SUBJECT: Digital Marketing Campaign for Retention Pond Awareness and Safety

BID #: ESC-0414-20 **OPEN DATE: 3/25/20**

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: 3 **NUMBER RECEIVED:** 2 **OTHER:** 1

SUMMARY OF BIDS AND RECOMMENDED ACTIONS:
Recommend approval to waive as a minor irregularity the missing addendum for 3D Digital Solutions LLC. The addendum has since been received. Recommend approval of award to the highest scoring responsive, responsible bidder, 3D Digital Solutions LLC, to provide a digital marketing campaign for retention pond awareness and safety. Period of service is from date of contract execution through project completion. Total expenditure amount not to exceed $75,000.00.

Funding Source: JXMS011POND - To be executed by formal contract through the Office of General Counsel

Attachments: Recommendation Memo, Tabulation and Scoring Sheet, Scope of Work and Evaluation Matrix

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

CONCURRENCE BY: Nikki Kimbleton, Director, Office of Public Affairs

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(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 _____

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: May 12, 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-0414-20 Marketing Campaign Services for 2020 Retention Pond Safety Campaign

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In accordance with Section 126.204(a)(1), Ordinance Code, the Public Affairs Office was approve utilize the Competitive Sealed Proposal process to formally solicit bids to provide advertising, marketing and promotional services for the Retention Pond Safety Campaign. In response to solicitation for bids, the Procurement Division received one (1) proposal. This proposal was forwarded to the Public Affairs Office for evaluation. The proposal was 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:

FIRM	Average Score
3D Digital Solutions, LLC	93

The Public Affairs Office recommends awarding for the highest ranked proposer, 3D Digital Solutions, LLC, for the contract term. The maximum indebtedness for the contract is $75,000 and will be funded from index code JXMS011pond i/a/o $75,000

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

Digital Marketing Campaign for Retention Pond Awareness and Safety BID NO.: ESC-0414-20 OPEN DATE: March 25, 2020 @ 2 P.M. ANALYST: Annette Burney No. Invited: (5) No. Received (1) No Bids: (1) Recorded By: John Hernandez Announcer: Renata Barnett		3D Digital Solutions LLC		
Notes:				
TOTAL COST:		$ 75,000.00		
Experience and Qualifications of Professional Personnel	30			
Understanding the Needs & Goals of COJ	30			
Financial Stability	5			
Budget	20			
Ability and Capacity to Perform Work	10			
Proximity to Project	5			
Total Points	100			
MINIMUM REQUIREMENTS		✓		
CONFLICT OF INTEREST		✓		
INSURANCE AGENT ACKNOWLEDGEMENT		✓		
ADDENDUM (1)		X		

Digital Marketing Campaign for Retention Pond Awareness and Safety

ESC-0414-20

Total Points	30 Points	30 Points	5 Points	20 Points	10 Points	5 Points	OVERALL	Rank
Vendors	Experience & Qualifications	Understanding the Needs & Goals of COJ	Financial Stability	Budget	Ability & Capacity	Proximity to Project	Total Points (100 max)	
3D Digital								
Nikki Kimbleton	28.00	28.00	4.00	19.00	10.00	5.00	94.00	
LeAnna Cumber	28.00	28.00	4.00	18.00	9.00	5.00	92.00	
Average	28.00	28.00	4.00	18.50	9.50	5.00	**93.00**	

CITY OF JACKSONVILLE
DIVISION OF PROCUREMENT
ED BALL BUILDING – 8TH, FLOOR
214 N. HOGAN STREET
JACKSONVILLE, FL 32202

ADDENDUM NUMBER: **ONE (1)**

BID NUMBER: **ESC-0414-20**

PROJECT NAME: **Digital Marketing Campaign for Retention Pond Awareness and Safety**

OPENING TIME AND DATE: **2:00 P.M., Wednesday, March 25, 2020**

THIS ADDENDUM IS ISSUED FOR THE INFORMATION OF BIDDERS ON THE ABOVE TITLED PROJECT AND WILL BE PART OF THE CONTRACT

The purpose of this addendum is to notify bidders that due to the current circumstances involving public health, the Procurement Division will not be conducting public bid openings.

Bidders may still deliver responses by mail or directly to the Procurement Bidroom on or before the due date stated in the bid document. Bidders will be notified once a public bid opening date has been scheduled.

Response to Vendor Questions:

1. We would like to know if the City of Jacksonville accepts proposals from firms that are pending to be licensed to conduct business in the state of Florida, given the timeline and the approaching due date. We are a firm in California.

Response: The company must be licensed in Florida at the time of submission of a proposal.

2. Does the $75,000 budget, listed in 1.2 Scope of Services in the Bid Specifications, include both media buying and agency fees? Or is it only media buying?

Response: It includes both agency fees and media buying.

3. Whether companies from Outside USA can apply for this? (like,from India or Canada)

Response: Proximity to the project is part of the scoring process.

2. Whether we need to come over there for meetings?

Response: If you are one of the finalists from the first round of scoring, you would be required to pitch ideas in person. If your travel costs would be part of your budget use, that needs to be reflected in the original proposal.

3. Can we perform the tasks (related to RFP) outside USA?
(like, from India or Canada)

Response: Many of the tasks will require someone to be here in the Jacksonville area.

4. Can we submit the proposals via email?

Response: No

DATE: March 23, 2020 **Analyst: Annette Burney**

RECEIPT ACKNOWLEDGED BY RETURN OF SIGNED COPY WITH BID.

_____
Bidder's Signature

_____
Title

_____
Company

_____
Date

Section 4
Description of Services and Deliverables

I. Implementation Team:

A. The Selected Contractor shall employ and supervise an Implementation Team to handle and best determine digital outreach. Implementation Team staff members shall be experienced and qualified in large scale outreach campaigns. Scope of work requires:

1. Developing a comprehensive marketing plan for the expenditure of funds in support of retention pond safety campaign. 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 Attachment B, Evaluation Matrix.
2. At least one (1) member of the Implementation Team shall serve as the point of contact with the Director of Public Affairs and identified staff from the City of Jacksonville.
3. Complete the majority of work required. Subcontractors are subject to approval and can complete no more than 30% of the work required.
4. Prepare a progress report to be presented in writing once a month over the 12-month period. This report should describe all marketing methods and impressions.
5. 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.

II. 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 manage content, facilitate content sharing and provide technical assistance as required.

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

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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.** Contractors are encouraged to arrange their responses in a format that will offer ready review and evaluation of each criterion.

1. **Experience and Qualifications of Professional Personnel (30 points maximum score)**
   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 this 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 digital content prepared for clients by the Contractor.

2. **Understanding the Needs and Goals of the City of Jacksonville (30 points maximum score)**
   The proposal will be evaluated based on the Contractor's understanding of the needs and goals as demonstrated above in the proposal.

   a. How will Contractor optimize this advertising campaign?
   b. How many impressions do you anticipate for provided budget?
   c. What role will earned media play in the plan, considering it is a Public Service Announcement, and what resources will be devoted to development of earned media?
   d. 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.

3. **Financial Stability (5 points maximum score)**
   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

4. **Budget (20 points maximum score)**
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 $75,000 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 but shall clearly identify the allocation of resources between overhead, in-house staff and facilities, subcontractors, and actual digital marketing placement purchases. The actual contractual budget will be based on the agreed upon scope of work and budgetary limitations.

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.

5. **Ability and Capacity to Perform the Work (10 points maximum score)**
   - Describe the Contractor's plan to work with local entities and professionals and use of local service providers for marketing efforts.
   - Describe the Contractor's current workload and capacity to perform the service described in this RFP.

6. **Proximity to Project (5 points maximum score)**
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 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.

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