City of Jacksonville, Florida
Lenny Curry, Mayor

Procurement Division
Ed Ball Building
214 N. Hogan Street, Suite 800
Jacksonville, Florida 32202

ONE CITY. ONE JACKSONVILLE.

MEMORANDUM

TO: **Competitive Sealed Proposal Evaluation Committee ("CSPEC")**

FROM: **Gregory Pease, Chief of Procurement**

DATE: **December 3, 2019**

RE: **REQUEST FOR APPROVAL TO UTILIZE COMPETITIVE SEALED PROPOSAL PROCESS**

Pursuant to Chapter 126, Part 2, § 126.204, approval is requested to utilize the Competitive Sealed Proposal process to formally procure a contractor to provide services for **Advertising, Marketing and Promotional Services for the 2020 Jacksonville Census Campaign.** As a follow-up to the same, the CSPEC is now requested to review and approve the solicitation documents attached hereto.

More specifically, the CSPEC is requested to review and approve the evaluation criteria as outlined in the attached Request for Proposal ("RFP"). Procurement's review in this matter has revealed that:

The attached Certification Letter and the Scope of Services received from the using agency appear to be in order.

The RFP **has been** reviewed and approved by Risk Management regarding insurance and indemnification requirements.

The RFP **has been** reviewed and approved by EBO regarding JSEB participation goals and EBO recommends: Encouragement Plan

It is requested that the CSPEC take these issues into consideration in its review and/or approval in this matter.

CSPEC APPROVAL

Finance Director or designee	Procurement Chief or designee
General Counsel or designee	Department/Agency Representative
Public Works Director or designee	

City of Jacksonville, Florida

ONE CITY. ONE JACKSONVILLE.

Lenny Curry, Mayor

City Hall at St. James
117 W. Duval St.
Jacksonville, FL 32202
(904) 630-CITY
www.coj.net

MEMORANDUM

DATE: December 3, 2019

TO: Greg Pease, Chief of Procurement
Finance and Administration Department

FROM: Stephanie Burch, Deputy Chief Administrative Officer S. Burch
Mayor's Office

SUBJECT: CSPEC – 2020 Census Marketing RFP

The Public Affairs Office is requesting permission to utilize the Competitive Sealed Proposal Evaluation Committee (CSPEC) for the procurement of a public relations/marketing firm to provide the City with services related to a media and marketing campaign to promote citizen response to the 2020 Census.

The purpose of the media and marketing campaign is to support the City's efforts in promoting citizens to respond to the 2020 Census. It is extremely important for the City of Jacksonville to count every resident so that the City receives its share of federal funding on an annual basis.

We feel that the CSPEC process is the most appropriate for this procurement of services because we anticipate several firms having the required expertise in providing these services, and the scoring used for evaluation is not solely dependent upon lowest cost but overall quality of the proposal. The time period for providing the services will be until project completion, and we estimate the cost of the services to be a maximum amount of $145,000. We do not believe the services will duplicate any existing services, as the Public Affairs Office does not currently have the capacity to create such a specific campaign, and we are aware of no other contracts that the City has for this purpose. The proposals will be scored by Nikki Kimbleton, Charles Moreland, and Dawn Lockhart, with an alternate scorer being Bill Killingsworth.

The funding for this award will be from Index Code MAPA011, Subobject 04801.

Please do not hesitate to contact me at 255-5034 or stephanieb@coj.net if you have any questions.

Department of Finance and Administration
Procurement Division

CITY OF JACKSONVILLE

December 2, 2019

To: Greg Pease, Division Chief
Procurement Division

From: Alleen Cruz, JSEB Business Analyst
Jacksonville Small and Emerging Businesses (JSEB) Office

RE: **Advertising, Marketing and Promotional Services for the 2020 Jacksonville Census Campaign**

The Jacksonville Small and Emerging Business & Contract Compliance (JSEB) Office has reviewed the scope of work, consulted the using agency, and contacted ready, willing, and available JSEBs.

Based upon our findings, we recommend the following:

- ☒ Encouragement
- ☐ Participation
- ☐ Set-Aside

Our outreach efforts are documented and available upon request. Please let us know if you have any questions or concerns.

If you need additional information I may be reached at (904) 255-8828.

cc: Greg Pease
Rose Nettles

Leslie-Burney, Annette

From: Pease, Gregory
Sent: Wednesday, December 04, 2019 8:27 AM
To: Leslie-Burney, Annette
Subject: FW: Census Promo RFP 11-26-19GWP.doc
Attachments: Census Promo RFP 11-26-19GWP (risk approved).doc

Gregory W. Pease
Chief of Procurement
Finance and Administration Department
Procurement Division
City of Jacksonville
214 N. Hogan St
Jacksonville, FL 32202
Ph. 904.255.8801
Fax 904.255.8838
CITY OF JACKSONVILLE

****** Please note that under Florida's very broad public records law, email communications to and from city officials are subject to public disclosure. ******

From: Duckworth, Twane
Sent: Monday, December 02, 2019 11:18 AM
To: Pease, Gregory
Cc: RiskReview
Subject: RE: Census Promo RFP 11-26-19GWP.doc

Greg,

We hope 20 minutes meets the mark!

Please see the attached.

This will conclude Risk Management's response unless further notified.

Respectfully,

Twane Duckworth, J.D., ARM, UACIC
Chief of Risk Management

From: Pease, Gregory <GPease@coj.net>
Sent: Monday, December 2, 2019 10:57 AM
To: Duckworth, Twane <TwaneD@coj.net>
Cc: RiskReview <RiskReview@coj.net>
Subject: Census Promo RFP 11-26-19GWP.doc
Importance: High

Twane,

This is another rush for Stephanie. Please review the draft RFP and insert your insurance requirements. Thanks.