

**MEMORANDUM
COUNTY OF PLACER
ADMINISTRATIVE SERVICES DEPARTMENT
PROCUREMENT SERVICES DIVISION**

TO: Honorable Board of Supervisors
FROM: Brett Wood, Purchasing Manager
DATE: October 8, 2013
SUBJECT: Public Outreach and Education for Water, Wastewater, and Solid Waste Programs – Qualified List

ACTION REQUESTED

1. Approve a one-year extension through April 2014 of a Qualified List of firms for the performance of public outreach and education for water, wastewater, and solid waste programs, as the result of competitive Request for Qualifications No. 9943. Individual contracts with selected firms will be negotiated at a later time.

BACKGROUND

On April 6, 2010, your Board approved the award of competitive Request for Qualifications (RFQ) No. 9943. As the result, four separate Qualified Lists for four categories of service were adopted for the period of April 6, 2010 through April 5, 2013. The Qualified Lists showing the approved firms are attached.

The four categories of various public outreach and education services identified in the RFQ include development and implementation of public outreach campaigns; classroom presentations to schools; research, coordination, and attendance at community events; and review of County's or Western Placer Waste Management Authority's (WPWMA) programs to evaluate effectiveness. These services will be requested by Facility Services and WPWMA on an as-needed basis.

RFQ No. 9943 contained an option for the County to extend the lists for two additional one-year periods. Based on the positive response from Facility Services, Procurement Services recommends exercising the first renewal option, extending the Qualified Lists through April 30, 2014.

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 of \$50,000.00 or less may be executed by the Purchasing Manager. Contracts greater than \$50,000.00 will require your Board's approval.

Attachment A: Qualified Lists

Cc: Kevin Bell, Program Manager, Facility Services, Environmental Engineering

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QUALIFIED LIST

RFQ Number: 9943
RFQ TITLE: Public Outreach & Education for
Water, Wastewater, and Solid Waste Programs
DEPARTMENT: Facility Services – Environmental Engineering Division
& Western Placer Waste Management Authority

DEVELOPMENT & IMPLEMENTATION OF PUBLIC OUTREACH CAMPAIGNS
(firms are listed in alphabetical order)

NAME OF FIRMS

CirclePoint
455 Capitol Mall, Suite 802
Sacramento, CA 95814

Fallon Multimedia
PO Box 1468
Kings Beach, CA 96143

Gigantic Idea Studio, Inc.
580 2nd Street, Suite 230
Oakland, CA 94607

Katz & Associates
1801 I Street, Suite 100
Sacramento, CA 95811

Marketing Action Inc.
PO Box 507
Loomis, CA 95650

MIG Inc.
800 Hearst Avenue
Berkeley, CA 94710

PMC
2729 Prospect Park Drive, Ste. 220
Rancho Cordova, CA 95670

CLASSROOM PRESENTATIONS TO SCHOOLS
(firms are listed in alphabetical order)

NAME OF FIRMS

Marketing Action Inc.
PO Box 507
Loomis, CA 95650

reCREATE
414 Vernon Street, Suite 110
Roseville, CA 95678

Siren & Associates
PO Box 631
Cool, CA 95614

TRG & Associates
1116 Hastings Court
Antioch, CA 94509

RESEARCH, COORDINATION, & ATTENDANCE AT COMMUNITY EVENTS
(firms are listed in alphabetical order)

NAME OF FIRMS

CirclePoint
455 Capitol Mall, Suite 802
Sacramento, CA 95814

Siren & Associates
PO Box 631
Cool, CA 95614

Katz & Associates
1801 I Street, Suite 100
Sacramento, CA 95811

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Loomis, CA 95650

MIG Inc.
800 Hearst Avenue
Berkeley, CA 94710

reCREATE
414 Vernon Street, Suite 110
Roseville, CA 95678

REVIEW OF COUNTY'S OR WPWMA'S PROGRAMS TO EVALUATE EFFECTIVENESS
(firms are listed in alphabetical order)

NAME OF FIRMS

CirclePoint
455 Capitol Mall, Suite 802
Sacramento, CA 95814

Fallon Multimedia
PO Box 1468
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