

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

**A RESOLUTION** transferring \$34,700.00 within the 2012 Anti-Drug Sales Tax Fund, and awarding a contract for the furnishing of a crime prevention and anti-violence 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. 59-12, at a cost to the County not to exceed \$54,700.00.

**RESOLUTION #17949**, August 6, 2012

**INTRODUCED BY** James D. Tindall, County Legislator

WHEREAS, the Jackson County Drug Commission recommends the development of a marketing strategy focusing on crime prevention and anti-violence measures within the community as part of its mission and goals; and,

WHEREAS, the Director of Finance and Purchasing solicited formal written bids on Request for Proposals (RFP) No. 59-12 for these marketing services; and,

WHEREAS, a total of forty-one notifications were distributed and four responses were received, from the following:

Global Prairie, Kansas City (Jackson County), MO

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

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

Willoughby, 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 59-12; and,

WHEREAS, the Director of Finance and Purchasing recommends the award of the contract to O'Neill Marketing and Event Management, in an amount not to exceed \$54,700.00, under the terms and conditions of RFP No. 59-12, for the reason that it is the lowest and best bidder; and,

WHEREAS, a transfer is necessary to place the needed funds in the proper account; now therefore,

BE IT RESOLVED by the County Legislature of Jackson County, Missouri, that the following transfer within the 2012 Anti-Drug Sales Tax Fund be and hereby is made:

<u>Department/Division</u>	<u>Character Description</u>	<u>From</u>	<u>To</u>
Anti-Drug Sales Tax Fund			
COMBAT			
008-4401	56080 - Other Prof Services	\$34,700	
008-4401	56210 - Advertising		\$34,700

and,

BE IT FURTHER 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 \$54,700.00, 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:

Jay D. Hudson  
Chief Deputy County Counselor

[Signature]  
County Counselor

Certificate of Passage

I hereby certify that the attached resolution, Resolution #17949 of August 6, 2012, was duly passed on August 13, 2012 by the Jackson County Legislature. The votes thereon were as follows:

Yeas 9

Nays 0

Abstaining 0

Absent 0

8/13/12  
Date

Mary Jo Spino  
Mary Jo Spino, Clerk of Legislature

Funds sufficient for this transfer are available from the source indicated below.

ACCOUNT NUMBER: 008 4401 56080  
ACCOUNT TITLE: Anti-Drug Sales Tax Fund  
COMBAT  
Other Professional Services  
NOT TO EXCEED: \$34,700.00

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: \$54,700.00

August 1, 2012  
Date

[Signature]  
Director of Finance and Purchasing

# REQUEST FOR LEGISLATIVE ACTION

Completed by County Counselor's Office:

Res/Ord No.: 17949  
 Sponsor(s): James D. Tindall  
 Date: August 6, 2012

<b>SUBJECT</b>	Action Requested <input type="checkbox"/> Resolution <input type="checkbox"/> Ordinance  Project/Title: <u>Transferring \$34,700.00 within Combat's (Community Backed Anti-Drug Tax) budget and authorizing the award of a Contract to provide Community Crime Prevention/Anti-Violence Marketing Strategy to O'Neill Marketing and Event Management of Kansas City, Missouri under the terms and conditions of Request for Proposal No. 59-12.</u>																
<b>BUDGET INFORMATION</b> <i>To be completed By Requesting Department and Finance</i>	<table border="1" data-bbox="324 619 1421 934"> <tr> <td>Amount authorized by this legislation this fiscal year:</td> <td>\$54,700.00</td> </tr> <tr> <td>Amount previously authorized this fiscal year:</td> <td>\$</td> </tr> <tr> <td>Total amount authorized after this legislative action:</td> <td>\$54,700.00</td> </tr> <tr> <td>Amount budgeted for this item * (including transfers):</td> <td>\$54,700.00</td> </tr> <tr> <td>Source of funding (name of fund) and account code number: 008-4401-56210 Anti-Drug Fund, Combat, Advertising</td> <td>\$20,000.00</td> </tr> <tr> <td>TRANSFERRING FROM: 008-4401-56080 Anti-Drug Fund, Combat, Other Professional Services</td> <td>\$34,700.00</td> </tr> <tr> <td>TRANSFERRING TO: 008-4401-56120 Anti-Drug Fund, Combat, Advertising</td> <td>\$34,700.00</td> </tr> <tr> <td><b>TOTAL</b></td> <td><b>\$54,700.00</b></td> </tr> </table> <p>* If account includes additional funds for other expenses, total budgeted in the account is: \$</p> <p><b>OTHER FINANCIAL INFORMATION:</b></p> <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:	\$54,700.00	Amount previously authorized this fiscal year:	\$	Total amount authorized after this legislative action:	\$54,700.00	Amount budgeted for this item * (including transfers):	\$54,700.00	Source of funding (name of fund) and account code number: 008-4401-56210 Anti-Drug Fund, Combat, Advertising	\$20,000.00	TRANSFERRING FROM: 008-4401-56080 Anti-Drug Fund, Combat, Other Professional Services	\$34,700.00	TRANSFERRING TO: 008-4401-56120 Anti-Drug Fund, Combat, Advertising	\$34,700.00	<b>TOTAL</b>	<b>\$54,700.00</b>
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<b>TOTAL</b>	<b>\$54,700.00</b>																
<b>PRIOR LEGISLATION</b>	Prior ordinances and (date): _____ Prior resolutions and (date): _____																
<b>CONTACT INFORMATION</b>	RLA drafted by (name, title, & phone): Barbara Casamento, Purchasing Supervisor, 881-3253																
<b>REQUEST SUMMARY</b>	Combat would like to obtain professional services to develop a Community Crime Prevention/Anti-Violence Marketing Strategy and Implementation Plan for that Marketing Strategy. The Purchasing Department issued Request for Proposal No. 59-12 in response to Combat's request.  A total of 41 notifications were distributed and four responses were received and evaluated as follows:  <table border="1" data-bbox="324 1596 1299 1785"> <thead> <tr> <th></th> <th>Cost</th> <th>Evaluation Points</th> </tr> </thead> <tbody> <tr> <td>Global Prairie, Kansas City, Missouri</td> <td>\$50,000.00</td> <td>83.3</td> </tr> <tr> <td>O'Neill Marketing, Kansas City, Missouri</td> <td>\$54,700.00</td> <td>93.3</td> </tr> <tr> <td>Fasone and Partners, Kansas City, Missouri</td> <td>\$59,500.00</td> <td>73.3</td> </tr> <tr> <td>Willoughby, Kansas City, Missouri</td> <td>\$62,500.00</td> <td>71.0</td> </tr> </tbody> </table> <p>Pursuant to Section 1054.6 of the Jackson County Code, the Director of Finance and Purchasing recommends the award of a Contract to provide Community Crime Prevention/Anti-Violence Marketing Strategy for Combat to O'Neill Marketing and Event Management of Kansas City, Missouri as the best proposal received meeting specifications under the terms and conditions of Request for Proposal No. 59-12.</p>		Cost	Evaluation Points	Global Prairie, Kansas City, Missouri	\$50,000.00	83.3	O'Neill Marketing, Kansas City, Missouri	\$54,700.00	93.3	Fasone and Partners, Kansas City, Missouri	\$59,500.00	73.3	Willoughby, Kansas City, Missouri	\$62,500.00	71.0	
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Willoughby, Kansas City, Missouri	\$62,500.00	71.0															

	<p>The Director of Finance and Purchasing also requests the transfer of \$34,700.00 within the Combat budget as follows:</p> <p>FROM: 008-4401-56080 Anti-Drug Fund, Combat, Other Professional Services  TO: 008-4401-56210 Anti-Drug Fund, Combat, Advertising</p>	
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	Abstract of Bids, Recommendation Memorandum from Stacey Daniels-Young PhD, Director of Combat and the pertinent pages of O'Neill's proposal.	
REVIEW	Department Director: <i>Stacey Daniels-Young</i>	Date: 7-
	Finance (Budget Approval): <i>If applicable, Abraham J. Ball</i>	Date: 7-26-12
	Division Manager: <i>Cal Tully</i>	Date: 7-27-12
	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:  
Jackson County, Missouri**

Funds sufficient for this transfer are available from the sources indicated below.

Date:	July 27, 2012	PC# _____	RES #	<u>17949</u>
<u>Department / Division</u>	<u>Character/Description</u>	<u>From</u>	<u>To</u>	
<b>Anti-Drug Fund - 008</b>				
<u>4401 - COMBAT Administration</u>	<u>56080 - Other Professional Services</u>	<u>34,700</u>		
	<u>56120 - Advertising</u>			<u>34,700</u>

**Fiscal Note:**

This expenditure was included in the Annual Budget.

Date:	January 19, 2011	PC# _____	RES #	
<u>Department / Division</u>	<u>Character/Description</u>			
<b>Anti-Drug - 008</b>				<u>Not to Exceed</u>
<u>4401 - COMBAT Administration</u>	<u>56120 - Advertising</u>			<u>54,700</u>

*Deborah Ball* 7-26-12  
Budgeting





Jackson County

# COMBAT

415 East 12<sup>th</sup> Street, Ninth Floor  
Kansas City, Missouri 64106  
www.combatjack.org

July 24, 2012

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

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

*Drug Commissioners:*  
*Cathy Jolly*  
*Venessa Maxwell-Lopez*  
*Tony Miller*  
*Gene Morgan*  
*Pamela Petrillo*  
*Keith Querry*  
*Marc Radasky*  
*Anita Russell*  
*Joseph Spalitto, DDS*

*Fax:*  
(816) 881-1416

Barbara Casamento  
Director of Purchasing  
Jackson County, MO County

Re: Request for Proposal 59-12

Dear Ms. Casamento:

The proposals in response to Request for Proposal 59-12 for a Community Crime Prevention/Anti-violence Marketing Strategy for COMBAT have been reviewed. It has been determined by a three person Review Committee that the proposal submitted by O'Neill Marketing and Event Management was the overall best response to the bid (see attached). Therefore, we recommend that O'Neill Marketing and Event Management be awarded the contract for the services requested.

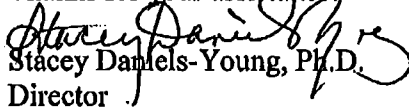
The funds for this project should not exceed \$54,770.00 and will come from the following account:

**008 Anti-Drug Sales Tax Fund**  
**4401 COMBAT Administration**  
**56210 Advertising**

The anti-violence marketing strategy is a priority of the Drug Commission.

Please let me know if you require further information.

Thanks for your assistance.

  
Stacey Daniels-Young, Ph.D.  
Director

**RE: REQUEST FOR PROPOSAL NO. 59-12**

**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***

**SAMPLE BUDGET/OUTSIDE EXPENSES**

Preparatory meetings, campaign planning and creative concepts 24 Hrs	\$2,400
Copywriting (collateral and ad materials, TV & radio scripts, correspondence 35 Hrs	\$3,500
Graphics design - Development of logo/ collateral for print and other applications 26 Hrs	\$1,800
Development and implementation of social media campaign 40 Hrs	\$4,000
Campaign implementation - professional staff time 130 Hrs	\$13,000
Outside services (printing, media buys, other TBD with detailed campaign plan)	\$30,000

**Sample total \$54,700**