

From: [City of Ocala - Contracting Officer](#)
To: [Matthew Leibfried](#); [David C. Williams](#)
Subject: Your policy exception has been approved.
Date: Monday, June 8, 2026 3:12:01 PM

Your policy exception has been **approved**.

Approval Comments: SJRoberts@ocalafl.org

The department is approved to utilize the General Services Administration (GSA) Multiple Award Schedule GS-10F-0265Y to utilize JRD & Associates, Inc., to update and revise existing processes for City's Building and Permitting Divisions. As a political subdivision of the state of Florida, the City of Ocala qualifies as an eligible user of cooperative purchasing agreements like the GSA Multiple Award Schedule. GSA contracts are negotiated by the federal government with the intent of securing equal to or better "most favored customer" pricing plus a discount offered to GSA and other authorized purchasers. The underlying agreement for Professional Services Contract is through April 11, 2027 and has been evaluated and determined by Growth Management Department to be cost-effective and afford the City best value. PLEASE ESTABLISH A MUNIS CONTRACT NUMBER FOR THIS CONTRACT SO THAT EXPENDITURES CAN BE ADEQUATELY ATTACHED. YOU WILL NEED TO ISSUE A CONTRACTING REQUEST SO THAT A CONTRACT WITH THE CITY'S TERMS AND CONDITIONS CAN BE PREPARED. THIS WILL NEED TO BE TAKEN TO COUNCIL FOR APPROVAL. PLEASE ENSURE A COPY OF THIS EXCEPTION APPROVAL IS ATTACHED TO THE MUNIS CONTRACT, YOUR CONTRACT DRAFT REQUEST, AND THE COUNCIL AGENDA ITEM.



Procurement/Contract/P-Card Exception

Select exception type:

Procurement

Reason for procurement exception:

Piggyback Request in Lieu of Bid

The City of Ocala's Growth Management (Permitting and Building) is seeking approval to utilize JRD & Associates under GSA's competitively awarded Professional Services Contract (GS-10F-0265Y) to support the need to update and revise existing processes. Updating the City's existing processes is an immediate requirement as laid out in House Bill 803. HB 803 contains specific requirements that will require the City's Building Division and Permitting teams to adjust

Enter a brief description of your exception request:

and update language, methodologies, and fee amounts related to the permitting and inspection process. The Governor has signed this legislation into law, and it will take effect on July 1, 2026.

Several vendors were contacted and JRD & Associates offered the best value. JRD & Associates' price is approximately \$91,546.00 - Building Department Services (\$38,958.00) and the remaining Growth Management Services (\$45,388.00). While the proposal does not include travel, it provides a \$1,200 allowance per trip. We have determined that three trips—covering the project kick-off, a mid-point update, and the final presentation—are necessary, totaling an additional \$3,600 for each study. The next lowest vendor was ISF and they quoted \$195,000 which is approximately \$103,454.00 more than JRD & Associates.

The proposed duration is phased out with building services performed first, at 8 weeks and remaining growth management services following, at 12 weeks. During our discussion, Jorge demonstrated extensive experience working with various municipalities and shared insights on addressing challenges related to upcoming legislation, such as House Bill 803. He provided examples of past fee study presentations conducted for the City of South Miami and Pinecrest. Furthermore, I spoke with the Chief Building Official of South Miami, who highly recommended JRD & Associates. She noted their previous successful fee study for the City of Coral Gables and specifically commended the firm's excellent communication.

We also discussed growth management services and JRD & Associates' current work with the City of Doral to review planning, zoning, and public works fees. Jorge detailed how fee structures can include tiered options or built-in incentives tailored to specific service needs, supported by comparables from municipalities such as Marion, Gainesville, and surrounding cities.

Attach all documents related to the exception that can assist the Contracting Officer's decision.

[GS-10F-0265Y_Clause_Details.pdf](#)
[GS10F0265Y_JRDTANDCFILE_BASELINEv2\(1\).docx](#)
[Human Trafficking Affidavit JRD.pdf](#)
[JRD W9 2026.pdf](#)
[pricelist_GS-10F-0265Y \(4\).xlsx](#)
[SAM.gov.pdf](#)
[SUNBIZ.pdf](#)
[JRD & Associates - Permitting Quote.pdf](#)
[JRD & Associates - Building Quote.pdf](#)
[ISF_Quote.pdf](#)

Department

(GRM) GROWTH MANAGEMENT

Requestor Name

Jasmine Dieguez

Requestor Email

jdieguez@ocalafl.gov

Phone number

(352) 629-8203

Courtesy Copy Email 1

MLeibfried@ocalafl.gov

Courtesy Copy Email 2

dwilliams@ocalafl.gov

Who authorized requesting this exception?

Matt Leibfried