SUBJECT: DIGITAL MEDIA RECRUITMENT PROJECT

BID #: SC-0355-24 **OPEN DATE: 04/10/2024**

GENERAL GOVERNMENT AWARDS COMMITTEE

KIND AND BASIS OF CONTRACT:
SUPPLY CONTRACT - ONE (1) YEAR FROM DATE OF AWARD WITH THREE (3) ONE (1) YEAR RENEWAL OPTIONS

AGENCY: SHERIFF'S OFFICE

BASIS OF AWARD: ALL OR NONE, TO THE LOWEST RESPONSIVE, RESPONSIBLE BIDDER

NUMBER OF BIDS INVITED: 38 **NUMBER RECEIVED:** 3 **OTHER:** 0

SUMMARY OF BIDS AND RECOMMENDED ACTIONS:

Recommend approval of award to Techne Media, LLC as the lowest responsive, responsible bidders for the supply of Digital Media Recruitment Project for the Jacksonville Sheriff's Office. Period of service is One (1) year from date of award with three (3) one (1) year renewal options. Total estimated annual award not to exceed $85,000.00.

Funding account: 11407.551102.534100.010864.00000000.00000.0000000 - $35,000.00

00111.541201.549040.000000.00001760.00000.0000000 - $50,000.00 - to be executed by purchase order releases.

Attachments: Recommendation Memo, Tabulation Sheet, Terms and Conditions, Specification

Analyst: O. Wallace-Cohen
OLIVE WALLACE-COHEN

RESPECTFULLY SUBMITTED:
DUSTIN FREEMAN, CHIEF
PROCUREMENT DIVISION

CONCURRENCE BY: BRIAN KEE, DIRECTOR OF PROFESSIONAL STANDARDS

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

MEMBERS APPROVING _____ MEMBERS DISAPPROVING _____ DATE: _____

_____ _____ OTHER: _____

_____ _____

_____ _____

ACTION OF AWARDING AUTHORITY DATE _____

APPROVED _____ DISAPPROVED _____

OTHER _____

SIGNATURE OF AUTHENTICATION _____

To: Dustin Freeman
Chief of Procurement

Thru: Bill Clement, CPA WC
Chief of Budget

From: Brian Kee BKee
Director of Professional Standards

Subject: SC-0355-24 Digital Media Recruitment Project

Date: April 24, 2024

We received three (3) bid submissions for SC-0355-24 Digital Media Recruitment Project. We are recommending to award Techne Media, LLC, the lowest responsive, responsible supplier, for a one (1) year period from date of award with three (3) one (1) year renewal options. The not to exceed expenditure amount for the first year is $85,000.00, split $35,000.00 from account code 11407.551102.534100.010864.00000000.00000 and $50,000.00 from account code 00111.541201.549040.000000.00001760.00000. We are requesting that a POA be sat up for the award.

Please let me know if you need any additional information.

TITLE: DIGITAL MEDIA RECRUITMENT PROJECT
BID NO: SC-0356-24
OPEN DATE: 04/10/24
ANALYST: Olive Wallace-Cohen
NO. INVITED: (38) No. Received: (3) No Bids: (0)
RECORDED BY: MELISSA PIERCE
ANNOUNCER: MICHELLE SPITLER

ITEM #	DESCRIPTION	TECHNIC MEDIA, LLC COST	BROADBASED COMMUNICATIONS, INC. COST	STRATEGIC DIGITAL SERVICES COST
1	Digital Media Advertising – Correction Recruits (Per Bid Specifications)	$ 35,000.00	$ 67,271.00	$ 81,590.00
2	Digital Media Advertising – Police Recruits (Per Bid Specifications)	$ 50,000.00	$ 73,845.00	$ 103,410.00
	GRAND TOTAL:	$ 85,000.00	$ 141,116.00	$ 185,000.00
	Delivery		14 Days	
	Federal Forms A through G	A through H	A through H	A through H
	Conflict of Interest:	✓	✓	✓
	Addendums (1,2):	1, 2	1, 2	1, 2

TERMS AND CONDITIONS

DIGITAL MEDIA RECRUITMENT PROJECT

1. SCOPE

The City of Jacksonville, Jacksonville Sheriff's Office (JSO) is currently accepting bids to obtain a source of supply for the items/services as outlined in the bid documents provided. The purpose of this bid invitation is to obtain information about your firm and its ability to provide these items/services and to obtain pricing commitments for DIGITAL MEDIA RECRUITMENT PROJECT as listed in the bid documents.

This Project may be funded partly or in whole by the Federal Government. Therefore, Bidders must comply with the below Federal provisions set forth pursuant to C.F.R. §200.317-327 to be considered for award. The awarded supplier must be registered in SAM.GOV.

2. AWARD

Award will be **ALL or NONE,** whichever is in the best interest of the City of Jacksonville, to the lowest responsive, responsible bidder. Bidders must bid on all items to be considered award. The City reserves the right to reject any or all bids. ALL awards are subject to the availability of funds.

3. TERM OF AGREEMENT

One Year from Date of Award with Three (3) One (1) Year Renewal Options. Renewal options may be exercised at the discretion of the City based on supplier performance and adherence to the terms and condition set forth in the bid documents.

4. PRE-BID CONFERENCE

Not Applicable

5. COMPLIANCE WITH SPECIFICATIONS

The bidder, by affixing their signature to the bid form submitted, agrees to provide the items/services in accordance with the bid documents provided. Bid only a single offering for each bid item. Multiple offerings, alternates (unless stated) and or stipulations may be cause for bid rejection. Bid only on forms provided herein unless otherwise stated. Bid submissions shall be in ink or typewritten. All corrections must be initialed.

6. STATE CONTRACTS

The City reserves the right to utilize contracts established by the State of Florida and or other governmental agencies for service(s) covered under this bid. The city reserves the right to cancel this contract in whole or in part for such service(s).

7. QUANTITIES

Quantities indicated are approximate.

8. PRICES

All unit prices shall include freight, delivery, and handling charges to the delivery location as outlined in the bid documents.

9. ESCALATION / DE-ESCALATION

Not applicable.

10. DELIVERY

Jacksonville Sheriff's Office, 501 East Bay Street, Jacksonville, FL 32202.

11. PICK UP AND RETURNS

The City reserves the right to return an order in whole or in part if the merchandise is not in compliance with the bid specifications. The City or its agencies will determine compliance with bid specifications. Pick-up and returns will be made within 48 hours of notification at no charge to the City or its agencies.

12. SUPPLIER ACCESSIBILITY

The City or its representative must be able to contact, during normal business hours, by telephone or email any supplier providing goods or services to the City or its agencies. Any supplier accessibility requirements outlined in the specifications supersede this section.

13. REPORTING

The City may request, during the term of this bid, reports including but not limited to; usage, pricing, and delivery. Suppliers will be required to provide reports requested in hard copy and electronic format as required.

14. INVOICING

Invoices will be issued once supplies/services are delivered and/or rendered to the City of Jacksonville or its agencies. At a minimum, invoices must include; purchase order number or contract number, item number and description, date of shipment, quantity ordered and shipped, unit prices, unit of measure, and extended totals. Payment terms are Net 30 days. All original invoices shall be submitted to: City of Jacksonville, General Accounting Division, 117 West Duval Street, Suite 375, Jacksonville, Florida 32202. All original invoices shall be submitted to: COJ1CloudInvoices@coj.net. The invoice email subject line MUST BE: inv_300000008806179. Invoices can also be submitted through the 1Cloud Supplier Portal.

15. INSURANCE / INDEMNIFICATION

Each supplier shall maintain, for the entire term of this bid, current insurance coverage as stated in the bid documents. All insurance certificates shall list the City of Jacksonville as an additional insured. Bid number should be listed on certificate. The awarded vendor will be required to submit the copy of the insurance certificate within ten (10) calendar days after receipt of award notification. Failure to submit required certification of insurance could lead to rejection of your bid.

SPECIFICATION/SCOPE OF SERVICES

Digital Media Recruitment Project

Project Overview

The Jacksonville Sheriff's Office (JSO) is seeking a vendor to provide digital media services targeting potential Corrections Officer and Police Officer Recruits. The successful bidder will develop a comprehensive digital advertising plan that will be deployed over the course of approximately seven months that targets users on various social media platforms as well as over the top (OTT) and connected TV (CTV) streaming services.

Bidder Minimum Requirements

- Bidder must have 10 years of experience in digital marketing.
- The bidder must have at least one employee with a Master's in Digital Marketing and Analytics.
- Prior to award, the winning Bidder may be requested to submit additional documentation to support this requirement. It is at the sole discretion of the JSO to determine if a bidder has the requisite experience required to win this bid.
- Must provide a minimum of three (3) references of clients who have utilized services identified in this RFP that JSO can contact for reference.

Period of Performance

The period of performance will be for approximately seven months after a comprehensive plan is developed and a start date is agreed upon as per Section 1 of the Deliverables below.

JSO Responsibilities

JSO will provide all created videos and content for the digital media advertising.

Deliverables

1. Development of Comprehensive Plan

After the issuance of a Purchase Order, the successful bidder shall develop a comprehensive plan and submit to JSO for review and approval within 14 calendar days. The comprehensive plan should lay out the bidder's strategy to address all the requirements detailed in this Scope of Services. The JSO, at its sole discretion, shall determine if the comprehensive plan meets the requirements in this Scope of Services. If the comprehensive plan does not meet the requirements, JSO will return the plan to the bidder for corrections. A revised plan must be submitted to JSO within 7 calendar days. If the revised plan does not meet JSO's requirements, then the Purchase Order will be cancelled.

Upon approval by JSO, the bidder will execute said plan over the course of approximately seven months. JSO and the bidder will decide on a mutually agreeable start date for the approved plan.

2. Digital Media Advertising

Bidder will perform digital media marketing for the following categories and digital platforms:

a. Corrections Recruits
    i. Recruitment Efforts
        a. Programmatic Pre-Roll
            1. Objective – Awareness/Traffic to JSO's website
            2. Target Audience
                a. Law Enforcement and Corrections Employees – ages 18 to 34 outside of Jacksonville
                b. People seeking employment, ages 18 to 34, with a High School diploma, GED or an Associates degree
            3. Geo Location – Florida and Georgia
            4. Targeted Impressions – 64,000
            5. Key Performance Indicator (KPI) – 0.06% Clickthrough rate (CTR) or 38 estimated clicks
        b. Programmatic Display
            1. Objective - Traffic
            2. Target Audience – Retargeting prospects who have seen a CTV or Pre-Roll ad from the recruitment campaign
            3. Geo Location – Florida and Georgia
            4. Targeted Impressions – 187,500
            5. Key Performance Indicator (KPI) – 0.18% CTR or 338 estimated clicks
        c. Google (Search)
            1. Objective - Traffic
            2. Target Audience – Prospects age 18 to 34 with the following interests:
                a. Affinity: Sports and Entertainment
                b. Employment: Construction, Public Service, Agriculture, Seasonal and Manufacturing
                c. In Market for a new job
            3. Geo Location – Florida and Georgia
            4. Targeted Impressions - Searches
            5. Key Performance Indicator (KPI) – 4.31% CTR
        d. Google (Display)
            1. Objective - Traffic
            2. Target Audience
                a. Affinity: Sports and Fitness
                b. Employment: Construction, Public Service, Agriculture, Seasonal and Manufacturing
                c. In Market for a new job
            3. Geo Location – Florida and Georgia
            4. Targeted Impressions – 2,000,000
            5. Key Performance Indicator (KPI) – 0.25% CTR or 5,000 estimated clicks
        e. Facebook (Feed)

1. Objective - Traffic
2. Target Audience – Employment Categories
3. Geo Location – Duval County, Specific Military Bases in the South East Region (JSO will identify), South Florida and Atlanta, Georgia
4. Targeted Impressions – 1,040,625
5. Key Performance Indicator (KPI) – 1.55% CTR or 16,130 estimated clicks

f. Facebook (Instagram Specific)

1. Objective - Traffic
2. Target Audience – Employment Categories
3. Geo Location – Duval County, Specific Military Bases in the South East Region (JSO will identify), South Florida and Atlanta, Georgia
4. Targeted Impressions – 63,830
5. Key Performance Indicator (KPI) – 0.62% CTR or 396 estimated clicks

g. LinkedIn

1. Objective - Traffic
2. Target Audience – Prospects searching for Criminal Justice jobs (excluding jobs related to the practice of law)
3. Geo Location – Florida & Georgia
4. Targeted Impressions – 41,667
5. Key Performance Indicator (KPI) – 1.77% CTR or 738 estimated clicks

ii. Streaming Promotion (OTT/CTV) – Includes Hulu and Paramount+

1. Objective - Awareness
2. Target Audience – Blue Collar Prospects – Seeking Employments, ages 18 to 34
3. Geo Location – Jacksonville Direct Market Area (DMA)
4. Targeted Impressions – 83,333

b. Police Recruits

i. Recruitment Efforts

a. Programmatic Pre-Roll

1. Objective – Awareness/Traffic
2. Target Audience
   a. Law Enforcement and Corrections Employees – ages 18 to 34 outside of Jacksonville
   b. People seeking employment, ages 18 to 34, with a High School diploma, GED or an Associates degree; supportive of Law Enforcement
3. Geo Location – Florida & Georgia
4. Targeted Impressions – 80,000
5. Key Performance Indicator (KPI) – 0.06% CTR or 48 estimated clicks

b. Programmatic Display

1. Objective - Traffic
2. Target Audience – Retargeting prospects who have seen a CTV or Pre-Roll ad from the recruitment campaign
3. Geo Location – Florida and Georgia

4. Targeted Impressions – 240,625
5. Key Performance Indicator (KPI) – 0.18% CTR or 433 estimated clicks

c. Google (YouTube)
1. Objective – Awareness/Traffic
2. Target Audience – Prospects age 18 to 34 with the following interests:
   a. Affinity: Sports and Fitness
   b. Employment: Construction, Public Service, Agriculture, Seasonal and Manufacturing
   c. In Market for a new job
3. Geo Location – Florida - Metro Areas of Jacksonville, Lake City, Gainesville, Palatka, Orlando, Tallahassee and Georgia – Metro Areas of Saint Marys, Waycross, Brunswick, Jessup, Valdosta, Thomasville, Douglas, Hinesville and Vidalia
4. Targeted Impressions – 210,000
5. Key Performance Indicator (KPI) – 0.09% CTR or 189 estimated clicks

d. Google (Search)
1. Objective - Traffic
2. Target Audience – Prospects age 18 to 34 with the following interests:
   a. Affinity: Sports and Fitness
   b. Employment: Construction, Public Service, Agriculture, Seasonal and Manufacturing
   c. In Market for a new job
3. Geo Location – Florida & Georgia
4. Targeted Impressions - Searches
5. Key Performance Indicator (KPI) – 4.31% CTR

e. Google (Display)
1. Objective - Traffic
2. Target Audience – Prospects age 18 to 34 with the following interests:
   a. Affinity: Sports and Fitness
   b. Employment: Construction, Public Service, Agriculture, Seasonal and Manufacturing
   c. In Market for a new job
3. Geo Location – Florida & Georgia
4. Targeted Impressions – 2,250,000
5. Key Performance Indicator (KPI) – 0.25% CTR or 5,625 estimated clicks

f. Facebook (Feed)
1. Objective - Traffic
2. Target Audience – Employment Categories
3. Geo Location – Duval County, Specific Military Bases in the South East Region (JSO will identify), South Florida and Atlanta, Georgia
4. Targeted Impressions – 1,437,500
5. Key Performance Indicator (KPI) – 1.55% CTR or 22,281 estimated clicks

g. Facebook (Instagram Specific)
1. Objective - Traffic

2. Target Audience – Employment Categories
3. Geo Location – Duval County, Specific Military Bases in the South East Region (JSO will identify), South Florida and Atlanta, Georgia
4. Targeted Impressions – 101,064
5. Key Performance Indicator (KPI) – 0.62% CTR or 627 estimated clicks

h. LinkedIn

1. Objective - Traffic
2. Target Audience – Prospects searching for Criminal Justice jobs (excluding jobs related to the practice of law)
3. Geo Location – Florida & Georgia
4. Targeted Impressions – 60,833
5. Key Performance Indicator (KPI) – 1.77% CTR or 1,077 estimated clicks

ii. Streaming Promotion (OTT/CTV) - Includes Hulu and Paramount+

1. Objective - Awareness
2. Target Audience – Blue Collar Prospects – Seeking Employments, ages 18 to 34
3. Geo Location – Jacksonville DMA
4. Targeted Impressions – 135,417

3. Return on Investment (ROI)

The requested targeted impressions and KPI listed in Section 2 above are initial targets and may be modified upon mutual agreement of the Bidder and JSO. Bidder will schedule regular weekly meetings with JSO to discuss the digital media campaign results and strategy. Bidder must provide analysis and recommendations to JSO so that resources can be redirected based on campaign success. For example, if the response to the LinkedIn campaign is significantly greater than the FaceBook campaign, then resources will be shifted so JSO will receive a higher ROI.

4. Development of Customer Portal

Bidder will create a customer portal for JSO that will detail the performance of the digital media services. The portal will have an up-to-date reporting dashboard that will provide detailed information on the campaign, broken down by platform listed in Section 2.