



Deschutes County Board of Commissioners  
1300 NW Wall St., Suite 200, Bend, OR 97701-1960  
(541) 388-6570 - Fax (541) 385-3202 - [www.deschutes.org](http://www.deschutes.org)

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## **AGENDA REQUEST & STAFF REPORT**

### **For Board Business Meeting of April 6, 2016**

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**DATE:** December 10, 2015

**FROM:** Nancy Mooney, Contract Specialist, Deschutes County Health Services, 322-7516

**TITLE OF AGENDA ITEM:**

Consideration of Board Signature of Intent to Award Letter #2016-, declaring GumCo., selected to contract with Deschutes County as for the provision of market research & development of a social marketing campaign.

**PUBLIC HEARING ON THIS DATE?** No.

**BACKGROUND AND POLICY IMPLICATIONS:**

Deschutes County submitted a Request for Proposal (RFP) soliciting a media or advertising agency with recognized expertise in the field of marketing and research to provide a multi-media campaign. The selected proposer will provide a social marketing campaign focused on preventing underage marijuana use that will launch during the fall of 2016. The campaign message shall be based upon the Positive Cultural Framework (PCF). Deschutes County Health Services has determined that the successful proposer for the project is GumCo.

Research has identified PCF as an effective strategy at reducing substance abuse and fostering positive community norms with teens. This approach includes social marketing strategies which aim to bring awareness to existing positive community norms, and encourage peers to adhere to these norms. Social marketing is an integral component of PCF and must work in conjunction with the assumptions and guiding principles of the overall framework and the direction of the Deschutes County Health Services Prevention Team.

Public opinion and policy concerning marijuana has seen many significant changes in recent years in Oregon and across the nation. Despite these changes in Oregon, marijuana remains illegal for use with minors (except under certain medical conditions) and the health concerns regarding youth marijuana use are more pertinent than ever. The State of Oregon has created a campaign called mORe, which utilizes the PCF to reduce underage and high risk drinking. The State has provided materials and support to Deschutes County to implement the mORe campaign. The mORe materials and messages may or may not be utilized for this project.

It is expected that the selected proposer will establish a social marketing campaign promoting healthy and positive norms for young people (aged 12-25) in order to discourage illegal and unhealthy marijuana use in Deschutes County. This should include messaging for parents.

**FISCAL IMPLICATIONS:**

Deschutes County will provide payment to contracted agency in accordance with an agreed upon budget.

**RECOMMENDATION & ACTION REQUESTED:**

It is the recommendation of the Health Services department that this Intent to Award Letter be signed by the Board of County Commissioners.

**ATTENDANCE:** Nick Stevenson/Jessica Jacks, Prevention Team

**DISTRIBUTION OF DOCUMENTS:**

A fully executed copy to Nancy Mooney, Contract Specialist, Health Services Department.

## DESCHUTES COUNTY DOCUMENT SUMMARY

(NOTE: This form is required to be submitted with ALL contracts and other agreements, regardless of whether the document is to be on a Board agenda or can be signed by the County Administrator or Department Director. If the document is to be on a Board agenda, the Agenda Request Form is also required. If this form is not included with the document, the document will be returned to the Department. Please submit documents to the Board Secretary for tracking purposes, and not directly to Legal Counsel, the County Administrator or the Commissioners. In addition to submitting this form with your documents, please submit this form electronically to the Board Secretary.)

Please complete all sections **above** the Official Review line.

**Date:** March 28, 2016

**Department:** Health Services, Public Health

**Contractor/Supplier/Consultant Name:** GumCo, Inc.

**Contractor Contact:** Steven Driggs

**Type of Document:** Notice of intent to Award

**Goods and/or Services:** GumCo, Inc. has been selected to provide a multi-media campaign based upon the Positive Cultural Framework (PCF) to reduce underage and high risk drinking.

**Background & History:** Deschutes County submitted a Request for Proposal (RFP) soliciting a media or advertising agency with recognized expertise in the field of marketing and research and is issuing an Intent to Award based upon the proposals received.

Research has identified PCF as an effective strategy at reducing substance abuse and fostering positive community norms with teens. This approach includes social marketing strategies which aim to bring awareness to existing positive community norms, and encourage peers to adhere to these norms. Social marketing is an integral component of PCF and must work in conjunction with the assumptions and guiding principles of the overall framework and the direction of the Deschutes County Health Services Prevention Team.

Public opinion and policy concerning marijuana has seen many significant changes in recent years in Oregon and across the nation. Despite these changes in Oregon, marijuana remains illegal for use with minors (except under certain medical conditions) and the health concerns regarding youth marijuana use are more pertinent than ever. The State of Oregon has created a campaign called mORe, which utilizes the PCF to reduce underage and high risk drinking. The State has provided materials and support to Deschutes County to implement the mORe campaign. The mORe materials and messages may or may not be utilized for this project.

It is expected that GumCo, Inc. will establish a social marketing campaign promoting healthy and positive norms for young people (aged 12-25) in order to discourage illegal and unhealthy marijuana use in Deschutes County. This should include messaging for parents.

**Proposed Agreement Start Date:** April 15, 2016

**End Date:** September 30, 2016

**Total Payment:** Maximum compensation will be based on agreed upon budget.

☒ Insurance Certificate Received (check box)

Insurance Expiration Date: N/A

Check all that apply:

- ☒ RFP, Solicitation or Bid Process  
☐ Informal quotes (<\$150K)  
☐ Exempt from RFP, Solicitation or Bid Process (specify – see DCC §2.37)

**Funding Source:** (Included in current budget? ☒ Yes ☐ No)

If **No**, has budget amendment been submitted? ☐ Yes ☐ No

**Is this a Grant Agreement providing revenue to the County?** ☐ Yes ☒ No

Special conditions attached to this grant:

Deadlines for reporting to the grantor:

If a new FTE will be hired with grant funds, confirm that Personnel has been notified that it is a grant-funded position so that this will be noted in the offer letter: ☐ Yes ☐ No

Contact information for the person responsible for grant compliance: Name:   
Phone #:

**Departmental Contact and Title:**   
**Phone #:**

**Department Director Approval:**

  
Signature

4/4/16  
Date

**Distribution of Document:** Return to Nancy Mooney, Health Services Department.

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**Official Review:**

County Signature Required (check one): ☐ BOCC ☐ Department Director (if <\$25K)

☐ Administrator (if >\$50K but <\$150K; if >\$150K, BOCC Order No. \_\_\_\_\_)

Legal Review \_\_\_\_\_ Date \_\_\_\_\_

Document Number 2016-215



## Board of County Commissioners

P.O. Box 6005 • Bend, OR 97708-6005  
1300 NW Wall St, Suite 206 • Bend, OR 97703-1960  
(541) 388-6570 • Fax (541) 385-3202  
www.deschutes.org  
board@deschutes.org  
Tammy Baney  
Anthony DeBone  
Alan Unger

April 8, 2016

RE: Market Research & Development of Social Marketing Campaign

### NOTICE OF INTENT TO AWARD CONTRACT

In February, 2016, Deschutes County Health Services, Public Health Division considered proposals to execute a contract with a media or advertising agency with recognized expertise in the field of marketing, research and successfully releasing a multi-media campaign. The selected proposer will provide a social marketing campaign focused on preventing underage marijuana use that will launch during the fall of 2016. The campaign message shall be based upon the Positive Cultural Framework (PCF). Deschutes County Health Services determined that the successful proposer for the project is: GumCo.

This Notice of Intent to Award Contract is issued pursuant to Oregon Revised Statute (ORS) 279B.135. A copy of this Notice of Intent to Award is being provided to the proponents that submitted a proposal for this service that best matched the criteria outlined in the Request for Proposal (see attached list of all proposals received). Any firm or person who believes that they are adversely affected or aggrieved by the intended award set forth in this Notice, may submit a written protest within seven (7) calendar days after the issuance of this Notice of Intent to Award to the Board of County Commissioners of Deschutes County, Oregon, at the above address, Attn: Nancy Mooney, Contract Specialist. **The seven (7) day protest period will expire at 5:00pm on Friday, April 15, 2016.**

Any protest must be in writing and specify any grounds upon which the protest is based. If a protest is filed, a hearing will be held at 10:00am on April 27, 2016, before the Board of County Commissioners of Deschutes County, Oregon, acting as the Contract Review Board, at Deschutes County Services Center, 1300 NW Wall St., Bend, Oregon, 97701.

If no protest is filed within the protest period, this Notice of Intent to Award Contract becomes an Award of Contract without further action by the Board of County Commissioners unless the Board, for good cause, rescinds this Notice before the expiration of the protest period. The successful bidder on a Deschutes County project is required to execute the Contract. In addition to the execution of Contract, the Contractor will be required to provide applicable certificate(s) of insurance.

If you have any questions regarding this Notice of Intent to Award Contract, or the procedures under which the County is proceeding, please contact Nancy Mooney, 541-322-7516.

Sincerely,

BOARD OF COUNTY COMMISSIONERS  
DESCHUTES COUNTY, OREGON

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ALAN UNGER, COMMISSIONER

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TAMMY BANEY, COMMISSIONER

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ANTHONY DEBONE, COMMISSIONER

**Bidder's List for the provision of:  
Market Research & Development of Social Marketing Campaign**

Notice of Intent to Award will be sent via E-mail

GumCo

12 W. Market St., Suite 220

Salt Lake City, UT 84101

E-mail: [steve.driggs@gumco.com](mailto:steve.driggs@gumco.com)

Pyramid Communications

239 NW 13<sup>th</sup>, #215

Portland, OR 97209

E-mail: [gnetzer@pyramidcom.com](mailto:gnetzer@pyramidcom.com)

Quon Design and Communication, Inc.

1818 SW Turnberry Pl.

Bend, OR 97702

E-mail: [mquon@quonde.com](mailto:mquon@quonde.com)

Geo & Associates, Inc.

4251 E 5<sup>th</sup> Street

Tucson, AZ 85711

E-mail: [geo4adv@aol.com](mailto:geo4adv@aol.com)

Intrepid Marketing

PO Box 9703

Bend, OR 97708

E-mail: [kelly@intrepidforward.com](mailto:kelly@intrepidforward.com)

Colectivo Social Change Communications

2103 Coral Way, St. 202

Miami, FL 33145

E-mail: [cmoreno@colectivoscc.com](mailto:cmoreno@colectivoscc.com)