AGENDA REQUEST & STAFF REPORT
For Board Business Meeting of July 27, 2016

DATE: July 20, 2016

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

TITLE OF AGENDA ITEM:
Consideration of Board Signature of Intent to Award Letter #2016-506, declaring Quon Design Communication, selected to contract with Deschutes County as for the provision of market research & development of mental health promotion 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 promoting mental health as an everyday activity. Deschutes County Health Services has determined that the successful proposer for the project is Quon Design Communication.

“Mental and emotional well-being is essential to overall health. Positive mental health allows people to realize their full potential, cope with the stresses of life, work productively and make meaningful contributions to their communities” (National Prevention Strategy). Despite the importance of tending to our mental health a social stigma exists that creates barriers for individuals to see the care they need when they need it. This Project seeks to develop a mental health promotion campaign for Central Oregon residents (Deschutes, Crook, and Jefferson County). The campaign should promote everyday mental wellness and remind the public to make the commitment to prioritize mental health as an everyday activity.

It is expected that the selected proposer will establish a social marketing campaign utilizing the mindyourmind brand with the following two areas of initial focus: 1) overall mental wellness promotion for Central Oregon residents and, 2) mental wellness promotion in primary care settings for patients. Focus in these areas is intended to help increase conversations with patients about mental health and seeking appropriate care if needed and to begin to elevate the important of one’s mental health alongside physical health.

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: Jessica Jacks, Prevention Team

DISTRIBUTION OF DOCUMENTS:
A fully executed copy to Nancy Mooney, Contract Specialist, Health Services Department.
July 29, 2016

RE: Market Research & Development of Mental Health Promotion Campaign

NOTICE OF INTENT TO AWARD CONTRACT

In June, 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 that will launch during the fall of 2016. The campaign message shall be based on an understanding of the importance of mental health and Central Oregon resident’s view of seeking mental health care. Deschutes County Health Services determined that the successful proposer for the project is: Quon Design Communication.

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, August 5, 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 August 17, 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

____________________________
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

Brigit Communications Collective
3226 NE Glisan
Portland, OR 97232
E-mail: jen@brigitpdx.com

DVA Advertising & Public Relations
109 NW Greenwood, Suite 103
Bend, OR 97703
E-mail: Justin@dvaadv.com

Fish Marketing
107 SE Washington St., #620
Portland, OR 97214
E-mail: karent@fish-marketing.com

Quon Design and Communication, Inc.
1818 SW Turnberry Pl.
Bend, OR 97702
E-mail: mquon@quondc.com

Resonant Agency
384 SW Upper Terrace Drive, Suite 213
Bend, OR 97702
E-mail: Kelly@resonantagency.com

Z‘onion Creative Group
61396 S. Hwy 97, Suite 201
Bend, OR 97702
E-mail: Sonja@zonioncreative.com