



WASHOE COUNTY

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STAFF REPORT

BOARD MEETING DATE: January 10, 2017

DATE: December 8, 2016

TO: Board of County Commissioners

FROM: Melanie Lever, C.P.M., Purchasing and Contracts Manager, Purchasing
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THROUGH: Cathy Hill, Comptroller

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SUBJECT: Award Request for Proposal #3001-17 for Marketing, Advertising, and Media Buying Services for select Washoe County Health District (WCHD) Programs, to KPS3 in the amount of \$111,984.00 with WCHD retaining an option to contract for additional programs through September 30, 2017. (All Commission Districts.)

SUMMARY

Award Request for Proposal #3001-17 for Marketing, Advertising, and Media Buying Services for select Washoe County Health District (WCHD) Programs to KPS3 in the amount of \$111,984.00 with WCHD retaining an option to contract for additional programs through September 30, 2017.

Washoe County Strategic Objective supported by this item: Safe, secure and healthy communities.

PREVIOUS ACTION

On March 3, 2014, the Purchasing and Contracts Manager awarded RFP #2884-14 for Media Buying Services for Washoe County Health District (WCHD) to a roster of qualified firms, as the total award amount did not exceed \$100,000.00.

On September 23, 2008, the Board awarded RFP #2660-09 for Media Buying Services for Washoe County Health District (WCHD) to a roster of qualified firms in an amount totaling \$359,855.00.

BACKGROUND

The Request for Proposal was duly advertised in the newspaper and through the online services of www.demandstar.com resulting in the receipt of a single proposal response from KPS3, 50 W. Liberty, #640, Reno, NV 89501. KPS3's proposal was successfully

AGENDA ITEM # 5.C.

evaluated for compliance to RFP specifications and KPS3's ability to perform the services as requested. A minimum of 10 firms were in receipt of the RFP.

FISCAL IMPACT

The total cost of the contract is \$111,984.00 and is funded by multiple programs. The breakdown of cost by campaign is: \$76,331.00 for Tobacco Prevention (IO-11128 Tobacco Prevention and Control Grant), \$22,000.00 for Family Planning (IO-11304 Title X Family Planning Grant, \$8,653.00 for Medical Reserve Corps Recruitment (IO-11343 ASPR Carryover Grant Program); and \$5,000.00 for Enhancing Quality of Life Branding (C-170203 Community Health Improvement).

RECOMMENDATION

It is recommended that the Board award Request for Proposal #3001-17 for Marketing, Advertising, and Media Buying Services for select Washoe County Health District (WCHD) Programs to KPS3 in the amount of \$111,984.00 with WCHD retaining an option to contract for additional programs through September 30, 2017.

POSSIBLE MOTION

“Move to approve the award of Request for Proposal #3001-17 for Marketing, Advertising, and Media Buying Services for select Washoe County Health District (WCHD) Programs to KPS3 in the amount of \$111,984.00 with WCHD retaining an option to contract for additional programs through September 30, 2017.”