

**IN THE COUNTY LEGISLATURE OF JACKSON COUNTY, MISSOURI**

**A RESOLUTION** awarding a twelve-month contract with two twelve-month options to extend, for the furnishing of a marketing strategy for use by COMBAT to O'Neill Marketing and Event Management of Kansas City, MO, under the terms and conditions of Request for Proposals No. 23-13, at a cost to the County not to exceed \$54,695.00.

**RESOLUTION NO. 18153**, April 22, 2013

**INTRODUCED BY** Dan Tarwater, County Legislator

WHEREAS, the Jackson County Drug Commission recommends the development of a marketing strategy focusing on its anti-violence initiative; and,

WHEREAS, the Director of Finance and Purchasing solicited formal written bids on Request for Proposals (RFP) No. 23-13 for these marketing services; and,

WHEREAS, a total of forty-one notifications were distributed and six responses were received from the following with one additional response having been rejected as non-responsive:

O'Neill Marketing, Kansas City (Jackson County), MO

Fasone and Partners, Kansas City (Jackson County), MO

Devin James Group, Kansas City (Jackson County), MO

Brainstorm Media, Overland Park, KS

Candid, Lee's Summit, MO

Salva O'Renicks, Kansas City (Jackson County), MO

and,

WHEREAS, an evaluation committee reviewed each proposal based on respondent qualifications, experience, and pricing and recommends the award of the contract to O'Neill Marketing and Event Management of Kansas City, MO, whose proposal, while not the lowest cost, was evaluated as the best proposal pursuant to the evaluation criteria established under the terms and conditions of RFP 23-13; and,

WHEREAS, the Director of Finance and Purchasing recommends the award of a twelve-month contract with two twelve-month options to extend to O'Neill Marketing and Event Management, in an amount not to exceed \$54,695.00, under the terms and conditions of RFP No. 23-13, for the reason that it is the lowest and best bidder; now therefore,

BE IT RESOLVED by the County Legislature of Jackson County, Missouri that the purchase be made as recommended by the Director of Finance and Purchasing, and that the Director be, and is hereby, authorized to execute for the County a contract with O'Neill Marketing and Event Management, at a cost to the County not to exceed \$54,695.00, in a form to be approved by the County Counselor; and,

BE IT FURTHER RESOLVED that the Director of Finance and Purchasing is authorized to make all payments, including final payment, on the contract.

Effective Date: This Resolution shall be effective immediately upon its passage by a majority of the Legislature.

APPROVED AS TO FORM:

[Signature] Chief Deputy County Counselor      [Signature] County Counselor

Certificate of Passage

I hereby certify that the attached resolution, Resolution No. 18153 of April 22, 2013, was duly passed on April 29, 2013 by the Jackson County Legislature. The votes thereon were as follows:

Yeas 8      Nays 0

Abstaining 0      Absent 1

4.29.13  
Date

[Signature]  
Mary Jo Spino, Clerk of Legislature

There is a balance otherwise unencumbered to the credit of the appropriation to which the expenditure is chargeable and there is a cash balance otherwise unencumbered in the treasury to the credit of the fund from which payment is to be made each sufficient to provide for the obligation herein authorized.

ACCOUNT NUMBER: 008 4401 56210  
ACCOUNT TITLE: Anti-Drug Sales Tax Fund  
COMBAT  
Advertising  
NOT TO EXCEED: \$54,695.00

April 17 2013  
Date

[Signature]  
Director of Finance and Purchasing

**REQUEST FOR LEGISLATIVE ACTION**

Completed by County Counselor's Office:

Res/~~Ord~~ No.: 18153  
 Sponsor(s): Dan Tarwater  
 Date: April 22, 2013

<b>SUBJECT</b>	Action Requested <input checked="" type="checkbox"/> Resolution <input type="checkbox"/> Ordinance  Project/Title: <u>Authorizing the Award of a Contract to provide Marketing Services for COMBAT (Community Backed Anti-Drug Tax) to O'Neill Marketing of Kansas City, MO under the terms and conditions of Request for Proposal No. 23-13.</u>																					
<b>BUDGET INFORMATION</b> <i>To be completed By Requesting Department and Finance</i>	<table border="1" style="width:100%; border-collapse: collapse;"> <tr> <td>Amount authorized by this legislation this fiscal year:</td> <td style="text-align: right;">\$54,695.00</td> </tr> <tr> <td>Amount previously authorized this fiscal year:</td> <td style="text-align: right;">\$</td> </tr> <tr> <td>Total amount authorized after this legislative action:</td> <td style="text-align: right;">\$54,695.00</td> </tr> <tr> <td>Amount budgeted for this item * (including transfers):</td> <td style="text-align: right;">\$54,695.00</td> </tr> <tr> <td>Source of funding (name of fund) and account code number: 008-4401-56210 Anti Drug Fund, Combat, Advertising</td> <td style="text-align: right;">\$54,695.00</td> </tr> </table> <p>* If account includes additional funds for other expenses, total budgeted in the account is: \$70,000.00</p> OTHER FINANCIAL INFORMATION:  <input type="checkbox"/> No budget impact (no fiscal note required) <input type="checkbox"/> Term and Supply Contract (funds approved in the annual budget); estimated value and use of contract: Department: _____ Estimated Use: \$ _____  Prior Year Budget (if applicable): _____ Prior Year Actual Amount Spent (if applicable): _____	Amount authorized by this legislation this fiscal year:	\$54,695.00	Amount previously authorized this fiscal year:	\$	Total amount authorized after this legislative action:	\$54,695.00	Amount budgeted for this item * (including transfers):	\$54,695.00	Source of funding (name of fund) and account code number: 008-4401-56210 Anti Drug Fund, Combat, Advertising	\$54,695.00											
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<b>PRIOR LEGISLATION</b>	Prior ordinances and (date): _____ Prior resolutions and (date): 17949, August 6, 2012																					
<b>CONTACT INFORMATION</b>	RLA drafted by (name, title, & phone): Barbara Casamento, Purchasing Supervisor, 881-3253																					
<b>REQUEST SUMMARY</b>	The COMBAT (Community Backed Anti-Drug Tax) Program requires Marketing Services for its Anti-Violence Initiative. Request for Proposal No. 23-13 was issued by the Purchasing Department.  Forty-one notices were distributed; seven responses were received, one of which was a "No Bid". The following responses were evaluated:  <table style="width:100%; border-collapse: collapse;"> <thead> <tr> <th style="width:60%;"></th> <th style="width:20%; text-align: center;">Cost</th> <th style="width:20%; text-align: center;">Average of Evaluation Points</th> </tr> </thead> <tbody> <tr> <td>Devin James Group, Kansas City, MO</td> <td style="text-align: right;">\$ 80,000.00</td> <td style="text-align: center;">61</td> </tr> <tr> <td>Brainstorm Media, Overland Park, KS</td> <td style="text-align: right;">\$475,000.00</td> <td style="text-align: center;">15</td> </tr> <tr> <td>O'Neill Marketing, Kansas City, MO</td> <td style="text-align: right;">\$ 54,695.00</td> <td style="text-align: center;">100</td> </tr> <tr> <td>Fascone &amp; Partners, Kansas City, MO</td> <td style="text-align: right;">\$183,500.00</td> <td style="text-align: center;">36.5</td> </tr> <tr> <td>Candid, Lee's Summit, MO</td> <td style="text-align: right;">\$ 31,700.00</td> <td style="text-align: center;">54.25</td> </tr> <tr> <td>Salva O'Renick, Kansas City, MO</td> <td style="text-align: right;">\$ 83,000.00</td> <td style="text-align: center;">58</td> </tr> </tbody> </table> <p>Evaluation Points were based on:                  Experience and Personnel 30 points possible                  Ability to Perform 30 points possible                  Pricing 40 points possible</p> <p>The Evaluation Committee totaled the points given to each Respondent and divided the score by the number of Committee Members for the Average of Evaluation Points.</p>		Cost	Average of Evaluation Points	Devin James Group, Kansas City, MO	\$ 80,000.00	61	Brainstorm Media, Overland Park, KS	\$475,000.00	15	O'Neill Marketing, Kansas City, MO	\$ 54,695.00	100	Fascone & Partners, Kansas City, MO	\$183,500.00	36.5	Candid, Lee's Summit, MO	\$ 31,700.00	54.25	Salva O'Renick, Kansas City, MO	\$ 83,000.00	58
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	Pursuant to Section 1054.6 of the Jackson County Code, the Director of Finance and Purchasing recommends the award of the Contract for Marketing Services for COMBAT to O'Neill Marketing of Kansas City, MO as the best proposal received under the terms and conditions of Request for Proposal No. 23-13	
CLEARANCE	<input checked="" type="checkbox"/> Tax Clearance Completed (Purchasing & Department) <input type="checkbox"/> Business License Verified (Purchasing & Department) N/A <input checked="" type="checkbox"/> Chapter 6 Compliance - Affirmative Action/Prevailing Wage (County Auditor's Office)	
ATTACHMENTS	The Abstract of Bids, Award Recommendation Memorandum by Dave Fleming of COMBAT and the pertinent pages of O'Neill Marketing's proposal documents.	
REVIEW	Department Director:	Date: 4-11-2013
	Finance (Budget Approval): <i>If applicable</i>	Date: 4-15-13
	Division Manager:	Date: 4-15-2013
	County Counselor's Office:	Date:

Fiscal Information (to be verified by Budget Office in Finance Department)

- This expenditure was included in the annual budget.
- Funds for this were encumbered from the \_\_\_\_\_ Fund in \_\_\_\_\_.
- There is a balance otherwise unencumbered to the credit of the appropriation to which the expenditure is chargeable and there is a cash balance otherwise unencumbered in the treasury to the credit of the fund from which payment is to be made each sufficient to provide for the obligation herein authorized.
- Funds sufficient for this expenditure will be/were appropriated by Ordinance # \_\_\_\_\_
- Funds sufficient for this appropriation are available from the source indicated below.

Account Number:	Account Title:	Amount Not to Exceed:

- This award is made on a need basis and does not obligate Jackson County to pay any specific amount. The availability of funds for specific purchases will, of necessity, be determined as each using agency places its order.
- This legislative action does not impact the County financially and does not require Finance/Budget approval.

**Fiscal Note:**

This expenditure was included in the Annual Budget.

PC# 44012013002

Date: March 15, 2013

RES # 18153

<u>Department / Division</u>	<u>Character/Description</u>	<u>Not to Exceed</u>
<b>Anti-Drug Sales Tax - 008</b>		
<u>4401 - Combat Administration</u>	<u>56210 - Advertising</u>	<u>54,695</u>
<b>Total - Fund 008</b>		<b>54,695</b>

*Alberan A Ball* 4/15/13  
Budgeting

*Stacey Daniels-Young, Ph.D.*  
Director  
(816) 881-3510

*Vincent M. Ortega*  
Deputy Director  
(816) 881-3886

*Fax:*  
(816) 881-1416

**Drug Commissioners:**

*Venessa Maxwell-Lopez*

*Tony Miller*

*Gene Morgan*

*Pamela Petrillo*

*Keith Querry*

*Marc Radasky*

*Anita Russell*

*Joseph Spalitto, DDS*

April 4, 2013

To: Barbara Casamento

From: Dave Fleming

Subject: Marketing Services RFP 23-13

A review committee reviewed and scored the proposals received by the County in response to RFP#23-13 to secure Marketing Services for the COMBAT anti-violence initiative. A total of six proposals were received, reviewed and scored by the committee.

Based upon the scores of the reviewers, the following is the average scores for the respondents:

<u>Agency</u>	<u>Average Score</u>
Devin James Group	61.00
Brainstorm	15.00
O'Neill Marketing	100.00
Fasone	36.50
candid	54.25
Anthony O'Renck	58.00

Based upon the scores, the committee would recommend that O'Neill Marketing be awarded a contract for these services in an amount of \$54,695 to be paid from COMBAT Administration Advertising (008-4401-56210).

Let me know if you have any questions or need any further information.

Cc: Stacey Daniels-Young  
Angie Jeffries  
Jeph BurroughsScanlon





ABSTRACT OF BIDS

BID NO: 23-13					Salva					
DATE: 4/2/13					O'Renick					
COMMODITY: Combat Marketing										
NO	DESCRIPTION	UNIT	QTY	AMOUNT	AMOUNT	AMOUNT	AMOUNT	AMOUNT	AMOUNT	
	Total Base Bid			422						

CERTIFICATION OF BID OPENING  
BIDS WERE PUBLICLY  
OPENED AND RECORDED

ON 4/2/2013 BY  
Clerk of the Legislature  
PURCHASING

## REQUEST FOR PROPOSAL NO. 23-13

### Cost estimates for services to be performed, to include all expenses and a cost per hour for services

#### Hourly rates for professional time:

Pat O'Neill - \$135 per hour

Staff - \$70 per hour

***NOTE: Staff time to be bundled at \$100 per hour and capped. Additional staff time dedicated to the project will be donated.***

#### SAMPLE BUDGET/COST ESTIMATES

Billboards (8-week buy, multiple locations across Jackson County)	\$15,000.00
Door Hangars (25,000 for community distribution)	\$4,875.00
Yard Signs & Distribution (printing and professional distribution)	\$1,500.00
Radio Advertising (KPRS & KPRT)	\$8,500.00
Radio Advertising (KCUR, Magic 107.3, Reyes Radio Group)	\$3,000.00
Print Advertising (The Globe, Call)	\$5,000.00
Print Advertising (Jackson Cty Adv., LS Trib, NE News, Indp Examiner)	\$1,950.00
Print Advertising (Dos Mundos, KC Hispanic)	\$1,370.00
Transit Placards	\$1,500.00
O'Neill Management (Estimated Labor – 120 Hours Total)	\$12,000.00

**TOTAL**

**\$54,695.00**