



**MEMORANDUM
HEALTH AND HUMAN SERVICES
ADMINISTRATION**
County of Placer

TO: Honorable Board of Supervisors **DATE:** September 28, 2021
FROM: Robert Oldham, Director of Health and Human Services
BY: Nancy Baggett, Staff Services Manager
SUBJECT: Pro시오 Communications Inc. Agreement

ACTION REQUESTED

1. Approve the award of competitive Request for Proposal (RFP) No. 20197 to Pro시오 Communications, Inc. of Roseville, CA to provide services for strategic paid marketing campaigns for Placer County’s Health and Human Services Department
2. Approve an agreement related to RFP No. 20197 with Pro시오 Communications, Inc. of Roseville, CA in an amount not to exceed \$399,000 for the period of September 28, 2021, through June 30, 2023, and authorize the Director of Health and Human Services to sign the agreement with Risk Management and County Counsel concurrence, and to sign subsequent amendments not to exceed \$39,900 consistent with the subject matter and scope of work with Risk Management and County Counsel concurrence.
3. Authorize the Director of Health and Human Services to have the option to renew and execute renewals of the resulting agreement for two subsequent one-year terms in the maximum amount of \$200,000 annually with Risk Management and County Counsel concurrence and to sign subsequent amendments up to \$20,000 annually consistent with the subject matter and scope of work with Risk Management and County Counsel concurrence.

BACKGROUND

The Health and Human Services Department (HHS) requires a contractor to provide professional marketing, advertising, and communications services including but not limited to comprehensive, strategic, and high impact planning and project engagements aligned with the Department’s strategic priorities on an as needed basis and partnering with internal stakeholders as well as external organizations.

Health and Human Services is a nationally recognized, award-winning organization committed to building a healthier community. HHS offers integrated programs through five operating divisions: Adult System of Care, Children’s System of Care, Environmental Health and Animal Services, Human Services, and Public Health, with fiscal guidance and oversight from Administrative Services. Together, these divisions serve the community through a combination of direct services and a robust network of public, private, and community-based partners. This contract would leverage Pro시오’s expertise on as-needed campaigns to support healthy outcomes for the Placer County community, including coordination of paid media purchases that provide more opportunity for targeted promotion of HHS programs to those most likely to benefit from them. The pandemic has resulted in higher demand for some HHS services and this contract will support community awareness and education on topics potentially ranging from

fentanyl abuse to mental health supports, and beyond.

The RFP was posted on June 17, 2021, and formal responses were received from nine firms. An evaluation panel, comprised of representatives from Health and Human Services as well as Communications and Public Affairs, reviewed the responses in accordance with the evaluation criteria contained within the solicitation. Based on the evaluation of the proposals received, the evaluation panel determined that Prosio Communications, Inc. was the most qualified firm. All of the responding firms were notified of the final selection and no bid protests were received regarding the award recommendation.

FISCAL IMPACT

This contract is fully funded through Epidemiology and Laboratory Capacity grant funding with potential supplemental support from other grant sources. Funds will be included in the Department's FY 2021-22 Budget and will not be encumbered until services are performed.

ATTACHMENTS

None

The Agreement is on file with Clerk of the Board.