



Suspension of Competition Acquisition Request

1. Fully describe the product(s) and/or service(s) being requested.

Outfront Media, Inc. will produce a Fentanyl awareness campaign that will consist of posters, digital posters, mobile ads, billboards, and digital bulletins. The purpose of the campaign will be to educate the public on the presence and dangers of Fentanyl.
2. Identify the selected vendor and contact person; include the address, phone number and e-mail address for each.

Outfront Media Inc
5678 E. Shields Ave.
Fresno, CA 93727
Contact: Stephanie DeLong, Senior Account Executive
Email: stephanie.delong@outfront.com
Phone: (559) 905-2625
3. What is the total cost of the acquisition? If an agreement, state the total cost of the initial term and the amounts for potential renewal terms.

The total cost of the campaign is \$156,170
4. Identify the unique qualities and/or capabilities of the service(s) and/or product(s) that qualify this as a Suspension of Competition acquisition.

The ad campaign is unique in that it is heavily focused on out of the home (OOH) advertising, digital, and mobile ads. Sellers of these drugs are often teenagers who use social media to advertise their availability and cash apps for payment. This type of advertising will be an effective measure to help educate the public and especially teens about the dangers of Fentanyl. Additionally, Outfront offers the unique service of geofencing which will enable ads to be sent to users smartphones when they reach a defined geographic area or event.
5. Identify from Administrative Policy #34 what circumstances constitute a Suspension of Competition.
 - In an emergency when goods or services are immediately necessary for the preservation of the public health, welfare, or safety, or for the protection of County property.
 - When the contract is with a federal, state, or local governmental agency.
 - When the department head, with the concurrence of the Purchasing Agent, finds that the cost of preparing and administering a competitive bidding process in a particular case will equal or exceed the estimated contract amount or \$2,500 whichever is more.
 - When a contract provides only for payment of per diem and travel expenses and there is to be no payment for services rendered.
 - When obtaining the services of expert witnesses for litigation or special counsel to assist the County.
 - When in unusual or extraordinary circumstances, the Board of Supervisors or the Purchasing Agent/Purchasing Manager determines that the best interests of the County would be served by not securing competitive bids or issuing a request for proposal.
6. Explain why the unique qualities and/or capabilities described above are essential to your department.

Fentanyl is a highly addictive respiratory sedative/pain killer. It's use has reached epidemic levels on the east coast of the United States, and it is now here in Fresno County. The sheer volume of pills being sold on the street makes it impossible to police or prosecute our way out of it. Therefore, education and awareness would be essential to combat this epidemic. This type of campaign has been successful in other counties and is recommended by our federal partner agencies (DEA and Homeland Security Investigations)
7. Provide a comprehensive explanation of the research done to verify that the recommended vendor is the only vendor with the unique qualities and/or capabilities stated above. Include a list of all other vendors contacted, what they were asked, and their responses.

As the largest outdoor media company locally, Outfront Media, Inc., is the recommended vendor to provide the OOH advertising that is needed to capture the largest audience reaching Fresno County residents where they live, work, travel, and shop. Their wide range of available formats and linkage with mobile and digital technologies will also be effective in reaching teens that need to be aware of the dangers of Fentanyl. Fresno County is in the midst of a fatal drug epidemic, and as a leader in the industry, Outfront Media, Inc., is the vendor best able to quickly produce and get this vital information out to the public.

rfalcon 2/6/2022 10:42:15 AM

Requested By:

Supvr. Accountant

Title

I approve this request to suspend competition for the service(s) and/or product(s) identified herein.

srusconi 2/7/2022 10:25:07 AM

Department Head Signature

gcornuelle 2/7/2022 11:27:52 AM

Purchasing Manager Signature