City of Jacksonville, Florida

Lenny Curry, Mayor

City Hall at St. James
117 W. Duval St.
Jacksonville, FL 32202
(904) 630-CITY
www.coj.net

ONE CITY. ONE JACKSONVILLE.

MEMORANDUM

TO: Competitive Sealed Proposal Evaluation Committee ("CSPEC")

FROM: Gregory Pease, Chief of Procurement

DATE: March 13, 2020

RE: REQUEST FOR APPROVAL TO UTILIZE COMPETITIVE SEALED PROPOSAL PROCESS

Pursuant to Chapter 126, Part 2, § 126.204, approval is requested to utilize the Competitive Sealed Proposal process to formally procure a Public Relations/Marketing Firm to provide **Anti-Vaping media marketing campaign.** As a follow-up to the same, the CSPEC is now requested to review and approve the solicitation documents attached hereto.

More specifically, the CSPEC is requested to review and approve the evaluation criteria as outlined in the attached Request for Proposal ("RFP"). Procurement's review in this matter has revealed that:

- The attached Certification Letter and the Scope of Services received from the using agency appear to be in order.
- The RFP has been reviewed and approved by Risk Management regarding insurance and indemnification requirements.
- The RFP has been reviewed and approved by EBO regarding JSEB participation goals and EBO recommends: Encouragement Plan.

It is requested that the CSPEC take these issues into consideration in its review and/or approval in this matter.

CSPEC APPROVAL

_____	_____
Finance Director or designee	Procurement Chief or designee
_____	_____
General Counsel or designee	Department/Agency Representative
_____	
Public Works Director or designee	

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MEMORANDUM

DATE: March 03, 2020

TO: Greg Pease, Chief of Procurement

Finance and Administration Department

FROM: Nikki Kimbleton, Director, Public Affairs Office

SUBJECT: CSPEC- ANTI VAPING RFP

4/14/20

The Public Affairs Office is requesting permission to utilize the Competitive Sealed Proposal Evaluation Committee (CSPEC) for the procurement of a public relations/marketing firm to provide the City with services related to a media/marketing campaign to reduce vaping among youth in Duval County.

The purpose of the marketing campaign is to share facts and general information about the dangers of vaping, specifically targeting teens and pre-teens . It's extremely important to educate children and adults about the dangers and long-term effects.

We feel that the CSPEC process is the most appropriate for this procurement of services because we anticipate several firms having the required expertise in providing these services, and the scoring used for the evaluation is not solely dependent upon the lowest cost but on the overall quality of the proposal. The time period for providing the services will be until project completion, and we estimate the cost of the services to be a maximum amount of $200,000. We do not believe the services will duplicate any existing services, as the Public Affairs Office does not currently have the capacity to create such a specific campaign, and we are aware of no other contracts that the City has for this purpose. The proposals will be scored by Nikki Kimbleton, Director of Public Affairs, Jordan Elsbury, Director of Intergovernmental Affairs, City Council Member, Ronald Salem, and the Assistant Director of Public Affairs, James Croft.

The funding for this award will come from Index Code: $100,000.00 – 00111,101101,548010 and $100,000.00 – 11527,101002,548010,000000,00001620

Please do not hesitate to contact me at 255-5020 or nkimbleton@coj.net if you have any questions.

Department of Finance and Administration
Procurement Division

CITY OF JACKSONVILLE

April 6, 2020

To: Greg Pease, Division Chief
Procurement Division

From: Rose Nettles, JSEB Business Administrator RN
Jacksonville Small and Emerging Businesses (JSEB) Office

RE: **Anti-Vaping Marketing Campaign**

The Jacksonville Small and Emerging Business & Contract Compliance (JSEB) Office has reviewed the scope of work, consulted the using agency, and contacted ready, willing, and available JSEBs.

Based upon our findings, we recommend the following:

- ☒ Encouragement
- ☐ Participation
- ☐ Set-Aside

Our outreach efforts are documented and available upon request. Please let us know if you have any questions or concerns.

If you need additional information I may be reached at (904) 255-8828.

cc: Greg Pease

214 North Hogan Street, Suite 800 ☐ Jacksonville, FL 32202 ☐ 904-255-8840 ☐ Fax 904-255-8842 ☐ www.jseb.coj.net

Leslie-Burney, Annette

From:	Verdejo Magras, Wanda
Sent:	Thursday, April 09, 2020 10:44 AM
To:	Leslie-Burney, Annette
Cc:	Kimbleton, Nikki; Russell, Marlene; Pease, Gregory
Subject:	UPGENT UPDATE RE: ESC-0436-20 Anti-Vaping Marketing Campaign
Attachments:	UPDATED RM REVIEWED Anti-Vaping Marketing Campaign.doc; UPDATED RM REVIEWED Anti-Vaping Marketing Campaign.pdf

Greetings,

Please accept my apologies for the inconvenience of my 4/9/20 updated for : ESC-0436-20 Anti-Vaping Marketing Campaign insurance requirements revision. Rescind the submitted review dated 4/7/20 .

It's too many pieces of the puzzle that I am working with from home. No excuse but a reality.

- **Update page 39: insurance coverages as the updated attachment G**

Please label all emails correspondence :Subject-**: ESC-0436-20 Anti-Vaping Marketing Campaign**

NOTE: All emails need to be sent to Wverdejo@coj.net **&** RiskReview@coj.net

Any further questions please feel free to contact me.

Cordially,

Wanda Verdejo
Project Manager for
Risk Management Division
City of Jacksonville
117 West Duval Street, Suite 335

Jacksonville, FL 32202-3381
Phone : **904-255-5316**

Email : wverdejo@coj.net

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From: Leslie-Burney, Annette
Sent: Tuesday, April 07, 2020 6:54 PM
To: Verdejo Magras, Wanda
Cc: Kimbleton, Nikki; Russell, Marlene; Pease, Gregory
Subject: RE: ESC-0436-20 Anti-Vaping Marketing Campaign

Thank you, Wanda!

Stay Safe

Annette L. Burney
Purchasing Analyst
City of Jacksonville
Procurement Division
904-255-8810

From: Verdejo Magras, Wanda
Sent: Tuesday, April 07, 2020 3:41 PM
To: Leslie-Burney, Annette
Cc: Kimbleton, Nikki; Russell, Marlene; Pease, Gregory
Subject: RE: ESC-0436-20 Anti-Vaping Marketing Campaign

Greetings,

Thank you for allowing Risk Management an opportunity to review your request.

Risk Management has concluded and applied the required changes to the contract for Anti-Vaping Marketing Campaign

Summary:

- added attachment F Indemnification page 38
- added attachment G Insurance Requirements and Provisions . page 39 to 41

Any further questions please feel free to contact me.

Note: All emails need to be sent to Wverdejo@coj.net & RiskReview@coj.net

Cordially,

Wanda Verdejo
Project Manager for
Risk Management Division
City of Jacksonville
117 West Duval Street, Suite 335
Jacksonville, FL 32202-3381
Phone : **904-255-5316**
Email : *wverdejo@coj.net*

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From: Leslie-Burney, Annette
Sent: Tuesday, April 07, 2020 1:07 PM
To: RiskReview
Cc: Verdejo Magras, Wanda; Kimbleton, Nikki; Russell, Marlene; Pease, Gregory
Subject: ESC-0436-20 Anti-Vaping Marketing Campaign

Wanda, please find the attached RFP for review. Nikki, I noticed a reference to Attachment G (affidavit for payments of liens and taxes) in the minimum requirements. Do you have a copy of the affidavit to include in the RFP?

Thank you,

Annette L. Burney
Purchasing Analyst
Procurement Division
Finance and Administration Department
214 N. Hogan Street, Suite 800
Jacksonville, FL 32202
Ph.: 904-255-8810
Fax: 904-360-8527
Email: aburney@coj.net

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