

# REQUEST FOR LEGISLATIVE ACTION

Completed by County Counselor's Office:

Res/Ord No.: 19229

Sponsor(s): Dan Tarwater III

Date: August 8, 2016

<b>SUBJECT</b>	<p>Action Requested  <input checked="" type="checkbox"/> Resolution  <input type="checkbox"/> Ordinance</p> <p>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, Missouri under the terms and conditions of Request for Proposal No. 29-16.</u></p>												
<b>BUDGET INFORMATION</b> <i>To be completed By Requesting Department and Finance</i>	<table border="1"> <tr> <td>Amount authorized by this legislation this fiscal year:</td> <td>\$54,695.00</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>\$54,695.00</td> </tr> <tr> <td>Amount budgeted for this item * (including transfers):</td> <td>\$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>\$54,695.00</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> <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: \$</p> <p>Prior Year Budget (if applicable):  Prior Year Actual Amount Spent (if applicable):</p>	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		
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												
<b>PRIOR LEGISLATION</b>	<p>Prior ordinances and (date):  Prior resolutions and (date): 18153, April 22, 2013</p>												
<b>CONTACT INFORMATION</b>	<p>RLA drafted by (name, title, &amp; phone): Barbara Casamento, Purchasing Supervisor, 881-3235</p>												
<b>REQUEST SUMMARY</b>	<p>The COMBAT Program requires Marketing Services for its Anti-Drug and Anti-Violence Initiatives. The Purchasing Department issued Request for Proposal No. 29-16 to meet these requirements.</p> <p>Twenty-four notifications were distributed and three responses were received and evaluated as follows:</p> <table border="1"> <thead> <tr> <th>Respondent and Location</th> <th>Evaluation Points</th> <th>Pricing</th> </tr> </thead> <tbody> <tr> <td>O'Neill Marketing, Kansas City, Missouri</td> <td>100</td> <td>\$54,695.00</td> </tr> <tr> <td>Resonant Brand, Atlanta, Georgia</td> <td>79.3</td> <td>\$58,000.00</td> </tr> <tr> <td>DJG, Kansas City, Missouri</td> <td>62.5</td> <td>\$59,182.55</td> </tr> </tbody> </table> <p>Evaluation Points were based on the following: Responsiveness; Proposed Method of Performance; Experience and Qualifications; References; Samples of Previous Work; and Pricing.</p> <p>Pursuant to Section 1054.6 of the Jackson County Code, the Director of Finance and Purchasing recommends the award of a Contract for Marketing Services for COMBAT to O'Neill Marketing of Kansas City, Missouri under the terms and conditions of Request for Proposal No. 29-16 as the lowest and best proposal received.</p>	Respondent and Location	Evaluation Points	Pricing	O'Neill Marketing, Kansas City, Missouri	100	\$54,695.00	Resonant Brand, Atlanta, Georgia	79.3	\$58,000.00	DJG, Kansas City, Missouri	62.5	\$59,182.55
Respondent and Location	Evaluation Points	Pricing											
O'Neill Marketing, Kansas City, Missouri	100	\$54,695.00											
Resonant Brand, Atlanta, Georgia	79.3	\$58,000.00											
DJG, Kansas City, Missouri	62.5	\$59,182.55											
<b>CLEARANCE</b>	<p><input checked="" type="checkbox"/> Tax Clearance Completed (Purchasing &amp; Department)  <input checked="" type="checkbox"/> Business License Verified (Purchasing &amp; Department)  <input checked="" type="checkbox"/> Chapter 6 Compliance - Affirmative Action/Prevailing Wage (County Auditor's Office)</p>												

ATTACHMENTS	Abstract of Bids Received, Recommendation Memorandum from Stacey Daniels-Young and the pertinent pages of O'Neill Marketing's proposal.	
REVIEW	Department Director: <i>Stacey Daniels-Young</i>	Date: <i>7-22-2016</i>
	Finance (Budget Approval): <i>If applicable</i> <i>[Signature]</i>	Date: <i>7/25/16</i>
	Division Manager: <i>Mary Lou Brown</i>	Date: <i>8/2/16</i>
	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.



ABSTRACT OF BIDS

Res. 19229

ITB: 29-16 DATE: 05/10/16 COMMODITY: Marketing Services for Combat		UNIT QTY		Resonant Brand, LLC		Devin James Group		O'Neill Marketing & Event Mgmt.		AMOUNT		AMOUNT	
NO		DESCRIPTION		AMOUNT		AMOUNT		AMOUNT		AMOUNT		AMOUNT	

SEE BID	SEE BID	SEE BID	SEE BID	SEE BID	SEE BID	SEE BID	SEE BID	SEE BID	SEE BID	SEE BID	SEE BID	SEE BID	SEE BID
---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------

CERTIFICATION OF BID OPENING  
 BIDS WERE PUBLICLY  
 OPENED AND RECORDED  
 ON: 5-10-16, BY  
Diana Scisica  
 CLERK OF THE LEGISLATURE  
[Signature]  
 PURCHASING

415 East 12<sup>th</sup> Street, Ninth Floor

Kansas City, Missouri 64106

[jacksoncountycombat.com](http://jacksoncountycombat.com)

*Stacey Daniels-Young, Ph.D.*

*Director*

*(816) 881-3510*

*Vincent M. Ortega*

*Deputy Director*

*(816) 881-3886*

***Drug Commissioners:***

*Gloria Fisher*

*Venessa Maxwell-Lopez*

*Gene Morgan*

*Marva Marguerite Moses*

*Keith Query*

*Anita Russell*

*Joseph Spalitto, DDS*

*Lanna Ultican*

*James Witteman, Jr.*

*Fax:*

*(816) 881-1416*

**Memo to:** Barbara Casemento  
**From:** Stacey Daniels-Young  
**Date:** July 7, 2016  
**Re:** Request for Proposals No. 29-16 Marketing Services for COMBAT

Three proposals were received in response to the above RFP for Marketing Services for COMBAT. Responses were received from the following:

O'Neill Marketing of Kansas City, MO  
Resonant Brands of Atlanta, GA  
DJG of Kansas City, MO

A four-person review committee was assembled to independently score the proposals. The highest overall average score was received by O'Neill Marketing of Kansas City, MO and the scores of individual reviewers followed the same pattern.

**COIMBAT**  
**SAVE A LIFE, SAVE A NEIGHBORHOOD ..... 2016**

	Status	Item Cost	Budget Source
Yard Signs/ Posters for Community Events (QTY: 250)	Proposed	\$ 3,500.00	
Billboards (6' x 12' Community Boards) or Collateral Material	Proposed	\$ 3,365.00	
KCATA Bus Advertising Winter 2016 (150 Cards/month, 4 months, 1.5+ Million Riders)	Proposed	\$ 4,800.00	
Cable / Radio TV Advertising (Fall 2016)	Proposed	\$ 20,000.00	
Social Media Advertising/Viral Video Boosts	Proposed	\$ 1,500.00	
Commercial Production (Voice Talent, Production, Ext. Social Production)	Proposed	\$ 3,000.00	
Graphic, Image Creative and Design Production for 2016	Proposed	\$ 3,000.00	
O'Neill Management for 2016 (\$100 / hr est., 175+ Hours over annual year)	Proposed	\$ 14,400.00	
Misc Project Funds, at < 1% Budget (Art Mock-Ups, Various Expenses)	Proposed	\$ 1,130.00	

2016 Proposed Budget \$ 54,695.00  
**Projected Item Cost \$ 54,695.00**  
**Balance \$ -**

**O'NEILL MARKETING & EVENT MANAGEMENT**  
**COMBAT 2016 RFIP No. 29-16**  
**COST ESTIMATES**