SUBJECT: Pet Adoption and Awareness Campaign

BID #: ESC-0462-20 **OPEN DATE:** 7/29/2020

COMPETITIVE SEALED PROPOSAL EVALUATION COMMITTEE

KIND AND BASIS OF CONTRACT: Service Contract – One (1) year from date of contract execution

AGENCY: Animal Care and Protective Services

BASIS OF AWARD: Highest scoring bidder based on evaluation criteria

NUMBER OF BIDS INVITED: 5 **NUMBER RECEIVED:** 4 **OTHER:** 0

SUMMARY OF BIDS AND RECOMMENDED ACTIONS:
Recommend approval to waive as a minor irregularity the missing addenda (1 & 2) for Point Taken Communications. Both have since been received. Recommend approval of award to the highest scoring responsive, responsible bidder, Point Taken Communications. Period of service is for one (1) year from date of contract execution. Total expenditure amount not to exceed $170,000.00.

Point Taken Communications	**96.50**
The Dalton Agency	**85.17**
Graham Media	**81.00**

Funding for this award will be executed by formal contract through the Office of General Counsel and encumbered by the following accounts: $130,000.00 - 11401.172102.548010.000000.00000219.00000.0000000; $40,000.00 – 11401.172102.548010.008899.00000000.00000.0000000

Attachments: Recommendation Memo, Tabulation and Scoring Sheet, Scope of Work and Evaluation Matrix

ANALYST: _____ **RESPECTFULLY SUBMITTED** _____
Annette Burney GREGORY PEASE, CHIEF
PROCUREMENT DIVISION

CONCURRENCE BY: Nikki Kimbleton, Director of Public Affairs, Mayor's Office

(ALL AWARD ACTIONS SUBJECT TO LAWFULLY APPROPRIATED FUNDS)
ACTION OF CSPEC COMMITTEE ON RECOMMENDATIONS ABOVE

MEMBERS APPROVING _____ MEMBERS DISAPPROVING _____ DATE: _____

_____ _____ OTHER: _____

_____ _____

_____ _____

_____ _____

_____ _____

ACTION OF AWARDING AUTHORITY DATE _____

APPROVED _____ DISAPPROVED _____

OTHER _____

SIGNATURE OF AUTHENTICATION _____

MEMORANDUM

DATE: August 20, 2020

TO: Greg Pease, Chief of Procurement

Finance and Administration Dept.

FROM: Nikki Kimbleton, Director of Public Affairs

Mayor's Office

SUBJECT: Recommendation for Marketing Campaign Services for 2020 Animal Care & Protective Services Adoption and PR Campaign

Nikki Kimbleton 8/20/20

In accordance with Section 126.204(a)(1), Ordinance Code, the Public Affairs Office utilized the Competitive Sealed Proposal process to formally solicit bids to provide advertising, marketing and promotional services for Animal Care and Protective Services (ACPS). In response to solicitation for bids, the Procurement Division received ~~five (3)~~ four (4) proposals. These proposals were forwarded to the Public Affairs Office for evaluation. The proposals were evaluated in accordance with the RFP as documented in the attached scoring sheets. Based on the average score, the results of the evaluation are as follows and resulted in a tie:

FIRM	Average Score
Point Taken	96.50
Dalton Agency	85.17
Graham media	81.00

The maximum indebtedness for the contract is $170,000 and will be funded from index codes:
$130,000.00 – 11401 172102 548010 000000 00000219

40,000.00 - 11401 172102 548010 008899 00000000 00000

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

PET ADOPTION AND AWARENESS CAMPAIGN BID NO.: ESC-0462-20 OPEN DATE: July 29, 2020 @ 2 P.M. ANALYST: Annette Burney No. Invited: (5) No. Received (4) No Bids: (0) Recorded By: Taryn Manser Announcer: Pearl Mitchell		Dalton Agency	Hart & Associates	Point Taken	Graham Media
Notes:			Reject/Missing response to criteria and no payment of liens/taxes affidavit	$14,165.75/month	
TOTAL COST:		$ 170,000.00	$ 168,725.00	$ 169,989.00	$ 169,200.00
Experience and Qualifications of Professional Personnel	30				
Understanding the Needs & Goals of COJ	30				
Financial Stability	5				
Cost/Budget	20				
Ability and Capacity to Perform Work	10				
Proximity to Project	5				
Total Points	100				
MINIMUM REQUIREMENTS		Y	N	Y	Y
CONFLICT OF INTEREST		Y	Y	Y	Y
INSURANCE AGENT ACKNOWLEDGEMENT		Y	Y	Y	Y
ADDENDUM (2)		Y	N	N	Y

Pet Adoption and Awareness Campaign

ESC-0462-20

Total Points	30 Points	30 Points	5 Points	20 Points	10 Points	5 Points	OVERALL	Rank
Vendors	Experience & Qualifications of Prof. Personnel	Understanding the Needs & Goals of COJ	Financial Stability	Cost/Budget	Ability & Capacity to Perform the Work	Proximity to Project	Total Points (100 max)	
The Dalton Agency								
Bryan Mosier	25.00	25.00	5.00	12.50	10.00	5.00	82.50	
James Croft	30.00	30.00	5.00	18.00	10.00	5.00	98.00	2
Jennifer Walters	25.00	15.00	5.00	15.00	10.00	5.00	75.00	
Average	26.67	23.33	5.00	15.17	10.00	5.00	**85.17**	
Graham Media								
Bryan Mosier	25.00	20.00	5.00	15.00	5.00	5.00	75.00	
James Croft	30.00	30.00	5.00	20.00	8.00	5.00	98.00	3
Jennifer Walters	20.00	15.00	5.00	15.00	10.00	5.00	70.00	
Average	25.00	21.67	5.00	16.67	7.67	5.00	**81.00**	
Point Taken								
Bryan Mosier	30.00	30.00	5.00	17.50	10.00	5.00	97.50	
James Croft	30.00	30.00	5.00	19.00	10.00	5.00	99.00	1
Jennifer Walters	25.00	30.00	5.00	18.00	10.00	5.00	93.00	
Average	28.33	30.00	5.00	18.17	10.00	5.00	**96.50**	

CITY OF JACKSONVILLE
DIVISION OF PROCUREMENT
ED BALL BUILDING – 8TH, FLOOR
214 N. HOGAN STREET
JACKSONVILLE, FL 32202

ADDENDUM NUMBER: **ONE (1)**

BID NUMBER: **ESC-0462-20**

PROJECT NAME: **Pet Adoption Campaign**

OPENING TIME AND DATE: **2:00 P.M., Wednesday, July 22, 2020**

THIS ADDENDUM IS ISSUED FOR THE INFORMATION OF BIDDERS ON THE ABOVE TITLED PROJECT AND WILL BE PART OF THE CONTRACT

The purpose of this addendum is in response to the following vendor questions:

1. Is there an existing email marketing system?

Response: No

2. Is the cost of advertising to be included in the $170,000?

Response: Yes

3. Is there an existing social media management program (scheduling / monitoring) or should we include that in our costs?

Response: There is an existing program, but we would want to sprinkle in some assistance

4. According to section 3.6 Location Requirements for Services of the RFP, "the majority of the Services shall be performed within Duval County, Florida and no Services will be performed outside of the United States". The questions are: Does this mean you are looking to work with agencies that are exclusively located within Duval County? Are you open to consider working with an agency located in any other county?

Response: We feel that it is very important that the company is in close proximity to Jacksonville to host the events mentioned in the RFP. In addition, travel expenses will not be included in the RFP budget.

5. Item 1.2 mentions organizing and promoting events. How much involvement will the selected vendor have in organizing the events?

Response: They vendor is expected to help market and expand attendance at events. On site attendance may be requested for a large, special event.

6. 3.A. Scope of work mentions reaching "residents of Northeast Florida." Should the planned campaign efforts extend outside Jacksonville? If so, what other counties/towns (or radius) should be included?

Response: Northeast Florida includes areas outside of Jacksonville, yes. Surrounding counties include Baker, Clay, Nassau and St. Johns.

7. 3.A. Scope of work – is a full marketing and media plan expected to be presented as part of the RFP response?

Response: No

8. 3.3 mentions metrics for grant reporting. Are these metrics different from other items listed in the bid (impressions, clicks, etc.)?

Response: No

9. Have any recent campaigns been run by ACPS? If so, how long ago? And in what ways were they successful or unsuccessful?

Response: There have been multiple, small campaigns with positive outcomes and successful adoptions.

10. Is there a list of JSEB firms somewhere on the COJ.net website? A search of the site did not generate successful results.

Response: https://jaxseb.coj.net/

11. Are you able to provide a searchable PDF or Word document to make it easier for agencies to repeat text in their responses or search the document for specific information? (Looks like this one was scanned in vs. saved as a PDF.)

Response: No

DATE: July 20, 2020 **Analyst: Annette Burney**

RECEIPT ACKNOWLEDGED BY RETURN OF SIGNED COPY WITH BID.

_____
Bidder's Signature

_____
Title

_____
Company

_____
Date

CITY OF JACKSONVILLE
DIVISION OF PROCUREMENT
ED BALL BUILDING – 8TH, FLOOR
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JACKSONVILLE, FL 32202

ADDENDUM NUMBER: **TWO (2)**

BID NUMBER: **ESC-0462-20**

PROJECT NAME: **Pet Adoption Campaign**

OPENING TIME AND DATE: **2:00 P.M., Wednesday, July 22, 2020**

THIS ADDENDUM IS ISSUED FOR THE INFORMATION OF BIDDERS ON THE ABOVE TITLED PROJECT AND WILL BE PART OF THE CONTRACT

The purpose of this addendum is for the following:

A. The Response Due Date has been extended by one (1) week to **Wednesday, July 29, 2020**.

If you have already delivered your response either by mail or in person to the Procurement Division Bidroom, you may email a signed copy of the addendum to aburney@coj.net.

B. Response to Vendor Questions:
I just wanted to clarify the events in item 1.2. Do they already have 12 events scheduled out or are we also tasked with creating events too? I want to make sure we have the language that is necessary in the bid before we submit.

Response: That's the average amount of events conducted each year that we would want the successful agency to be involved with. Yes, they would help cultivate new ideas but would also be working on existing events that we know are popular.

DATE: July 21, 2020 **Analyst: Annette Burney**

RECEIPT ACKNOWLEDGED BY RETURN OF SIGNED COPY WITH BID.

_____
Bidder's Signature

_____
Title

_____
Company

_____
Date

ATTACHMENT B
EVALUATION MATRIX

The evaluations will be based upon the following criteria, and Contractors are requested to provide, as a minimum, the information listed under each criterion. **Failure to provide adequate information on any criterion will result in lower scores and could result in rejection of the proposal as non-responsive. Contractors are encouraged to arrange their responses in a format that will offer ready review and evaluation of each criterion.**

1. **Experience and Qualifications of Professional Personnel (30 points maximum score)**
   The proposal will be evaluated based on the strength of the Contractor (and any approved subcontractors please see Section 4, Paragraph 3.c); including the experience and qualifications of managerial and professional personnel assigned to the project (the duties of each individual will be stated by the Contractor). In response to this criterion, the Contractor shall describe the following:

   a. Name and resume of the person who will be the account/project manager for the contract, as well as for principals, key staff, and other employees who will be directly and indirectly involved in performing the work, and identify projects of a similar nature in which the staff members have been involved. The Contractor should provide a description of the role for each staff member who will be responsible for handling each aspect of the contract.
   b. Describe experience in operating a similar marketing campaign that encouraged and requested citizens to take action.
   c. List three (3) past work experiences that reflect the tracking of key performance indicators to targeted results, including the measurement methodology used and provide examples.
   d. Organization depth, facilities and support staff.
   e. Accreditations
   f. Describe experience implementing an integrated and coordinated strategy for creative and media planning.
   g. Describe Contractor's proven track record for leveraging media buy added value.
   h. Provide at least three (3) examples of creative video, radio and outdoor advertising content prepared for clients by the Contractor.

2. **Understanding the Needs and Goals of the City of Jacksonville (30 points maximum score)**
   The proposal will be evaluated based on the Contractor's understanding of the needs and goals of ACPS as demonstrated above in the proposal.

   How will Contractor optimize this advertising campaign? What role will earned media play in the plan and what resources will be devoted to development of earned media? This plan shall also describe the intended use of in-house vs. contract services and the specific function of direct employees as compared to subcontractors. Discuss any "Big Ideas" Contractor may have.

3. **Financial Stability (5 points maximum score)**
   Describe form of business, i.e., proprietorship, partnership, corporation; years in business; changes in ownership; bank reference(s); past, present, pending and/or threatened legal proceedings within any forum; and any other information the Contractor may wish to supply to demonstrate financial responsibility. Failure to provide all listed information and documentation will result in score less than maximum for this criterion.

4. **Budget (20 points maximum score)**
ACPS is seeking a proposal that offers significant value and maximum impact. The proposal will be evaluated on the allocation of resources within the $170,000 budget allowed and the level of service, including enhanced services, and value included in the proposed budget.

Prepare and submit a detailed proposed budget, corresponding to the above described plan, and based on the Scope of Work and available budget. Such proposed budget shall not only identify the allocation of resources among media types but shall clearly identify the allocation of resources between overhead, in-house staff and facilities, subcontractors, and actual media placement purchases. The actual contractual budget will be based on the agreed upon scope of work and budgetary limitations imposed on ACPS as part of its budget approval process with the City. Provide budget breakdown that clearly reflects:

- Amount of proposed budget allocated to staffing and number of employees by job category
- Allocation of proposed budget between media types- i.e. print, television, radio, social media, etc.

The budget proposal will also be evaluated on cost reasonableness, appropriateness and necessity as compared to all other proposals to provide the services proposed within this marketing RFP.

5. **Ability and Capacity to Perform the Work (10 points maximum score)**
   - Describe the Contractor's plan to work with local entities and professionals and use of local service providers for marketing efforts.
   - Describe the Contractor's current workload and capacity to perform the service described in this RFP.

6. **Proximity to Project (5 points maximum score)**
Document the location of Contractor's corporate headquarters, which, if located in Jacksonville, Florida, no further information is required under this criterion and maximum points will be awarded. If Contractor's corporate headquarters are not located in Jacksonville, Florida, please document the location and the nature of business of Contractor's branch office(s), if any, that are located in and/or that are closest to Jacksonville, Florida, the number of employee assigned thereto and the period of continuous existence thereof. Additionally, Contractors are requested to demonstrate, define and provide examples of their ability to provide the services contemplated herein in a manner comparable to having a local office in Jacksonville, Florida or to show that a local office is not necessary to satisfactorily perform the services required for this project, in which event maximum points may be awarded.

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