



# COUNTY OF ERIE

**MARK C. POLONCARZ**

COUNTY EXECUTIVE

November 25, 2016

Erie County Legislature  
92 Franklin Street, 4<sup>th</sup> Floor  
Buffalo, New York 14202

**Re: Retaining a Consultant to Develop and Host an Online Hot Spot Fishing App**

Dear Honorable Members:

Enclosed please find a memorandum and proposed resolution requesting authorization to retain a consultant to develop and host an Online Hot Spot Fishing Application.

Should your Honorable Body require any further information, I encourage you to contact Thomas R. Hersey, Jr., Commissioner of the Department of Environment and Planning. Thank you for your consideration on this matter.

Sincerely yours,

A handwritten signature in black ink, appearing to read "Mark C. Poloncarz".

Mark C. Poloncarz, Esq.  
Erie County Executive

MCP/cw  
Enclosure

cc: Thomas R. Hersey, Jr., Commissioner of Environment and Planning

## MEMORANDUM

**To:** Honorable Members of the Erie County Legislature  
**From:** Department of Environment and Planning  
**Re:** Retaining a Consultant to Develop and Host an Online Hot Spot Fishing Application  
**Date:** November 25, 2016

---

### **SUMMARY**

The Department of Environment and Planning is requesting authorization for the County Executive to enter into contract with the firm of MRF Geosystems in an amount not to exceed \$13,416 for the purpose of obtaining services to develop and host an Online Hot Spot Fishing App.

### **FISCAL IMPLICATIONS**

Funds for this project have already been budgeted in the 2016 Erie County Budget for the Erie County Fisheries Advisory Board.

### **REASONS FOR RECOMMENDATION**

Erie County initiated a selection process for a consultant to develop and host an Online Fishing Hot Spot App. Funds for this project are included in the 2016 Erie County budget for the Fisheries Advisory Board. A copy of the scoring matrix is also included as part of this resolution.

### **BACKGROUND INFORMATION**

Erie County has a world class sport fishery, and draws anglers from across the US and the world. Local leaders in the sport fishing industry are interested in making the County's sportfishing experience as appealing as possible, which will help to attract even more fisherman and bring in outside dollars to the County's economy. Mobile fishing apps, which can be accessed from cellular devices such as smartphones and computer tablets, are used in many other areas to help enhance the sportfishing experience. The proposed mobile sportfishing app will help keep the Erie County sportfishery competitive with other areas that seek to draw fishermen into their communities.

### **CONSEQUENCES OF NEGATIVE ACTION**

If authorization is not granted, the County will not be able to enter into a contract with the firm of MRF Geosystems for the purpose of developing and hosting an Online Fishing Hot Spot App. Erie County will be unable to provide this application for supporting a growing and important sector of the economy.

### **STEPS FOLLOWING APPROVAL**

Upon approval of the resolution, an agreement with the firm of MRF Geosystems will be developed with a scope of work outlining what services are to be provided.

A RESOLUTION SUBMITTED BY:  
DEPARTMENT OF ENVIRONMENT AND PLANNING

RE: Retaining a Consultant to Develop and Host an Online Hot Spot Fishing App

WHEREAS, Erie County and Western New York offer a world class sport fishery, drawing sportsmen and their families from across the US and the world; and

WHEREAS, a hardcopy (paper) version of the Western New York Hot Spot Fishing Map, covering Erie, Niagara, and Chautauqua Counties has proven to be very popular among the local sportfishing community; and

WHEREAS, it is recognized that a digital version of the Western New York Hot Spot Fishing Map is needed to provide mobile access to the wealth of information on sport fishing Hot Spots and fishing related services which the paper map contains, and that a mobile app will help keep Erie County competitive in this important segment of the Erie County economy; and

WHEREAS, Erie County has solicited proposals from qualified firms for proposals to develop and host an Online Hot Spot Fishing App; and

WHEREAS, Erie County has conducted a review and selection process of the proposals that have been received for developing an Online Hot Spot Fishing App; and

WHEREAS, the results of the selection process are included as an attachment to this resolution as outlined in the Erie County Administrative Code Section 19.08; and

WHEREAS, Erie County desires to work with MRF Geosystems Corporation to develop an Online Hot Spot Fishing App.

NOW, THEREFORE, BE IT

RESOLVED, that the County of Erie and the County Executive, is authorized to enter into agreements with MRF Geosystems, in an amount not to exceed \$13,416, to develop a Western New York Online Hot Spot Fishing App; and be it further

RESOLVED, that funds for this study be available in the 2016 Budget for the Department of Environment and Planning, Funds Center 16200, Fund 110, Account 517601 – Erie County Fisheries Advisory Board; and be it further

RESOLVED, that certified copies of this resolution be sent to the County Executive's Office; the Director of the Division of Budget and Management; the Comptroller's Office; the Commissioner of the Department of Environment and Planning, and the County Attorney.

## Attachment to Online Hot Spot Fishing App Resolution

The Selection Committee reviewed, scored and ranked five proposals for this project. When the prices were opened and assigned to the respective firms, the range was from \$11,260 to \$13,850.

Two firms that scored the highest were asked for additional information. These firms had proposals of \$11,260 and \$12,700. With a very small contract amount, no additional price negotiation took place. The selection committee focused primarily upon the quality of proposal, along with the responses from the two firms to the follow-up questions.

Throughout the consultation selection process, the selection committee sought to determine which firm had the skills for the job and the ability to understand what was required to make this a successful project. This led to the recommendation of MRF Geosystems as the best value for the project.

FISHING APP RFP REVIEW

	Pricing	Rank	Reviewer 1	Reviewer 2	Reviewer 3	Reviewer 4	Reviewer 5	Average Score
MRF	\$ 11,260	1	20	21	20	16	14	18.2
Geocove	\$ 12,700	2	16	19	20	20	19	18.8
Bergmann	\$ 13,850	3	15	15	17	23	24	18.8
Blueeye	\$ 12,200	4	15	15	15	18	18	16.2
NBT	\$ 13,485	5	13	13	14	19	20	15.8

selected firm