

REQUEST FOR LEGISLATIVE ACTION

Version 6/10/19

Completed by County Counselor's Office:

Res/Ord No.: 20323

Sponsor(s): Dan Tarwater III

Date: December 2, 2019

EXECUTIVE OFFICE

| SUBJECT | Action Requested NOV 25 2019 <input checked="" type="checkbox"/> Resolution <input type="checkbox"/> Ordinance Project/Title: <u>Awarding a Twelve Month Term and Supply Contract, with One Twelve Month Option to Extend, for the furnishing of Marketing Services for the Prosecuting Attorney's Office and COMBAT to Tico Productions of Kansas City, Missouri under the terms and conditions of Request for Proposal No. 37-19</u> | | | | | | | | | | | | | | | | | | | | | | |
|--|--|---------------------------------------|----------------------|-------------------|-------|---|-------------------------|--|----------------------|--|-------|--|----|---|----|----------------------|----------|-------------------------------------|----------|-------|----------|----|-------|
| BUDGET INFORMATION <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;">\$</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 style="text-align: right;">\$</td> </tr> <tr> <td>Amount budgeted for this item * (including transfers):</td> <td style="text-align: right;">\$</td> </tr> <tr> <td>Source of funding (name of fund) and account code number:</td> <td style="text-align: right;">\$</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 checked="" type="checkbox"/> No budget impact (no fiscal note required)</p> <p><input checked="" type="checkbox"/> Term and Supply Contract (funds approved in the annual budget); estimated value and use of contract: Department: Estimated Use:</p> <table style="margin-left: 100px; margin-top: 5px;"> <tr> <td>Prosecuting Attorney</td> <td style="text-align: right;">\$20,000</td> </tr> <tr> <td>COMBAT</td> <td style="text-align: right;">\$20,000</td> </tr> <tr> <td>Total</td> <td style="text-align: right;">\$40,000</td> </tr> </table> <p>This RLA only approves the Term and Supply Contract. The funds will be appropriated through the annual budget adoption. Figures included in the Budget Information section are for informational purposes to provide an estimate of contract value</p> <p>Prior Year Budget (if applicable): Prior Year Actual Amount Spent (if applicable):</p> | | | | | Amount authorized by this legislation this fiscal year: | \$ | Amount previously authorized this fiscal year: | | Total amount authorized after this legislative action: | \$ | Amount budgeted for this item * (including transfers): | \$ | Source of funding (name of fund) and account code number: | \$ | Prosecuting Attorney | \$20,000 | COMBAT | \$20,000 | Total | \$40,000 | | |
| Amount authorized by this legislation this fiscal year: | \$ | | | | | | | | | | | | | | | | | | | | | | |
| Amount previously authorized this fiscal year: | | | | | | | | | | | | | | | | | | | | | | | |
| Total amount authorized after this legislative action: | \$ | | | | | | | | | | | | | | | | | | | | | | |
| Amount budgeted for this item * (including transfers): | \$ | | | | | | | | | | | | | | | | | | | | | | |
| Source of funding (name of fund) and account code number: | \$ | | | | | | | | | | | | | | | | | | | | | | |
| Prosecuting Attorney | \$20,000 | | | | | | | | | | | | | | | | | | | | | | |
| COMBAT | \$20,000 | | | | | | | | | | | | | | | | | | | | | | |
| Total | \$40,000 | | | | | | | | | | | | | | | | | | | | | | |
| PRIOR LEGISLATION | Prior ordinances and (date): Prior resolutions and (date): | | | | | | | | | | | | | | | | | | | | | | |
| CONTACT INFORMATION | RLA drafted by (name, title, & phone): Barbara Casamento, Purchasing Administrator, 881-3253 | | | | | | | | | | | | | | | | | | | | | | |
| REQUEST SUMMARY | <p>The Prosecuting Attorney's Office and COMBAT require a Term and Supply Contract for Marketing Services. The Purchasing Department issued Request for Proposal No. 37-19 to meet those requirements.</p> <p>A total of forty-seven notices were distributed and two responses were received and evaluated as follows:</p> <table border="1" style="width:100%; border-collapse: collapse; margin-top: 10px;"> <thead> <tr> <th>Respondent</th> <th>Responsiveness 5 Points</th> <th>Qualifications & Experience 60 Points</th> <th>References 20 Points</th> <th>Pricing 15 Points</th> <th>Total</th> </tr> </thead> <tbody> <tr> <td>Sage Communications Kansas City, MO</td> <td style="text-align: center;">4</td> <td style="text-align: center;">46.25</td> <td style="text-align: center;">10</td> <td style="text-align: center;">10</td> <td style="text-align: center;">70.25</td> </tr> <tr> <td>Tico Productions Kansas City, MO</td> <td style="text-align: center;">4</td> <td style="text-align: center;">51.50</td> <td style="text-align: center;">19.50</td> <td style="text-align: center;">14</td> <td style="text-align: center;">89.00</td> </tr> </tbody> </table> <p>Pursuant to Section 1054.6 of the Jackson County Code, the Prosecuting Attorney's Office, COMBAT and the Purchasing Department recommend the award of a Twelve Month Term and Supply Contract, with One Twelve Month Option to Extend, for Marketing Service to Tico Productions of Kansas City, Missouri under the terms and conditions of Request for Proposal No. 37-19 as the lowest and best proposal received.</p> | | | | | Respondent | Responsiveness 5 Points | Qualifications & Experience 60 Points | References 20 Points | Pricing 15 Points | Total | Sage Communications Kansas City, MO | 4 | 46.25 | 10 | 10 | 70.25 | Tico Productions Kansas City, MO | 4 | 51.50 | 19.50 | 14 | 89.00 |
| Respondent | Responsiveness 5 Points | Qualifications & Experience 60 Points | References 20 Points | Pricing 15 Points | Total | | | | | | | | | | | | | | | | | | |
| Sage Communications Kansas City, MO | 4 | 46.25 | 10 | 10 | 70.25 | | | | | | | | | | | | | | | | | | |
| Tico Productions Kansas City, MO | 4 | 51.50 | 19.50 | 14 | 89.00 | | | | | | | | | | | | | | | | | | |

| | | |
|-------------|---|--|
| | This award is made on an "as needed" basis and does not obligate Jackson County, Missouri to pay any specific amount. The availability of funds for specific purchases is subject to annual appropriations. | |
| CLEARANCE | <input type="checkbox"/> Tax Clearance Completed (Purchasing & Department) N/A <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) | |
| COMPLIANCE | <input checked="" type="checkbox"/> MBE Goals <input checked="" type="checkbox"/> WBE Goals <input checked="" type="checkbox"/> VBE Goals | Goals of 9.5% MBE; 11.7% WBE and 9.5% VBE were set and the Recommended Vendor will meet them. The CUP has been approved by Compliance The Recommended Vendor is MBE owned |
| ATTACHMENTS | The Abstract of Bids Received, Recommendation Memorandum from Jennifer Dameron of the Prosecuting Attorney's Office and the pertinent pages of Tico Productions' proposal documents. | |
| REVIEW | Department Director: <i>Juan Peters Baker</i> | Date: <i>11/25/19</i> |
| | Finance (Budget Approval): <i>If applicable</i> | Date: <i>11/25/19</i> |
| | Division Manager: <i>CAO</i> | Date: <i>11/25/19</i> |
| | County Counselor's Office: <i>Beyon Curish</i> | Date: <i>11/27/19</i> |

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.

JACKSON COUNTY COMBAT MEMORANDUM

TO: MS. BARBARA CASAMENTO
FROM: JENNIFER DAMERON
SUBJECT: RECOMMENDATION MEMO FOR MARKETING SERVICES ON BEHALF OF
PROSECUTOR'S OFFICE AND COMBAT
DATE: OCTOBER 16, 2019
CC: JEAN PETERS BAKER, JACKSON COUNTY PROSECUTOR, VINCENT M.
ORTEGA, COMBAT DIRECTOR

Ms. Casamento:

The members of the evaluation committee reviewed the submitted proposals for the RFP 37-19 to provide Marketing Services for the Prosecuting Attorney's Office and COMBAT for a Public Safety campaign. We interviewed the two finalists regarding their proposals to ensure clarity of the scope given the disparity in the initial pricing submitted with their proposals. They were provided the opportunity to submit revised pricing and both applicants submitted revised pricing.

The committee has chosen Tico Productions.

This will be funded out of :

Prosecutor Office

008-4156-56080 \$20,000.00

COMBAT

008-4401-55027 \$12,325.00

008-4401-56210 \$7,675.00

