

IN THE COUNTY LEGISLATURE OF JACKSON COUNTY, MISSOURI

A RESOLUTION transferring \$45,000.00 within the 2011 Anti-Drug Sales Tax Fund, and awarding a contract for the furnishing of vinyl billboard advertising for use by COMBAT to Lamar Outdoor Advertising of Kansas City, MO, under the terms and conditions of Request for Proposals No. 72-11, at a cost to the County not to exceed \$59,880.00.

RESOLUTION #17757, December 6, 2011

INTRODUCED BY Dan Tarwater, County Legislator

WHEREAS, by Resolution 17649, dated August 15, 2011, the Legislature did award a contract for the design of an advertising and marketing campaign to increase public awareness of COMBAT within the community; and,

WHEREAS, the advertising campaign is part of the mission and goals developed by the COMBAT Review Committee and the Jackson County Drug Commission; and,

WHEREAS, the Drug Commission now recommends an agreement with Lamar Outdoor Advertising of Kansas City (Jackson County), MO, for the furnishing of billboard space and vinyl ads as part of this marketing campaign; and,

WHEREAS, the Director of Finance and Purchasing solicited formal written bids on Request for Proposals No. 72-11 for these services; and,

WHEREAS, a total of five notifications were distributed and two responses were

received and evaluated as follows:

BIDDER

Lamar Advertising, Kansas City (Jackson County), MO

Waitt Outdoor, Omaha, NE

WHEREAS, an evaluation committee reviewed each proposal based on respondent qualifications, references, and pricing and recommends the award of the contract to Lamar Advertising as the only bidder responding with complete information requested in the proposal; and,

WHEREAS, the Director of Finance and Purchasing recommends the award of the contract to Lamar Outdoor Advertising, under the terms and conditions of Request for Proposals No. 72-11, 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 2011 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	\$45,000	
008-4401	56210 - Advertising		\$45,000

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 any documents necessary for the accomplishment of the award; 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:

John D. Hal
Chief Deputy County Counselor

W. Stephen Ryan
County Counselor

Certificate of Passage

I hereby certify that the attached resolution, Resolution #17757 of December 6, 2011, was duly passed on December 6, 2011 by the Jackson County Legislature. The votes thereon were as follows:

Yeas 8

Nays 0

Abstaining 0

Absent 1

12.6.11
Date

Mary Jo Spino
Mary Jo Spino, Clerk of Legislature

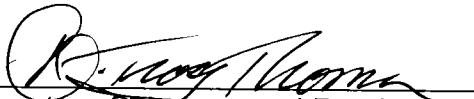
Funds sufficient for this transfer are available from the source indicated below.

ACCOUNT NUMBER: 008 4401 56080
ACCOUNT TITLE: Anti-Drug Sales Tax Fund
COMBAT
Other Professional Services
NOT TO EXCEED: \$45,000.00

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: \$59,880.00

December 29, 2011
Date


Director of Finance and Purchasing

REQUEST FOR LEGISLATIVE ACTION

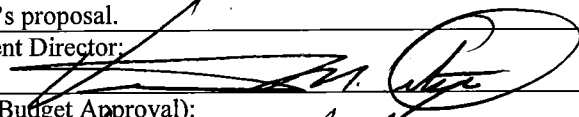
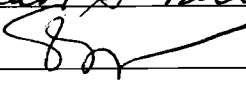
Completed by County Counselor's Office:

Res/Ord No.: 17757

Sponsor(s): Dan Tarwater

Date: December 6, 2011

<p>SUBJECT</p>	<p>Action Requested <input checked="" type="checkbox"/> Resolution <input type="checkbox"/> Ordinance</p> <p>Project/Title: <u>Transferring \$45,000.00 within the COMBAT Commissions budget and authorizing the furnishing of Outdoor Advertising Services for the COMBAT Commission from Lamar Advertising of Kansas City, Missouri under the terms and conditions of Request for Proposal No. 72-11</u></p>										
<p>BUDGET INFORMATION <i>To be completed By Requesting Department and Finance</i></p>	<table border="1"> <tr> <td>Amount authorized by this legislation this fiscal year:</td> <td>\$59,880.00</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>\$59,880.00</td> </tr> <tr> <td>Amount budgeted for this item * (including transfers):</td> <td>\$59,880.00</td> </tr> <tr> <td>Source of funding (name of fund) and account code number: FROM: 008-4401-56080 Anti-Drug, Combat Commission, Other Professional Svcs TO: 008-4401-56210 Anti-Drug, Combat Commission, Advertising</td> <td>\$45,000.00 \$45,000.00</td> </tr> </table> <p>* If account includes additional funds for other expenses, total budgeted in the account is: \$</p> <p>OTHER FINANCIAL INFORMATION:</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:	\$59,880.00	Amount previously authorized this fiscal year:	\$	Total amount authorized after this legislative action:	\$59,880.00	Amount budgeted for this item * (including transfers):	\$59,880.00	Source of funding (name of fund) and account code number: FROM: 008-4401-56080 Anti-Drug, Combat Commission, Other Professional Svcs TO: 008-4401-56210 Anti-Drug, Combat Commission, Advertising	\$45,000.00 \$45,000.00
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<p>PRIOR LEGISLATION</p>	<p>Prior ordinances and (date): Prior resolutions and (date):</p>										
<p>CONTACT INFORMATION</p>	<p>RLA drafted by (name, title, & phone): Barbara Casamento, Purchasing Supervisor, 881-3253</p>										
<p>REQUEST SUMMARY</p>	<p>The COMBAT Commission requires Outdoor Advertising Services; in 2007, a COMBAT Review Committee strongly recommended that greater emphasis be made on the promotion of COMBAT throughout the County and in 2010, the Jackson County Drug Commission adopted a new mission and goals, including that public awareness of COMBAT programming be increased. The Purchasing Department issued Request for Proposal No. 72-11 for Outdoor Advertising Services on November 1, 2011.</p> <p>A total of five notifications were distributed and two responses were received and evaluated as follows:</p> <table> <tr> <td>Lamar Advertising, Kansas City, MO (Jackson County)</td> <td>\$59,880.00</td> </tr> <tr> <td>Waitt Outdoor, Omaha, NE</td> <td></td> </tr> </table> <p>An Evaluation Committee evaluated each proposal based on Respondent Qualifications, References and Pricing. Waitt Outdoor did not include some of the information required in the Request for Proposal or complete pricing information. The Evaluation Committee could not calculate the total cost of production, installation and advertising space for Waitt Outdoor.</p> <p>Pursuant to Section 1054.6 of the Jackson County Code, 1984, the Director of Finance and Purchasing recommends the award for the furnishing of Outdoor Advertising Services for the COMBAT Commission to Lamar Advertising of Kansas City, Missouri under the terms and conditions of Request for Proposal No. 72-11 as the lowest and best proposal received.</p>	Lamar Advertising, Kansas City, MO (Jackson County)	\$59,880.00	Waitt Outdoor, Omaha, NE							
Lamar Advertising, Kansas City, MO (Jackson County)	\$59,880.00										
Waitt Outdoor, Omaha, NE											

	<p>The Director of Finance and Purchasing also requests the transfer of \$45,000.00 within the COMBAT Commission's budget as follows:</p> <p>FROM: 008-4401-56080 Anti-Drug , Combat Commission, Other Professional Svcs \$45,000.00 TO: 008-4401-56210 Anti-Drug, Combat Commission, Advertising \$45,000.00</p>	
CLEARANCE	<input checked="" type="checkbox"/> Tax Clearance Completed (Purchasing & Department) <input checked="" type="checkbox"/> Business License Verified (Purchasing & Department) <input checked="" type="checkbox"/> Chapter 6 Compliance - Affirmative Action/Prevailing Wage (County Auditor's Office)	
ATTACHMENTS	Abstract of Bids, Memorandum from Angie Jeffries, Director, Office of Communications and the pertinent pages of Lamar's proposal.	
REVIEW	Department Director: 	Date: 11-30-11
	Finance (Budget Approval): If applicable <i>Silverman A Hall</i>	Date: 11-30-11
	Division Manager: 	Date: 11/30/11
	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.



ANGIE JEFFRIES

DIRECTOR OF COMMUNICATIONS

22807 Woods Chapel Road
Blue Springs, Missouri 64015
(816) 503-4830
Fax: (816) 503-4885

To: Purchasing

After reviewing the submitted proposals from applicants LAMAR and WAITT Outdoor, it has been decided to accept the proposal submitted by Tom Irlbeck with LAMAR.

The proposal submitted by WAITT did not include pricing or production costs that were specifically requested by the guidelines stated in the RFP. WAITT further neglected to include the DEC (daily effective circulation) or EOI (Eyes On Impressions) for each board location submitted. Due to the lack of information requested by Jackson County, it cannot be determined as to how much the total cost of production nor the total exposure of each board will be. Please consider the proposal submitted by WAITT Outdoor void.

Therefore, it was not determined as to how much the total cost of production would be or the amount of exposure each board would be.

The decision to award LAMAR with the COMBAT Advertising Campaign was unanimous. LAMAR has offered four; high-DEC (daily effective circulation) and EOI (Eyes On Impressions) board locations with permanent location guarantee for six months. As a bonus/match, LAMAR will put up two Pre-Emptable, or rotating, boards. These rotating boards will begin in a location designated by COMBAT and then moved after 4 weeks to another board location in Jackson County, possibly targeting a different artery and/or audience.

The six board locations we have selected will reach audiences from all corners of Jackson County and those traveling through the county by one of four major highway arteries. These locations will total over 1 million people exposed to the COMBAT message in one week.

Based on a 24 week campaign, the four week rate for each board is \$1530.00 per four week cycle. This will total \$55,080.00.

Production and installation for all six, 15' x 49' vinyl skins will total \$4,800.00.

The total cost for this bid came to \$59,880.00. This amount is just under the approved budget of \$60,000.00.

We came to this decision with the best of interest for Jackson County and its residents.

Sincerely,
Angie Jeffries
Director, Office of Communications



Pricing

Vinyl

Production/Installation of six 14x48 vinyls: \$800/vinyl for a total of \$4800

Space

Based on a 24 week campaign, the 4-week rate for each board is \$1530 per board per 4-week cycle.

The space in total would be \$55,080.
\$1530 x 6 boards for six 4-week cycles

4 of the boards would be permanent boards where Jackson County picks their 4 favorite locations and the vinyls stay on those locations until further notice from Jackson County (see below for Added Value).

2 of the boards would be contracted as Pre-Emptable where Jackson County picks their next 2 locations and we start the vinyls on those locations. Those vinyls will more than likely get bumped and moved during the 24-week campaign, automatically giving the vinyls a new audience based on the artery it gets moved to.

Total Campaign Cost

Vinyl (\$4800) + Space (\$55,080) = \$59,880

Added Value

1. Lamar will give Jackson County the option of Rotating their 4 permanent locations during the campaign if they feel that they want to explore other billboard locations as more/different locations will come available in the future. This gives the vinyls a fresh audience and set of eyeballs to view the ads depending on the highway or interstate chosen. I will provide the county with a list of alternative locations should they want to move the vinyls around.
2. IF the artwork is ready to go and we get the printed vinyls delivered to our office prior to the contract start date, we will install them early and give Jackson County free time up front should our installation schedule allow it and the weather cooperates.

Feel free to call or email me if you have any questions about this pricing.

Tom Irlbeck
913.207.0592
tirbeck@lamar.com

**Fiscal Note:
Jackson County, Missouri**

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

Date: November 30, 2011

ORD # 17757

<u>Department / Division</u>	<u>Character/Description</u>	<u>From</u>	<u>To</u>
008 - Anti-Drug Sales Tax			
4401 - COMBAT	56080 - Other Professional Svs	45,000	
	56210 - Advertising		45,000
Total		45,000	45,000

Fiscal Note:

This expenditure was included in the Annual Budget.

PC# _____

Date: November 30, 2011

ORD/RES # _____

<u>Department / Division</u>	<u>Character/Description</u>	<u>Not to Exceed</u>	<u>ORD/RES #</u>
008 - Anti- Drug Sales Tax			
4401 - COMBAT	56210 - Advertising		59,880
<i>Aleboran J Ball</i>	<i>12-1-11</i>		59,880
Budgeting			

R#17757

Save a life. Save a neighborhood. 1(855) **COMBAT** jack

**COSMETIC DENTISTRY BY
CRYSTAL METH**

Save a life. Save a neighborhood. **COMBAT** jack.org

**HOME RENOVATION BY
CRACK**

12/6/11

Save a life. Save a neighborhood.



CHEMICAL PEEL BY
COCAINE

Save a life. Save a neighborhood. **COMBAT**jack.org

AUTO DETAILING BY **PCP**

Save a life. Save a neighborhood. 1(855) **COMBAT**jack



**ALL-INCLUSIVE VACATION BY
HEROIN**

Save a life. Save a neighborhood.



**SOCIAL NETWORKING BY
ECSTASY**