SUBJECT: Advertising, Marketing and Promotional Services for the 2020 Jacksonville Census Campaign

BID #: ESC-0352-20 **OPEN DATE: 1/8/20**

COMPETITIVE SEALED PROPOSAL EVALUATION COMMITTEE

KIND AND BASIS OF CONTRACT: Service Contract – From date of contract execution through project completion

AGENCY: Public Affairs

BASIS OF AWARD: Highest scoring bidder based on evaluation criteria

NUMBER OF BIDS INVITED: 3 **NUMBER RECEIVED:** 2 **OTHER:** 1

SUMMARY OF BIDS AND RECOMMENDED ACTIONS:
Recommend approval of award to the highest scoring responsive, responsible bidder, The Dalton Agency, Inc., to provide advertising, marketing and promotional services for the 2020 Jacksonville Census Campaign. Period of service is from date of contract execution through project completion. Total expenditure amount not to exceed $145,000.00.

The Dalton Agency, Inc.	**91**
3D Digital	**90.33**

Funding Source: MAPA011-04801 - To be executed by formal contract through the Office of General Counsel

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

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

CONCURRENCE BY: Stephanie Burch, Deputy Chief Administrative Officer, Mayor's Office

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(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 _____

City of Jacksonville, Florida

ONE CITY. ONE JACKSONVILLE.

Lenny Curry, Mayor

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

MEMORANDUM

DATE: January 23, 2020

TO: Greg Pease, Chief of Procurement
Finance and Administration Department

FROM: Stephanie Burch, Deputy Chief Administrative Officer S Burch
Mayor's Office

SUBJECT: Recommendation for ESC-0352-20 Advertising, Marketing and Promotional Services for 2020 Jacksonville Census Campaign

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In accordance with Section 126.204(a)(1), *Ordinance Code*, the Public Affairs Office was approved to utilize the Competitive Sealed Proposal process to formally solicit bids to provide advertising, marketing and promotional services for the 2020 Census campaign. In response to the solicitation for bids, the Procurement Division received two (2) proposals on January 8, 2020. 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:

Firm	Average Score
The Dalton Agency	91
3D Digital	90.33

The Public Affairs Office recommends awarding to the highest ranked proposer, The Dalton Agency, for the contract term. The maximum indebtedness for the contract is $145,000 and will be funded from Index Code MAPA011, Subobject 04801. We are requesting approval for the contract to be executed by the Mayor and Corporate Secretary. Please let me know if you need any additional information. Thank you.

Attachments: Bid Evaluation Matrix Sheets

TITLE: Advertising, Marketing and Promotional Services for 2020 Jacksonville Census Campaign BID NO.: ESC-0352-20 OPEN DATE: January 8, 2020 @ 2 P.M. ANALYST: Annette Burney No. Invited: (3) No. Received (2) No Bids: (1) Recorded By: Renata Barnett Announcer: Olive Wallace-Cohen		3D Digital	Dalton Agency	
Notes:			JSEB Subcontractor/Acuity Design Group	
TOTAL COST:		See Proposal	See Proposal	
Experience and Qualifications of Professional Personnel	30			
Understanding the Needs & Goals of COJ	30			
Financial Stability	5			
Budget	20			
Ability and Capacity to Perform Work	10			
Proximity to Project	5			
Total Points	100			
MINIMUM REQUIREMENTS		✓	✓	
CONFLICT OF INTEREST		✓	✓	
INSURANCE AGENT ACKNOWLEDGEMENT		✓	✓	
ADDENDUM (1)		X	✓	

Advertising, Marketing and Promotional Services for the 2020 Jacksonville Census Campaign

ESC-0352-20

Total Points	30 Points	30 Points	5 Points	20 Points	10 Points	5 Points	OVERALL	Rank
Vendors	Experience & Qualifications	Understanding the Needs & Goals of COJ	Financial Stability	Budget	Ability & Capacity	Proximity to Project	Total Points (100 max)	
3D Digital								
Nikki Kimbleton	28.00	29.00	5.00	20.00	10.00	5.00	97.00	
Diane Lockhart	28.00	28.00	4.00	18.00	9.00	5.00	92.00	2
Charles Moreland	25.00	25.00	5.00	15.00	8.00	4.00	82.00	
Average	27.00	27.33	4.67	17.67	9.00	4.67	**90.33**	
Dalton Agency								
Nikki Kimbleton	30.00	30.00	5.00	18.00	10.00	5.00	98.00	
Diane Lockhart	30.00	18.00	5.00	15.00	10.00	5.00	83.00	1
Charles Moreland	28.00	28.00	5.00	18.00	8.00	5.00	92.00	
Average	29.33	25.33	5.00	17.00	9.33	5.00	**91.00**	

SECTION 4

DESCRIPTION OF SERVICES AND DELIVERABLES

1. Overview of Services.

The City of Jacksonville is committed to obtaining a complete and accurate count for the 2020 Census. Every ten years, the federal government conducts a population count of everyone living in the United States. A complete and accurate count is critical because results help determine how billions of dollars in federal funding will be distributed. With a complete count, we can ensure the Jacksonville community receives the resources it needs for schools, hospitals, infrastructure and other vital programs. For each person that is not counted, our community stands to lose an estimated $1,445 annually. It is imperative to determine the most effective use of public funds for marketing and advertising, while achieving the goal of a complete count, and that the maximum marketing and advertising campaign be produced and purchased with available funds.

2. Description of Services and Deliverables

The Contractor shall perform the following Marketing and Advertising services for the City of Jacksonville:

a. Provide advertising, marketing, and promotional services for the City of Jacksonville 2020 Census Campaign so as to encourage residents to complete the Census, especially those in hard to count populations (i.e. children under 5, individuals with limited English proficiency, racial and ethnic minorities, immigrants, college students and seniors.
b. Develop a comprehensive marketing plan for the expenditure of funds in support of the City of Jacksonville's 2020 Census Campaign. The Contract recipient shall deliver a comprehensive and detailed 60-day master plan that includes strategy and allocation of resources to reach as many residents in Jacksonville as possible, especially those in hard to count populations.
c. Prepare a detailed line item budget that shall clearly identify as to each task the allocation between direct overhead for salaries, facilities, equipment, payments to subcontractors for media production, and payments for media placements. Once the budget is submitted and approved by the City's Complete Count Committee, any deviation from the established line item amounts may not exceed ten percent (10%) of the amount of each respective line item. No deviation shall exceed ten percent (10%) unless authorized by the City of Jacksonville in writing.
d. Complete the majority of the work required. Subcontractors are subject to approval and can complete no more than 30% of the work required.
e. The Contract recipient shall coordinate marketing efforts with the City's Director of Public Affairs.
f. Produce and present to the City's Complete Count Committee no less than four story boards for thirty second TV/digital ads/commercials. The committee will ultimately choose two that you will produce (in all aspects, including talent) and place throughout multiple, local media channels within the allotted budget.
g. Produce and present to the City's Complete Count Committee at least three, fifteen second radio spots and at least three, thirty second radio spots. This committee will choose two fifteen second and two thirty second radio spots that you will produce (in all aspects, including talent) and place through multiple, local radio stations with allotted budget.
h. Purchase thirty second media placements/commercials with provided budget on all three major television groups within Jacksonville, including digital content on at least two websites over a six week period (on or about February 24th through April 3rd). These include WJXT, WTLV and WJAX. Ads do not have to air on separate stations simultaneously, however, commercials should air at least 75 times per week, with at least half of those airings in high rated time slots.

i. Purchase outdoor billboards as needed throughout an eight-week period (on or about February 9th through April 3rd) with budget provided. Location of billboards will be determined but will focus on areas known to be previously undercounted and those with extremely high traffic. Ten rotating billboards over an eight-week period.
j. Purchase fifteen and thirty second radio spots over a six-week period (on or about February 24th through April 3rd) with provided budget on at least two radio groups, one of which will have a minimum of three stations. Ads do not have to run simultaneously, however, ads need to air at least 60 times a week.
k. Maintain a close relationship with the City's Director of Public Affairs in order to maximize all opportunities for joint promotion/press trips/social media, etc.
l. Media bookings are not required for this contract and will be handled by the City's Public Affairs Office.
m. Prepare a progress report to be presented in writing to the City's Complete Count Committee at least twice during the eight-week campaign. This report should describe all marketing, promotional and advertising activities conducted in the time since the start of the campaign as well as suggestions for the continued success toward the goal of a complete count. The report shall include clippings or lists of all media placements with the ad value derived from the story including circulation, as well as clippings of all earned media and samples of any other promotion, marketing, or advertising material prepared since the start of the campaign, its distribution, and value.
n. Prepare a final report when campaign is complete that will be presented in writing to the City's Complete Count Committee. This report will include all activities conducted during the length of the campaign along with the results and overall value of each placement.

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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.** The response to each of the criterion will be evaluated relative to the other responses received and will be awarded a score of 1 through the maximum points allowed for each criteria. 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 2.d); 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 these criteria, 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 the City's Complete Count Committee as demonstrated above in the proposal.

   How will Contractor optimize this advertising campaign? How will the Contractor engage hard to count populations? 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)**
The City's Complete Count Committee is seeking a proposal that offers significant value and maximum impact. The proposal will be evaluated on the allocation of resources within the 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 the City's Complete Count Committee as part of its budget approval process with the City. Provide budget breakdown that clearly reflects:

- Amount of proposed budget allocated to buildings, equipment, and general overhead
- 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 services 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 employees 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.

QHS5270X 1/24/2020 10:31 AM
FAML6350 V5.1 ** NW COJ FAMIS PRODUCTION ** 01/24/2020
LINK TO: ACCOUNT SUMMARY INQUIRY 10:31 AM

FISCAL MO/YEAR : 04 2020 CURRENCY CODE :
INDEX CODE : MAPA011 PUBLIC AFFAIRS
SUBOBJECT : 04801 ADVERTISING AND PROMOTION
PROJECT :
PROJECT DETAIL :
GRANT :
GRANT DETAIL :
USER CODE :

S	JAN 2020	ANNUAL BALANCE	ALL YEARS BALANCE
ESTIMATED REVENUES	.00	.00	.00
REVENUES	.00	.00	.00
UNREALIZED REVENUES	.00	.00	.00
BUDGET	.00	173,321.06	173,321.06
EXPENDITURES	.00	1,857.80	1,857.80
ENCUMBRANCES	7.50	2,672.68	2,672.68
PRE-ENCUMBRANCES	.00	.00	.00
REMAINING BALANCE	-7.50	168,790.58	168,790.58

F1-HELP F2-SELECT F4-PRIOR F5-NEXT
F9-LINK F10-PRIOR-MO F11-NEXT-MO
G014 - RECORD FOUND