financials, too. Depending on the area in question, functionality can be thin. Delivered via software-as-a-service (SaaS), the solution lives in a public, multitenant cloud (Nucleus Research *q172 – HCM Technology Value Matrix 2016*, September 2016). As one user said, *"The advantage for Workday is that it's a single system, but the challenge is that there's a lot they can't do."*

### WHERE WORKDAY WALKS THE WALK

As with most vendors, Workday has its happy customers. For this analysis, some of the Workday users with whom Nucleus spoke were satisfied with the solution, even excited about it. Their observations and praise spanned a few areas.

#### **FLEXIBILITY AND WILLINGNESS TO COLLABORATE**

Flexibility and collaboration surfaced as positives. In deployments of Workday where users expressed satisfaction with the solution, the vendor's flexibility in meeting their needs was a factor. So was Workday's apparent willingness pre-deal, during discovery, to collaborate with the customer and bend things to the latter's needs.

#### **Flexibility and collaboration surfaced as positives.**

*As one user said, "Workday seemed to share the same work ethic as ours and demonstrated a willingness to develop apps and grow together. Workday was the only company that asked us, 'What do you want and need?'"*

## IMPRESSIVE USER INTERFACE

Satisfied users also pointed to the user-friendliness of Workday's solution. This makes sense. Workday's user interface (UI) can only be described as swanky and has always been one of the solution's biggest selling points. It stands to reason that users would experience an elegant UI and interpret this as user-friendliness; in a way, a pretty UI would seem friendly.

### **Satisfied users also pointed to the user-friendliness of Workday's solution.**

*As a user said, "We felt that Workday's user interface was the most impressive among the vendors we considered. Other interfaces seemed blah in comparison. For this reason especially, we did find Workday to be more user-friendly."*

## WHERE WORKDAY IS MOSTLY TALK

Other users with whom Nucleus spoke shared a less than ringing opinion of the solution. In some instances, their feedback revealed the flipside of Workday's otherwise positive characteristics.

## FUNCTIONALITY

In several areas, users noted shortcomings in the Workday solution. Some noted that capabilities in analytics lagged those of the vendor's biggest competitors. Other users noted that the Workday UI appeared to be all show, but no go. This is the same UI that drew praise from these users' satisfied peers.

### **Users noted that the Workday UI appeared to be all show, but no go.**

At the epicenter of HCM, where the essentials of employing people reside, users noted deficiencies. Specifically, they observed payroll functionality to be thin and capabilities in time and attendance to be rudimentary – good enough for a relatively homogenous workforce of salaried employees or those whose hourly schedules exhibit very little volatility from week to week. One user noted that Workday functionality does not cover advanced scheduling; the vendor will quietly turn to partners when a prospect or existing user needs this level of capability. Users said:

- *"The main thing dissuading us from Workday was the analytics and the interfaces. It feels like bringing an Apple computer into a PC shop. The interface is swanky, but it stops there. The analytics were lacking versus other vendors we looked at."*

- *"Workday was lacking in depth on time and attendance. A few other elements were lacking, too."*
- *"Workday does learning well. They're covering retail with a very basic, rudimentary time and attendance solution. They don't want to do advanced scheduling."*
- *"Workday has a great HRIS, etc., but payroll and, especially, time and attendance, weren't close to the capabilities we saw in [a major competitor]."*
- *"The biggest showstopper for me was when Workday wanted to partner us with a check printing company. Our paychecks are elaborate. That was the biggest thing for me, and why we just couldn't select Workday."*

### **Some users that chose another vendor over Workday in mutual deals cited the vendor's fee model as a major factor affecting their decision.**

#### **IMPLEMENTATIONS**

Implementation is another area where users Nucleus interviewed for this analysis noted problems and expressed complaints. Several users encountered some sort of confusion, glitch, or delay during implementation. In and of itself, this is hardly unique among the many deployments Nucleus analyzes in technology for HCM. However, the issue is in the way Workday requires payment for implementation.

### **Workday's marketing is, as people tend to describe it, "slick." This is the other theme that surfaced in Nucleus's analysis.**

At the service-level agreement's (SLA) signing, Workday will ask the new user to agree to a launch date and demand payment for implementation at its very onset. This approach is attractive to investors, who can anticipate cash flow by a guaranteed time. Other vendors that compete toe-to-toe with Workday, however, display more flexibility – for instance, accepting a portion of the payment only upon their successful completion of the implementation. Some users that chose another vendor over Workday in mutual deals cited the vendor's fee model as a major factor affecting their decision. Users said:

- *The vendor we went with charges a staging fee of 50 percent during implementation. The particularly great thing is that we weren't required to pay the*

*remainder till the first live payroll cycle on the new solution. Workday, one of the vendors we didn't choose, goes in the other direction on this."*

- *"Workday's revenue extraction – making you pay before you're deployed – is its fatal flaw."*
- *"We had a rocky start for payroll and some early configuration issues that Workday had to resolve with our IT department. We ended up spending an extra month preparing for deployment."*

## **Nucleus believes Workday's product and service do not match the folklore behind the company.**

### **TALK WITH WORKDAY – OR WALK?**

Workday's marketing is, as people tend to describe it, "slick." This is the other theme that surfaced in Nucleus's analysis. Slick marketing comes from marketing prowess, of course. Is it that far off to believe Workday's marketing prowess has its origins in its founders? Is it that much of a stretch to believe its founders launched the marketing campaign before they launched the company? That would explain why Workday's reputation precedes it. However, from speaking with users, Nucleus believes Workday's product and service do not match the folklore behind the company. Functionality runs from good to bad, depending on the module. The fee model leaves some prospects hesitant. Users are finding plenty of reasons to choose something else. Employers in the market to buy technology for HCM must not let the legend of Workday preclude them from considering the competition.



February 22, 2018

Mr. Esteban Neely, President  
eVerge Group, LLC  
4965 Preston Park Blvd.  
Suite 700  
Plano, Texas 75093

RE: Solicitation BHZ1610, Human Capital Management - Letter of Protest

Dear Mr. Neely:

The City of Dallas, Office of Procurement Services (OPS) Department, received a letter of protest from your company alleging, in part, that your product has gone through changes that were not considered during the solicitation process, resulting in the latest available product not being evaluated, and that your product is a superior product. Additionally, you indicate that eVerge is a certified minority firm.

Proposals for Human Capital Management were opened July 8, 2016 and were evaluated by an evaluation committee comprised of subject matter experts, and all proposals were evaluated independently on the proposal's merits. As with every competitive solicitation process, it is the proposer's responsibility to submit relevant content they wish the evaluation team to consider. On May 1, 2017, your company was invited to demonstrate your proposed system and provide any additional information you wanted the evaluation committee to consider. Additionally, OPS requested Best and Final Offers (BAFO) (received on September 22, 2017) from all proposers during the process which provided your firm with the opportunity to revise any and all of your previously submitted information. If at any time during the evaluation process you had questions, you were free to ask the buyer for clarification and/or direction.

Your proposal, system demonstration, and the content of your vendor presentation were all elements considered independently by the evaluation committee during the evaluation process and scored accordingly. Additionally, it should be noted that your company received the maximum points (15) for the Business Inclusion and Development plan.

My review of your protest claim did not find any evidence to warrant an alternate action by my office and therefore, my office will proceed with its current award recommendation and no further action to be taken. It is the intent of the City to solicit contracts with impartiality that allows for the greatest competition while meeting the core needs of City departments. OPS will meet with your firm after Council consideration and provide you with a debrief on the summary scoring by evaluation criterion.

Should there be any further questions please feel free to contact me directly.

Respectfully,

Mike Frosch, Director  
Office of Procurement Services

# Memorandum



CITY OF DALLAS

DATE February 20, 2018

TO Honorable Members of the Government Performance & Financial Management Committee

SUBJECT **Follow-up Responses to Water and Wastewater Retail Cost of Service Rate Study Briefing**

On Monday, February 5, staff briefed the Government Performance & Financial Management Committee on the Water and Wastewater Retail Cost of Service Rate Study. Below are responses to questions posed by the Committee after the briefing.

**CM Kingston: How are we making our assumptions about elasticity of demand? Did we explore the elasticity for our largest non-residential users?**

For residential customers in the newly added fifth tier, the project team anticipated a 10% reduction in consumption above 30,000 gallons due to higher monthly bills. Because rates or total bills will be reduced for the first four residential tiers, no adjustments were made for price elasticity.

The rate design for non-residential customers did not incorporate elasticity because water industry consensus is that non-residential customers typically have little discretion over water usage and hence limited ability/opportunity to react to price signals. Additionally, General Services (commercial) rates decreased, and for-profit enterprises will act to reduce costs and increase bottom-line profitability, so the project team expects consumption to continue as usual.

**CM Felder: Can staff provide a rate impact chart for non-residential customer classes?**

Below are two tables demonstrating the rate impact analysis for General Services (commercial) and Optional General Services (large industrial) customer classes, comparing Fiscal Years 2018 and 2019.

DATE February 20, 2018  
 SUBJECT Follow-up Responses to Water and Wastewater Retail Cost of Service Rate Study Briefing

**Table 1: Customer Impact Analysis – General Services (Commercial)**

General Services Tier (gallons)	Monthly Usage (gallons)	Monthly Bill (FY18 Rate)	Monthly Bill (FY19 Rate)	\$ Change	% Change	% of Customers in Tier
0-10,000	3,200 <sup>a</sup>	\$86.42	\$86.27	-\$0.15	-0.2%	42.1%
Above 10,000	40,000 <sup>b</sup>	\$387.84	\$385.90	-\$1.94	-0.5%	57.9%

<sup>a</sup> Average monthly water consumption and sewer demand of 3,200 gallons

<sup>b</sup> Average monthly water consumption and sewer demand of 40,000 gallons

**Table 2: Customer Impact Analysis – Optional General Services (Large Industrial)<sup>a</sup>**

Optional General Services Tier (gallons)	Monthly Usage (gallons)	Monthly Bill (FY18 Rate)	Monthly Bill (FY19 Rate)	\$ Change	% Change	% of Customers in Tier
0-1 million	581,030	\$5,628.23	\$5,750.42	\$122.19	2.2%	3.9%
Above 1 million	4,671,451	\$32,532.38	\$33,451.74	\$919.36	2.8%	96.1%

<sup>a</sup> Data based on January 2016 through December 2016 usage

Please let me know if you have any questions or need additional information.

Majed A. Al-Ghafry  
 Assistant City Manager

c: Honorable Mayor and Members of the City Council  
 T.C. Broadnax, City Manager  
 Larry Casto, City Attorney  
 Craig D. Kinton, City Auditor  
 Billerae Johnson, City Secretary (Interim)  
 Daniel F. Solis, Administrative Judge  
 Kimberly Bizer Tolbert, Chief of Staff to the City Manager  
 Jo M. (Jody) Puckett, Assistant City Manager (Interim)

Jon Fortune, Assistant City Manager  
 Joey Zapata, Assistant City Manager  
 M. Elizabeth Reich, Chief Financial Officer  
 Nadia Chandler Hardy, Chief of Community Services  
 Raquel Favela, Chief of Economic Development & Neighborhood Services  
 Theresa O'Donnell, Chief of Resilience  
 Directors and Assistant Directors