City of Jacksonville, Florida

Lenny Curry, Mayor

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

ONE CITY. ONE JACKSONVILLE.

MEMORANDUM

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

FROM: Gregory Pease, Chief of Procurement

DATE: June 22, 2020

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 Public Relations/Marketing Firm to provide **Pet Adoption and Awareness 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	

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MEMORANDUM

DATE: May 28, 2020

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

FROM: Nikki Kimbleton, Director, Public Affairs Office

SUBJECT: Animal Care and Protective Services Adoption & Awareness Campaign

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/marketing campaign to encourage increased adoptions and awareness of Animal Care of Protective Services programs.

The purpose of the marketing campaign is to reach a wider audience and specific demographics and educate them on the availability of adoptable pets. In addition, this campaign will bring more awareness to ACPS programs, events and daily needs.

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 the evaluation is not solely dependent upon the lowest cost but on the 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 $170,000. 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, Director of Public Affairs, James Croft, Assistant Director of Public Affairs, Jennifer Walter, ACPS Animal Program Manager, and Daniel Clavel, ACPS Animal Placement Supervisor.

The funding for this award will come from Index Code: $170,000.00 –
11401.172102.548010.008899.00000000.00000.000000

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

Department of Finance and Administration
Procurement Division

CITY OF JACKSONVILLE

June 09, 2020

To: Greg Pease, Division Chief
Procurement Division

From: Rose Nettles, Business Compliance Administrator
Jacksonville Small and Emerging Businesses (JSEB) Office RN

RE: **Pet Adoption & Awareness 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) 255-8832.

cc: Greg Pease

Leslie-Burney, Annette

From:	Verdejo Magras, Wanda
Sent:	Thursday, June 18, 2020 3:24 PM
To:	Leslie-Burney, Annette
Cc:	Kimbleton, Nikki
Subject:	RE: ESC-0462-20 Pet Adoption and Awareness Campaign
Attachments:	RM REVIEW AND APPROVED COI FOR PET ADOPTION CAMPAIGN RFP.doc; RM REVIEW AND APPROVED COI FOR PET ADOPTION CAMPAIGN RFP.pdf

Greetings,

The attached Certificate of Insurance for *_Pet Adoption and Awareness Campaign* has been approved by Risk Management.

Risk Management has concluded our review unless you require additional assistance.

NOTE: All emails need to be sent to Wverdejo@coj.net & RiskReview@coj.net

Cordially,

Wanda Verdejo
Project Manager for
Risk Management Division
City of Jacksonville
117 West Duval Street, Suite 335
Jacksonville, FL 32202-3381
Office : 904-255-5316
Email : *wverdejo@coj.net*

Jacksonville
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From: Leslie-Burney, Annette
Sent: Thursday, June 18, 2020 12:35 PM