



Board Agenda Item 38

DATE: January 7, 2020

TO: Board of Supervisors

SUBMITTED BY: Steve White, Director
Department of Public Works & Planning

SUBJECT: Media and Mass Communications Consultant Agreement

RECOMMENDED ACTION(S):

Approve and authorize the Chairman to execute an Agreement with Two Q, Inc., for media and mass communication services, effective upon execution, not to exceed five years consecutively, which includes a three-year base contract and two optional one-year extensions, total not to exceed \$1,135,000.

Approval of the recommended action will authorize JP Marketing, a division of Two Q, Inc. (JP Marketing), selected following a Request for Proposal (RFP) process, to assist the Department of Public Works & Planning to increase outreach and education about departmental programs. JP Marketing will provide professional media marketing, advertising, and public relation services to programs throughout the Department. The recommended agreement will be funded with the Solid Waste Surcharge (Solid Waste and Household Hazardous Waste), Enterprise Funds (Special Districts and American Avenue Disposal Site, and Grants (Parks and Roads) with no increase in Net County Cost. This item is countywide.

ALTERNATIVE ACTION(S):

The Board may choose to not approve the recommended action, limiting the Department's ability to create professional-quality advertisements and public service announcements

FISCAL IMPACT:

There is no increase in Net County Cost associated with the recommended action. The maximum compensation is \$1,135,000. The majority of the costs will be directed to the production and placement of advertisements in various media outlets as well as designing various print materials. Expenses related to JP Marketing's personnel time will be billed at contractual rates. The recommended agreement will be funded with the Solid Waste Surcharge (Solid Waste and Household Hazardous Waste), Enterprise Funds (Special Districts and American Avenue Disposal Site, and Grants (Parks and Roads). Sufficient appropriations and estimated revenues are included in the Department's Resources, American Avenue Disposal Site, Special Districts, and Parks Orgs 9015, 9026, 9140, and 7910; and Roads 4510 FY 2019-20 Adopted Budgets.

DISCUSSION:

On June 17, 2019, the Department issued RFP No. 19-081 for Marketing Services for Public Works Resources to assist various divisions and division budgetary units in outreach and education efforts for departmental programs. The RFP required bidders to demonstrate their capabilities, quality of work, and cost effectiveness through their overall response to the RFP scope of work, creative samples, personnel

rate schedule, and a six-month \$50,000 mock communications plan.

The RFP notice was distributed to 25 identified vendors and published on the County's Public Purchase system, and closed on July 24, 2019. The Internal Services Department - Purchasing Division received two proposals. A five-member committee consisting of Department staff reviewed and evaluated each bidder's capability and qualifications, management plan, cost proposal, past performance, previous experience, and interview responses. The committee reached a consensus and recommended JP Marketing based on their superior capabilities, comprehensive management plan, and cost-effective cost proposal.

JP Marketing demonstrated superior capabilities throughout their well-organized, extensive and detailed proposal. The proposal included a comprehensive management plan, a cost-effective proposal, and the creative samples were cohesive, appealing, and addressed multilingual audiences. The proposal addressed specific programs listed in the RFP and showed extensive experience with local governmental and public agencies, as well as an understanding of County demographics, its diverse population, and unique challenges and opportunities. JP Marketing exhibited an extensive understanding of the Department's needs and presented appropriate plans, recommendations and strategies accordingly. The communications plan was comprehensive as reflected by initial planning, assessment, branding, and integrating and cross-promoting messages between Department programs and community partners and evaluating campaign outcomes. JP Marketing showed a collaborative style and willingness to help the Department achieve its goals.

With your Board's approval, the recommended action will allow the Department to utilize JP Marketing for media and mass communications services to enhance education and outreach to County residents with the purpose of increasing awareness and utilization of Department programs and resources.

ATTACHMENTS INCLUDED AND/OR ON FILE:

On file with Clerk - Agreement with Two Q, Inc.

CAO ANALYST:

Sonia M. De La Rosa