



## **AGENDA REQUEST & STAFF REPORT**

### **For Board Business Meeting of April 27, 2016**

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**DATE:** April 15, 2016

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

**TITLE OF AGENDA ITEM:**

Request Board hearing regarding the protest submitted by two (2) proposers of the Deschutes County Market Research & Development Social Marketing Campaign Notice of Intent declaring GumCo the selected contractor for the project.

**PUBLIC HEARING ON THIS DATE?** Yes.

**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 focused on preventing underage marijuana use. GumCo has been selected as the successful proposer for the project and Deschutes County Health Services has issued a Notice of Intent to Award a contract to establish a social marketing campaign based upon the Positive Cultural Framework (PCF) for young people (aged 12-25) in order to discourage illegal marijuana use in Deschutes County.

A protest of the award has been submitted from two (2) proposers of the Deschutes County Market Research & Development Social Marketing Campaign RFP. The main grounds upon which the protest is based include but are not limited to selecting a vendor that is not based in the state of Oregon. The applicable proposers request a hearing to express their concerns and to make a strong statement that preference for Deschutes County projects of this nature be given to firms within Deschutes County and recommend Deschutes County staff raise awareness of such project opportunities within the Deschutes County marketing community via traditional media and social media channels.

**FISCAL IMPLICATIONS:**

None.

**RECOMMENDATION & ACTION REQUESTED:**

It is requested that the Board of County Commissioners acting as the contract review board, review both the protest letter from concerned citizens and Deschutes County businesses and the staff report issued by Deschutes County Health Services Department.

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

**DISTRIBUTION OF DOCUMENTS:**

Nancy Mooney, Contract Specialist, Health Services Department.

## **Protest of Deschutes County “Market Research & Development Social Marketing Campaign”**

**To:** Deschutes County Commissioners:  
Alan Unger  
Tammy Baney  
Anthony DeBone

**From:** Concerned citizens and Deschutes County businesses:

Kelly Walker, Creative Director, Intrepid Marketing. Swivel Marketing Conference Board Member, City Club of Central Oregon Marketing Committee Member.

Andrea Walker, Business Director, Intrepid Marketing

Bobby Haro, Social Media Director, Intrepid Marketing

Mark Quon, President, Quon Design and Communication Inc.

Linda Quon, Vice President, Quon Design and Communication Inc.

Pamela Hulse Andrews, Owner, Cascade Publications

Renee Mansour, Owner, MinuteMan Press in Bend

**Delivered to:** Nancy Mooney, 2577 NE Courtney Drive, (541) 322-7516

**Date:** April 14, 2016

We, the individuals listed below, and on behalf of businesses registered and doing business primarily within Deschutes County, hereby protest the April 8, 2016 “Notice of Intent to Award Contract” announced by Deschutes County, and will address the Commissioners/Contract Review Board on April 27, 2016.

The main grounds upon which this protest is based include:

- Whereas Deschutes County employees and elected officials are shepherding funds coming primarily from within the County, it is our expectation that every effort be made to use these funds within the County, to the benefit of the community. We strongly object to such funds being injected into another community, particularly into another state’s economy (Utah).
- We have the expectation that the County will be in line with the overwhelming community consensus and commitment to the “Make Local Habit” ethic. This decision goes directly in opposition to the express wishes and spirit of our community and this ethic.
- This RFP is for development of a Social Marketing Campaign with the goal of influencing behavior and social patterns in our county. A firm from Utah lacks community insights, experience with the culture and people of Central Oregon, local connections and the social network relationships that we all know of crucial importance in a small, socially-connected community as we

have in our County. We believe that a firm from Utah simply cannot utilize county resources to their full potential in a social campaign of this nature. Nor will they have a consistent physical presence to serve as ambassadors of such a campaign.

- Deschutes County is home to world-class marketing agencies and talent, with the best possible ability to deliver on such a project. Each year, we attract some of the world's top marketing leaders to the Swivel Conference (formerly WebCAM), who recognize the Bend area as a hub for the marketing and creative brand development profession. There is simply no need to contract outside of Deschutes County for services that can best be performed here.
- Awarding the RFP to a Utah firm would ostensibly preclude benefits to other local businesses such as printers, promotional products providers and the various businesses that provide services to local marketing agencies (ex. Accountants, merchants, etc.)
- Local marketing/branding firms and related businesses regularly serve non-profits and small businesses *pro bono* or at cost and so depend on larger projects of this type to sustain their businesses and provide for the families of those who depend on them. Additionally, many of these people serve on volunteer boards and committees that greatly benefit the County.

We wish to make a strong statement that preference for County projects of this nature needs to be given to firms within Deschutes County, and that if there is a lack of applicants from within the County, staff has a responsibility to better raise awareness of these opportunities within our marketing community (for example, through Central Oregon AdFed (soon to be folded into Swivel), the Bend Chamber and City Club of Central Oregon, and via traditional media channels (such as Cascade Business News) and social media channels.

Respectfully,

Kelly Walker

 Date 04.14.16

Andrea Walker

 Date 04.14.16

Bobby Haro

Bobby HARO Date 04.14.16

Mark Quon

Mark Quon Date 04.14.16

Linda Quon

Linda Quon Date 04.14.16

Pamela Hulse Andrews

Pamela Hulse Andrews Date 04.14.16

Renee Mansour, Owner

Via telephone & email Date 04.14.16

Cheryl Duncker,

concerned citizen 4.14.16



# Deschutes County Health Services

Prevention Program  
Staff Report

<b>Date</b>	April 19, 2016
<b>Submitted By</b>	Jessica Jacks, Supervisor, Prevention Programs
<b>Issue/Topic</b>	Protest of Notice of Intent to Award Contract – Market Research & Development of Social Marketing Campaign RFP
<b>Background</b>	<p><b>RFP Development:</b> Nick Stevenson worked with Nancy Mooney to create the RFP for this project. It was eventually reviewed and approved by legal counsel, Jessica Jacks and Tom Kuhn.</p> <p><b>RFP Issued – 02.19.16</b> The RFP was issued and published to the Deschutes County Website. In addition, the local companies listed below were emailed an invitation directly. These companies were identified based on either having previously worked with DCHS or by having work examples (found on their websites) relevant to social marketing and appearing to have the capacity to fulfill the requirements of the RFP.</p> <ul style="list-style-type: none"><li>• Quon Marketing</li><li>• Intrepid Marketing</li><li>• TBD Agency</li><li>• 501 Drive</li><li>• Sublime Creative Agency</li><li>• Savy Agency</li><li>• Evok Designs</li><li>• GB2 Agency</li></ul> <p><b>RFP Collection Period Ends – 03.04.16</b> A total of six proposals were received from the following:</p> <ul style="list-style-type: none"><li>• Quon Marketing (Bend, OR)</li><li>• Intrepid Marking (Bend, OR)</li><li>• Pyramid Communications (Portland, OR)</li><li>• Gumco (Salt Lake City, UT)</li><li>• Geo and Associates Inc. (Tucson, AZ)</li><li>• Colectivo Social Change Communications (Miami, FL)</li></ul> <p><b>RFP Review and Selection:</b> A review panel was created to evaluate each of the submitted proposals. The three panel members were Jessica Jacks (Prevention Programs Supervisor), Evan Thibeau (Drug Free Communities Project Coordinator), and Nick Stevenson (Positive Community Norms Project Coordinator).</p>

Each panel member separately reviewed the submitted proposals and scored them using the scoring criteria outlined in the RFP. The review panel met on 03.17.16. Each proposal was discussed. Three proposals rose to the top and the review team felt that additional information was needed from each in order to make a final selection. The scores produced for the candidates during this review are listed below. In addition, the reviewer notes are available in Attachment 1.

Agency	Reviewer1	Reviewer2	Reviewer3	Total	Average
Geo and Associates Inc. (Tucson, AZ)	40	80	57	177	59.0
Intrepid Marketing (Bend, OR)	40	85	95	220	73.3
Colectivo Social Change Communications (Miami, FL)	60	85	80	225	75.0
Pyramid Communications (Portland, OR)	95	80	70	245	81.7
Quon Marketing (Bend, OR)	80	85	85	250	83.3
Gumco (Salt Lake City, UT)	80	95	79	254	84.7

Nick was then assigned to ask additional questions of the top three finalists to help make the final decision. Questions were asked regarding budget, timeline, relevant work samples, and ability to produce high quality video content. All of the finalists were asked to provide a revised budget to better fit the scope of the project and to consider the project budget maximum of \$74,000 (which had not been disclosed in the RFP process). In addition, Nick consulted Deschutes County's Public Information Officer, Whitney Hale, for feedback on the top three candidates.

The review panel re-convened on 03.25.16 to make the final decision. After the panel reviewed the additional information provided by the finalists and consultation from Whitney Hale, a selection was made based on the company whose proposal and subsequent interview responses and revised budget was the best option. GumCo. was selected specifically for: demonstrating the ability to produce high quality and comprehensive social marketing campaigns, ability to conduct effective market research and message development, ability to conduct in-house video production, providing a reasonable budget and timeline, having had successful experience working with government and non-profits, and demonstrating passion and motivation for the project.

**Intent to Award:**

The Board of County Commissioners voted to approve the Intent to Award to GumCo. on 04.06.16. Notification of this decision and provision of a 7-day protest period was emailed to all candidates on 4.08.16 by Nick Stevenson.

**Staff  
Comment**

Our review found GumCo.'s expertise and abilities to meet the needs of the project exceeding all other competitors significantly.