SUBJECT: Anti-Vaping Marketing Campaign

BID #: ESC-0439-20 **OPEN DATE:** 5/13/2020

COMPETITIVE SEALED PROPOSAL EVALUATION COMMITTEE

KIND AND BASIS OF CONTRACT: Service Contract – From date of contract execution through project completion

AGENCY: Public Affairs

BASIS OF AWARD: Highest Scoring Bidder Based on Evaluation Criteria

NUMBER OF BIDS INVITED: 5 **NUMBER RECEIVED:** 5 **OTHER:** 1

SUMMARY OF BIDS AND RECOMMENDED ACTIONS:
Recommend approval to reject one bidder, Flynn Wright, Inc., for failure to submit proof of a State of Florida business license as required in Section 1.4, Minimum Requirements. A tie existed between the two highest scoring contractors, Acuity Design Group and EVOK and was resolved in accordance with Procurement Code 126.201(D)(3) with preference given to the local bidder. Recommend approval of award to Acuity Design Group to develop an anti-vaping marketing campaign. Period of service is from date of contract execution through project completion. Total expenditure amount not to exceed $200,000.00.

Funding for this award to be executed by formal contract through the Office of General Counsel and encumbered by the following accounts: 00111.101101.548010.000000.00000000.00000.0000000 - $100,000.00 and 11527.101002.548010.000000.00001620.00000.0000000 - $100,000.00

Attachments: Recommendation Memo, Tabulation and Scoring Sheet, Rejection Letter, Evaluation Matrix,

ANALYST: _____ **RESPECTFULLY SUBMITTED** _____
Annette Burney GREGORY PEASE, CHIEF PROCUREMENT DIVISION

CONCURRENCE BY: Nikki Kimbleton, Director of Public Affairs, Mayor's Office

(ALL AWARD ACTIONS SUBJECT TO LAWFULLY APPROPRIATED FUNDS)
ACTION OF CSPEC COMMITTEE ON RECOMMENDATIONS ABOVE

MEMBERS APPROVING _____ MEMBERS DISAPPROVING _____ DATE: _____

_____ _____ OTHER: _____

_____ _____

_____ _____

_____ _____

_____ _____

ACTION OF AWARDING AUTHORITY DATE _____

APPROVED _____ DISAPPROVED _____

OTHER _____

SIGNATURE OF AUTHENTICATION _____

MEMORANDUM

DATE: July 20, 2020

TO: Greg Pease, Chief of Procurement

Finance and Administration Dept.

FROM: Nikki Kimbleton, Director of Public Affairs

Mayor's Office

SUBJECT: Recommendation for ESC-0439-20 Marketing Campaign Services for 2020 Anti-Vaping Campaign

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In accordance with Section 126.204(a)(1), Ordinance Code, the Public Affairs Office was approved to utilize the Competitive Sealed Proposal process to formally solicit bids to provide advertising, marketing and promotional services for the Anti-Vaping Campaign. In response to solicitation for bids, the Procurement Division received five (5) proposals. These proposals were forwarded to the Public Affairs Office for evaluation. The proposals were evaluated in accordance with the RFP as documented in the attached scoring sheets. Based on the average score, the results of the evaluation are as follows and resulted in a tie:

FIRM	Average Score
Acuity Design Group	97
Evok	97
Graham Media Group	95.3
Sensis, Inc	91.67

The Public Affairs Office seeks assistance in a tie breaker to award the campaign to one of the two highest ranked proposers, Evok or Acuity Design Group, for the contract term. The maximum indebtedness for the contract is $200,000 and will be funded from index code $100,000.00 – 00111,101101,548010 and $100,000.00 – 11527,101002,548010,000000,00001620

Please do not hesitate to contact me at 255-5020 or Nkimbleton@coj.net if you have any questions.

ANTI-VAPING MARKETING CAMPAIGN BID NO.: ESC-0439-20 OPEN DATE: May 13, 2020 @ 2 P.M. ANALYST: Annette Burney No. Invited: (5) No. Received (5) No Bids: (1) Recorded By: Renata Barnett Announcer: Olive Wallace-Cohen		Acuity Design Group	EVOK	Flynn Wright	Graham Media Group (Omne)	Sensis, Inc.
Notes:				Reject/No FL License		
TOTAL COST:						
Experience and Qualifications of Professional Personnel	30					
Understanding the Needs & Goals of COJ	30					
Financial Stability	5					
Cost/Budget	20					
Ability and Capacity to Perform Work	10					
Proximity to Project	5					
Total Points	100					
MINIMUM REQUIREMENTS		Y	Y	N	Y	Y
CONFLICT OF INTEREST		Y	Y	Y	Y	Y
INSURANCE AGENT ACKNOWLEDGEMENT		Y	Y	Y	Y	Y
ADDENDUM ( )		N/A	N/A	N/A	N/A	N/A

Anti-Vaping Marketing Campaign

ESC-0439-20

Total Points	30 Points	30 Points	5 Points	20 Points	10 Points	5 Points	OVERALL	Rank
Vendors	Experience & Qualifications of Prof. Personnel	Understanding the Needs & Goals of COJ	Financial Stability	Cost/Budget	Ability & Capacity to Perform the Work	Proximity to Project	Total Points (100 max)	
Acuity Design Group								
Nikki Kimbelton	30.00	23.00	5.00	18.00	10.00	5.00	91.00	
James Croft	30.00	30.00	5.00	20.00	10.00	5.00	100.00	
Jordan Elsbury or Councilman Ronald	30.00	30.00	5.00	20.00	10.00	5.00	100.00	
Average	22.50	20.75	3.75	14.50	7.50	3.75	**97.00**	
EVOK								
Nikki Kimbelton	30.00	28.00	5.00	20.00	10.00	4.00	97.00	
James Croft	30.00	30.00	5.00	20.00	8.00	3.00	96.00	
Jordan Elsbury or Councilman Ronald	30.00	30.00	5.00	20.00	10.00	3.00	98.00	
Average	45.00	44.00	7.50	30.00	14.00	5.00	**97.00**	
Graham Media Group								
Nikki Kimbelton	30.00	23.00	5.00	18.00	6.00	5.00	87.00	
James Croft	30.00	30.00	5.00	20.00	9.00	5.00	99.00	
Jordan Elsbury or Councilman Ronald	30.00	30.00	5.00	20.00	10.00	5.00	100.00	
Average	30.00	27.67	5.00	19.33	8.33	5.00	**95.33**	
Sensis, Inno.								
Nikki Kimbelton	30.00	22.00	5.00	15.00	10.00	1.00	83.00	
James Croft	30.00	30.00	5.00	20.00	10.00	1.00	96.00	
Jordan Elsbury or Councilman Ronald	30.00	28.00	5.00	20.00	10.00	3.00	96.00	
Average	30.00	26.67	5.00	18.33	10.00	1.67	**91.67**	

ONE CITY. ONE JACKSONVILLE.

City of Jacksonville, Florida

Lenny Curry, Mayor

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

July 20, 2020

1408 Locust St.
Des Moines, IA 50309

NOTIFICATION OF FORMAL BID REJECTION

BIDDER'S NAME: Flynn Wright, Inc.

CONTACT NAME: Jeff White

BID NUMBER: ESC-0439-20

NAME OF BID: Anti-Vaping Marketing Campaign

DATE OPENED: 5/13/20

REASON FOR REJECTION:
Vendor is being rejected for failure to submit proof of a State of Florida business license in accordance with the minimum requirements.

IF YOU WISH TO PROTEST THE RECOMMENDED REJECTION OF THIS BID, PLEASE RESPOND IN ACCORDANCE WITH THE CITY OF JACKSONVILLE BID PROTEST PROCEDURES. DIRECT ALL PROTEST TO THE RESPECTIVE ANALYST/BUYER, FACSIMILE NUMBER (904) 255-8837.

BUYER'S SIGNATURE: _____
Annette L. Burney

Leslie-Burney, Annette

From: Leslie-Burney, Annette
Sent: Monday, July 20, 2020 10:03 AM
To: Jeff White (jwhite@flynnwright.com)
Cc: Pease, Gregory
Subject: ESC-0439-20 - REJECTION NOTICE: ANTI-VAPING MARKETING CAMPAIGN
Attachments: REJECTION NOTICE_ ANTI-VAPING MARKETING CAMPAIGN.pdf

Jeff:
Please find the attached rejection notice for the above project.

Thank you,

Annette L. Burney
Purchasing Analyst
Procurement Division
Finance and Administration Department
214 N. Hogan Street, Suite 800
Jacksonville, FL 32202
Ph.: 904-255-8810
Fax: 904-360-8527
Email: aburney@coj.net

*** Privacy Act: This communication may contain privileged or other official city information. If you are not the intended recipient or believe that you have received this communication in error, please reply to the sender indicating that fact and delete the copy you received. It is a violation of Federal Law to print, copy, retransmit, disseminate, or otherwise use this information.

-----Original Message-----
From: P0697@coj.net <P0697@coj.net>
Sent: Monday, July 20, 2020 9:57 AM
To: Leslie-Burney, Annette <ABurney@coj.net>
Subject: REJECTION NOTICE: ANTI-VAPING MARKETING CAMPAIGN

Please open the attached document. It was scanned and sent to you using a Xerox Multifunction Printer.

Attachment File Type: pdf, Multi-Page

Multifunction Printer Location: Ed Ball 8th Floor
Device Name: P0697

For more information on Xerox products and solutions, please visit http://www.xerox.com

1.4 **Minimum Requirements for Contractors.**

Contractors must satisfy the following mandatory minimum requirements in order to have their Responses evaluated. By submitting a Response, Contractor warrants and represents that it satisfies these requirements. Failure to meet these requirements and present written documentation at the time of bid opening will result in the Response not being evaluated and being rejected as non-responsive:

1. Must be licensed to do business in the State of Florida and provide a good standing certificate from the Florida Department of State, Division of Corporations.
2. Must have been in business for a minimum of three (3) years.
3. Must have three (3) year of experience indicated on Contractor's resume or portfolio executing the services similar to those described in the scope of work and in providing advertising, marketing, communications and public relations services for a targeted campaign.
4. Shall be a full-service Advertising, Communications, and Public Relations Agency of Record (AOR) or if not conducting business as an AOR, shall provide a statement and evidence of contractor and subcontractor relationships that would operate in similar scope and nature to be considered for this solicitation.
5. Must provide a minimum of three (3) references of clients (Form 4) who have utilized services similar to those identified in this RFP that the City can contact for reference. For each reference, indicate the following:
    a. Contact Name and Title
    b. Company Name
    c. Phone Number and E-mail
    d. Industry of Client
    e. Types of Services Performed
    f. Length of contract or relationship
6. Provide an Affidavit Regarding Payment of Liens and Taxes attesting that the contractor or entity responding to this request for proposals is not liable for any unpaid federal, state or local taxes; no lien is currently filed or claimed against the contractor or entity and the contractor has no knowledge of any threatened or pending action, suit proceeding, inquiry or investigation, in equity or law, before or by any court, governmental agency, public board or body to which the contractor or entity is party and the contractor acknowledges their understanding that advance payment of City funds are prohibited under the City's Ordinance Code. The representations and attestations contained in the affidavit shall be ongoing and continuous during the RFP and term of the contract.

1.5 **Equal Business Opportunity Program**

It is an official policy of the City of Jacksonville to encourage the maximum participation of Jacksonville Small and Emerging Businesses (JSEBs) in its contract awards based upon availability. To participate as a JSEB on Buyer projects, a company must be certified as a JSEB with the City's Equal Business Opportunity Office.

This RFP and the resulting Contract are subject to requirements of the "Encouragement Plan," which is fully described on Attachment C to this RFP.

1.6 **Documents Available for Inspection**

There are no documents available for inspection.

1.7 **Federal Funds.**

Federal funds will not be used as part of this solicitation.

Section 4
Description of Services and Deliverables

4.1 Background

Through this Request for Proposal ("RFP"), the City of Jacksonville seeks a contractor to develop and implement an anti-vaping campaign targeting middle school and high school aged students. Contractors must demonstrate the ability to develop a multi-media (online, print, radio, and TV) campaign, as well as organize in person gatherings raising awareness regarding the dangers of vaping. Subject to a budget that is no more than $200,000, media and outreach activities to be developed and implemented through this RFP shall be created in mind with carrying the project 12 full months from the start date in 2020. This campaign is to feature digital and non-digital outreach spanning TV and radio PSAs, social media and print campaigns, town halls, and peer to peer/influencer engagement. Through this strategic approach, it is anticipated that vaping usage will decrease as children, their family members, educators, and communities develop greater awareness of harmful products (including e-cigarettes, juuling, and vaping), as well as dangerous product delivery methods, health risks, and addiction risks.

4.2 Scope of Services

A. Design and Implementation Team:

1. The selected Contractor shall employ and supervise a Design and Implementation Team to design and implement digital and non-digital anti-vaping (including, but not limited to, e-cigarette and juuling) outreach and media materials throughout the contract period. Design and Implementation Team staff members shall be experienced and qualified in large scale outreach campaigns. Scope of work requires:

    a. Developing a comprehensive marketing plan for the expenditure of funds in support of anti-vaping. The Contract recipient shall deliver a comprehensive and detailed 12-month master plan that includes strategy and allocation of resources to reach as many residents in Jacksonville as possible. Please submit this with your budget in response to this RFP as explained in the Evaluation Matrix.
    b. At least one member of the Design and Implementation Team shall serve as the point of contact with the Director of Public Affairs, Duval County Public Schools and committee members to be identified at a later time.
    c. Complete the majority of work required. Subcontractors are subject to approval and can complete no more than 30% of the work required.
    d. Prepare a progress report to be presented in writing once a month over the 12-month period. This report should describe all marketing, promotional and advertising activities conducted in the time since the start of the campaign as well as suggestions for the continued success toward the goal of decreasing vaping usage. This should include statistics of vaping usage when the campaign began and track the numbers throughout the 12-month contract. The report shall include clippings or lists of all media placements with the ad value derived from the story including circulation, as well as clippings of all earned media and samples of any other promotion, marketing, or advertising material prepared since the start of the campaign, its distribution, and value.
    e. Prepare a final report when campaign is complete that will be presented in writing to the designated committee and the Director of Public Affairs. This report will include all activities conducted during the length of the campaign along with the results and overall value of each placement.

2. Data collection and performance measures will be integral to this campaign. As such, the selected Contractor shall provide the City of Jacksonville with a monthly report containing information on the following data sets:

    a. Number of radio spots, tv spots, social media posts, internet/email communications, and written materials developed and distributed;
    b. Number of estimated viewers and listeners to radio, television, social media, internet and print messages;
    c. Number of community meetings, town halls, information tables, and public events;
    d. Number of attendees at the community meetings, town halls, information tables, and public events.
    e. Qualitative assessments regarding the effectiveness of the messaging to reduce vaping products among youth and behavior changes.

B. Design Content Sharing and Collaboration:

The selected Contractor shall work with the Director of Public Affairs and a designated team from the City of Jacksonville to develop and manage content, facilitate content sharing across agencies and technology platforms, plan and execute public events/town halls, host information tables, and provide technical assistance as required.

All materials developed for the City will be the intellectual property of the City of Jacksonville.

4.3 Deliverables

In addition to the reports containing specific data sets that must be provided as stated above in "Data Collection and Analysis," the selected Contractor shall prepare and submit the progress reports listed below:

1. Online Media Campaign Development and Implementation
2. TV and Radio Spots Development and Implementation
3. Metrics for Grant Reporting

(Remainder of page intentionally left blank)

Attachment B

Evaluation Matrix

The evaluations will be based upon the following criteria, and Contractors are requested to provide, as a minimum, the information listed under each criterion. **Failure to provide adequate information on any criterion will result in lower scores and could result in rejection of the proposal as non-responsive.** The response to each of the criterion will be evaluated relative to the other responses received and the contract will be awarded to the highest scoring, responsive, responsible bidder for the Evaluation Criteria. Contractors are encouraged to arrange their responses in a format that will offer ready review and evaluation of each criterion. Please note that 100 points is the maximum total for all categories combined.

Part I. Evaluation Criteria

Criteria	Description of Criteria	Maximum Points Available
Cost/Budget	The City of Jacksonville is seeking a proposal that offers significant value and maximum impact. The proposal will be evaluated on the allocation of resources within the $200,000 budget allowed and the level of service, including enhanced services, and value included in the proposed budget. Prepare and submit a detailed proposed budget, corresponding to the above described plan, and based on the Scope of Work and available budget. Such proposed budget shall not only identify the allocation of resources among media types but shall clearly identify the allocation of resources between overhead, in-house staff and facilities, subcontractors, and actual media placement purchases. The actual contractual budget will be based on the agreed upon scope of work and budgetary limitations. Provide budget breakdown that clearly reflects: • Amount of proposed budget allocated to buildings, equipment, and general overhead • Amount of proposed budget allocated to staffing and number of employees by job category • Allocation of proposed budget between media types- i.e. print, television, radio, social media, etc. The budget proposal will also be evaluated on cost reasonableness, appropriateness and necessity as compared to all other proposals to provide the services proposed within this marketing RFP. **The Contractor submitting the lowest cost to the City shall receive the maximum number of points for cost. Each sub-sequentially higher cost shall be divided into the lowest cost received and the products score % will be multiplied by the maximum points available to render the points.** *Score = (Lowest Bid/Next Low Bid) x 20*	20
Proximity to Project	Document the location of Contractor's corporate headquarters, which, if located in Jacksonville, Florida, no further information is required under this criterion and maximum points will be awarded. If Contractor's corporate headquarters are not located in Jacksonville, Florida, please document the location and the	5

	nature of business of Contractor's branch office(s), if any, that are located in and/or that are closest to Jacksonville, Florida, the number of employee assigned thereto and the period of continuous existence thereof. Additionally, Contractors are requested to demonstrate, define and provide examples of their ability to provide the services contemplated herein in a manner comparable to having a local office in Jacksonville, Florida or to show that a local office is not necessary to satisfactorily perform the services required for this project, in which event maximum points may be awarded.	
Experience and Qualifications of Professional Personnel	The proposal will be evaluated based on the strength of the Contractor (and any approved subcontractors please see Section 4, Paragraph 2.d); including the experience and qualifications of managerial and professional personnel assigned to the project (the duties of each individual will be stated by the Contractor). In response to these criteria, the Contractor shall describe the following: a. Name and resume of the person who will be the account/project manager for the contract, as well as for principals, key staff, and other employees who will be directly and indirectly involved in performing the work, and identify projects of a similar nature in which the staff members have been involved. The Contractor should provide a description of the role for each staff member who will be responsible for handling each aspect of the contract. b. Describe experience in operating a similar marketing campaign that encouraged and requested citizens to take action. c. List three (3) past work experiences that reflect the tracking of key performance indicators to targeted results, including the measurement methodology used and provide examples. d. Organization depth, facilities and support staff. e. Accreditations f. Describe experience implementing an integrated and coordinated strategy for creative and media planning. g. Describe Contractor's proven track record for leveraging media buy added value. h. Provide at least three (3) examples of creative video, radio and outdoor advertising content prepared for clients by the Contractor.	**30**
Ability and Capacity to Perform the Work	a. Describe the Contractor's plan to work with local entities and professionals and use of local service providers for marketing efforts. b. Describe the Contractor's current workload and capacity to perform the service described in this RFP.	**10**

Understanding the Needs and Goals of the City of Jacksonville	The proposal will be evaluated based on the Contractor's understanding of the needs and goals as demonstrated above in the proposal. How will Contractor optimize this advertising campaign? What role will be earned media play in the plan and what resources will be devoted to development of earned media? This plan shall also describe the intended use of in-house vs. contract services and the specific function of direct employees as compared to subcontractors. Discuss any "Big Ideas" Contractor may have.	30
Financial Stability	Describe form of business, i.e., proprietorship, partnership, corporation; years in business; changes in ownership; bank reference(s); past, present, pending and/or threatened legal proceedings within any forum; and any other information the Contractor may wish to supply to demonstrate financial responsibility. Failure to provide all listed information and documentation will result in score less than maximum for this criterion	5

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