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: **February 13, 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 contractor to provide services for **Digital Marketing Campaign for Retention Pond Awareness and Safety**. 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: February 02, 2020

TO: Greg Pease, Chief of Procurement

Finance and Administration Department

FROM: Nikki Kimbleton, Director, Public Affairs Office

SUBJECT: CSPEC- Retention Pond Safety RFP

The Public Affairs Office is requesting permission to utilize the Competitive Sealed Proposal Evaluation Committee (CSPEC) for the procurement of a digital/public relations/marketing firm to provide the City with services related to a media/marketing campaign to promote retention pond safety awareness.

The purpose of the digital marketing campaign is to support the City's efforts in promoting awareness of the dangers of retention ponds. After several tragedies, it is extremely important to educate children and adults about the real purpose of retention ponds and when and why they can pose a threat to safety.

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 $75,000. 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, Council Member Ju'Coby Pittman and Council Member LeAnna Cumber with alternate scorers being Marjorie Dennis and Debra Pataky.

The funding for this award will come from Index Code: JXMS011pond i/a/o $150,000

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

February 7, 2020

To: Greg Pease, Division Chief
Procurement Division

From: Teresa O. Bocchieri, Business Compliance Officer
Jacksonville Small and Emerging Businesses (JSEB) Office

RE: **Retention Pond Digital Safety 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) 255-8833.

cc: Annette Leslie Burney
Rose Nettles

Leslie-Burney, Annette

From:	Verdejo Magras, Wanda
Sent:	Tuesday, February 11, 2020 7:28 AM
To:	Leslie-Burney, Annette
Cc:	Kimbleton, Nikki; Pease, Gregory
Subject:	RE: RFP: Digital Marketing Campaign for Retention Pond Awareness and Safety
Attachments:	REVISED RETENTION POND DIGITAL CAMPAIGN (risk approved).doc

Greetings,

Thank you for allowing Risk Management an opportunity to review insurance requirements for Digital Marketing Campaign for Retention Pond Awareness and Safety .

Summary: Risk Management has concluded and the following changes were applied.

- Attachment F – Indemnification
- Attachment G – Insurance Requirements and Provisions

Any further questions please feel free to contact me.

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
Phone : **904-255-5316**
Email : *wverdejo@coj.net*

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From: Verdejo Magras, Wanda
Sent: Monday, February 10, 2020 3:20 PM
To: Leslie-Burney, Annette
Cc: Kimbleton, Nikki; Pease, Gregory
Subject: RE: RFP: Digital Marketing Campaign for Retention Pond Awareness and Safety

Greetings,

I receive your request and it's in line for review. As soon as I get the conclusion of the review it will be forward to you.

Please label all emails correspondence :Subject-*Digital Marketing Campaign for Retention Pond Awareness and Safety*

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

Any further questions please feel free to contact me.

Cordially,

Wanda Verdejo
Project Manager for
Risk Management Division
City of Jacksonville
117 West Duval Street, Suite 335
Jacksonville, FL 32202-3381
Phone : **904-255-5316**

Email : *wverdejo@coj.net*

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From: Leslie-Burney, Annette
Sent: Monday, February 10, 2020 3:15 PM
To: RiskReview; Verdejo Magras, Wanda
Cc: Kimbleton, Nikki; Pease, Gregory
Subject: RFP: Digital Marketing Campaign for Retention Pond Awareness and Safety

Wanda, please find the attached RFP for review and approval of the insurance requirements.

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

CITY OF JACKSONVILLE

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