

MEMORANDUM
COUNTY OF PLACER
DEPARTMENT OF ADMINISTRATIVE SERVICES
PROCUREMENT SERVICES DIVISION

TO: Honorable Board of Supervisors
FROM: *APG* Jim Boggan, Purchasing Manager
DATE: April 6, 2010
SUBJECT: Approve the Award of Competitive Request for Qualifications No. 9943 for Public Outreach and Education for Water, Wastewater, and Solid Waste Programs and Adopt Four Lists of Qualified Firms

ACTION REQUESTED

Approve the award of competitive Request for Qualifications (RFQ) No. 9943 for public outreach and education for water, wastewater, and solid waste programs and adopt four lists of qualified firms to provide related services, effective for a three-year period.

BACKGROUND

On behalf of the Department of Facility Services and the Western Placer Waste Management Authority (WPWMA), the Procurement Services Division sent RFQ No. 9943 to 48 firms, and posted the RFQ on the County's website. The RFQ expressed the intent to establish four lists of qualified vendors for four categories of various public outreach and education services throughout Placer County related to water, wastewater, and solid waste programs. These services will be requested by Facility Services and WPWMA on an as-needed basis.

Responses were received from 20 vendors. An evaluation panel rated the responses in accordance with the evaluation criteria contained in the RFQ. Attachment A shows the panel's final rankings for each of the four categories. The final rankings are the result of the panel's consensus and are based on the natural break occurring between the overall scores of the listed firms. Upon your Board's approval, the top-ranked vendors will be placed on a qualified list effective for three years from April 6, 2010 through April 5, 2013.

FISCAL IMPACT

There is no immediate fiscal impact resulting from this action. Individual contracts will be negotiated with one or more firms as needed, and the resulting expenditures will be funded from existing budgets or project funds, as appropriate. Contracts executed on behalf of the County in amounts less than \$50,000.00 may be executed by the Purchasing Manager. Contracts for the County in amounts of \$50,000.00 or more will require your Board's approval. WPWMA's contracts will be executed in accordance with their applicable policies.

Attachment A: Recommended Lists of Qualified Firms

cc: Walt Schwall, Senior Civil Engineer, Facility Services Environmental Engineering

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ATTACHMENT A

COUNTY OF PLACER, AUBURN, CA

RFQ NO. 9943 - PUBLIC OUTREACH EDUCATION FOR WATER, WASTEWATER, AND SOLID WASTE PROGRAMS

Evaluation of Written Proposals

CATEGORY 1 - DEVELOPMENT & IMPLEMENTATION OF PUBLIC OUTREACH CAMPAIGNS

NAME OF FIRM & LOCATION (1)	Rank
	MIG Inc., Berkeley, CA
Gigantic Idea Studio, Inc., Oakland, CA	2
CirclePoint, San Francisco, CA	3
Fallon Multimedia, Kings Beach, CA	4
PMC, Rancho Cordova, CA	5
Marketing Action Inc., Loomis, CA	6
Katz & Associates, Sacramento, CA	7
TRG & Associates, Antioch, CA	8
ICF International, Sacramento, CA	9
The Solis Group, Pasadena, CA	10
theAgency Advertising, Camarillo, CA	11
Ross-Campbell Inc., Sacramento, CA	12
Staples Marketing Communications, Roseville, CA	13
Olsen & Associates, Reno, NV	14
Daily Journal Corporation, Sacramento, CA	15
Goldman Communications Inc., Sacramento, CA	16
Clear Channel Sacramento, Sacramento, CA	17
CBS Radio, Sacramento, CA	18

CATEGORY 2 - CLASSROOM PRESENTATIONS TO SCHOOLS

NAME OF FIRM & LOCATION (1)	Rank
	reCREATE, Roseville, CA
Siren & Associates, Cool, CA	2
Marketing Action Inc., Loomis, CA	3
TRG & Associates, Antioch, CA	4
The Solis Group, Pasadena, CA	5
Staples Marketing Communications, Roseville, CA	6
PMC, Rancho Cordova, CA	7
Fallon Multimedia, Kings Beach, CA	8
Olsen & Associates, Reno, NV	9
Goldman Communications Inc., Sacramento, CA	10

(1) 5% Local Vendor Preference (LVP) credit of consultant's own score is granted to those firms who have filed a qualified LVP Affidavit with the County prior to the close of the RFQ. None of the bidders filed the required affidavit.

NOTE: Each bidder's qualifications relate solely to the criteria relevant to this specific RFQ and should not be taken as a general judgment as to the quality of each firm.

**CATEGORY 3 - RESEARCH, COORDINATION, AND
ATTENDANCE AT COMMUNITY EVENTS**

NAME OF FIRM & LOCATION (1)	Rank
	MIG Inc., Berkeley, CA
CirclePoint, San Francisco, CA	2
Marketing Action Inc., Loomis, CA	3
reCREATE, Roseville, CA	4
Katz & Associates, Sacramento, CA	5
Siren & Associates, Cool, CA	6
PMC, Rancho Cordova, CA	7
TRG & Associates, Antioch, CA	8
The Solis Group, Pasadena, CA	9
Fallon Multimedia, Kings Beach, CA	10
Staples Marketing Communications, Roseville, CA	11
Olsen & Associates, Reno, NV	12
Goldman Communications Inc., Sacramento, CA	13

**CATEGORY 4 - REVIEW OF COUNTY'S OR WPWMA'S
PROGRAMS TO EVALUATE EFFECTIVENESS**

NAME OF FIRM & LOCATION (1)	Rank
	Gigantic Idea Studio, Inc., Oakland, CA
MIG Inc., Berkeley, CA	2
CirclePoint, San Francisco, CA	3
Fallon Multimedia, Kings Beach, CA	4
Marketing Action Inc., Loomis, CA	5
TRG & Associates, Antioch, CA	6
PMC, Rancho Cordova, CA	7
The Solis Group, Pasadena, CA	8
theAgency Advertising, Camarillo, CA	9
Ross-Campbell Inc., Sacramento, CA	10
Staples Marketing Communications, Roseville, CA	11
Olsen & Associates, Reno, NV	12
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