

MEMORANDUM
COUNTY OF PLACER
DEPARTMENT OF ADMINISTRATIVE SERVICES
PROCUREMENT SERVICES DIVISION

TO: Honorable Board of Supervisors

FROM: Brett Wood, Purchasing Manager

DATE: January 26, 2016

SUBJECT: Public Education and Outreach Services – 3fold Communications and Red Shoe Productions LLC

ACTION REQUESTED

Approve the award of RFP No. 10493 to 3fold Communications of Sacramento, CA and Red Shoe Productions LLC of Granite Bay, CA for General Public Outreach and Presentations at Schools and Community Events in the maximum amount of \$75,000 for the period January 26, 2016 through December 31, 2016. Funded by the Department of Public Works and Facilities FY 2015-16 Final Budget and FY 2016-17 Requested Budget; and

Approve an option to renew the resulting blanket purchase orders on a year-to-year basis for up to two renewal terms with a renewal amount not to exceed 10 percent in aggregate of the original award amount.

BACKGROUND

The Environmental Engineering Division (EE) of the Department of Public Works and Facilities works closely with the Western Placer Waste Management Authority (WPWMA) to promote public awareness of solid waste and recycling. EE and WPWMA regularly use public relations and marketing firms to develop marketing materials and assist with the promotion of these programs, and EE also promotes the responsible use and treatment of water and wastewater for both County projects and regional programs. Services include advertising design and publication, website maintenance, classroom presentations, and event staffing assistance. Previous contracts were awarded to marketing firms from a Qualified List which was competitively solicited and awarded in 2010 (reference RFP 9943). The Qualified List and associated contracts have expired.

EE and WPWMA worked with Procurement to develop RFP No. 10493 to solicit new proposals from qualified firms for the required services. The RFP included specific categories:
Category I – General Public Outreach; Category II – Presentations at Schools and Community Events;

Notices announcing the availability of the RFP were sent to 77 potential proposers via Procurement’s on-line bid system, Public Purchase. A total of 47 firms accessed the RFP, and 8 firms’ submitted proposals. A panel consisting of representatives from Placer County EE, WPWMA, City of Roseville, and City of Colfax evaluated and ranked the proposals using the criteria published in the RFP. Following interviews of the top-ranked firms, the panel determined that contracts should be awarded as follows:

Category I – General Public Outreach	3fold Communications, Sacramento
Category II – Schools & Community Events	Red Shoe Productions, Granite Bay

The County’s Local Vendor Preference was granted to all firms who qualified, but this factor did not affect the outcome. All of the responding firms were notified of the final selection and no protests were filed. At this time, your Board’s approval is requested to award BPOs to 3fold and Red Shoe in the maximum aggregate amount of \$75,000.

FISCAL IMPACT

Upon your Board's approval, BPOs will be awarded to 3fold Communications and Red Shoe Productions in the maximum amount of \$75,000 for the period of January 26, 2016 through December 31, 2016. These services are funded by the Solid Waste and Environmental Utilities FY 2015-16 Final Budget and FY 2016-17 Requested Budget with no new net County cost.

cc: Valerie Bayne, Administrative Services Manager, Dept. of Public Works and Facilities
Kevin Bell, Program Manager, Dept. of Public Works and Facilities