



## Agenda Item Summary

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**File #: 24-00337**

**Agenda Date: 4/23/2024**

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**Agenda Item Name:**

**First Amendments for Request for Proposal (RFP) 23-151 Annual Social Marketing Campaign Development and General Public Education Services for Environmental Protection.**

**Presenter:**

Stephen Hofstetter, Environmental Protection Director, 352.264.6811  
Theodore White, Procurement Manager, 352.374.5202

**Description:**

First Amendment 13499 with Frankel Media Group, LLC and First Amendment 13500 with Uppercase Inc. for RFP 23-151 Annual Social Marketing Campaign Development and General Public Education Services, not to exceed \$450,000.00 annually for Environmental Protection. This amendment extends the term until September 30, 2026. The agreement may be amended at the option of the County for one (1) additional two (2) year term.

**Recommended Action:**

Approve and authorize the Chair to execute the following amendments for RFP 23-151 Annual Social Marketing Campaign Development and General Public Education Services, not to exceed \$450,000.00 annually:

First Amendment 13499 with Frankel Media Group, LLC

First Amendment 13500 with Uppercase Inc.

**Prior Board Motions:**

September 13, 2022, the Board approved the ranking and awarded the contracts for RFP 23-151-mm Annual Social Marketing Campaign Development and General Public Education Services with Uppercase, Inc., as the primary vendor, and Frankel as the secondary vendor. Authorize the Chair to sign the contracts. Item 22-0745

**Fiscal Note:**

Annual expenses are not to exceed \$450,000 and would be paid from various accounts and funds with the Environmental Protection Department. The Department has historically spent less than half this amount and there is sufficient budget for existing and all planned activities at this time.

**Strategic Guide:**

Social and Economic Opportunity

**Background:**

On June 8, 2022, the County issued RFP 23-151-mm Annual Social Marketing Campaign Development and General Public Education Services seeking qualified firms to provide social marketing campaign development, implementation, and evaluation and general public education services for county departments on a task Assignment basis. The County received three qualified responses: Frankel, Strategic Digital Services and Uppercase, Inc. After evaluating the proposals, the County identified Uppercase, Inc. as the top ranked firm and Frankel as the 2nd ranked firm.

Social marketing techniques designed to influence targeted behaviors in design and implementation elements of all campaigns and programs. Literature reviews, primary research (focus groups, surveys, interviews, etc.) and program evaluation may be required for programs. The Consultant will become familiar with the short and long term objectives, philosophies, and marketing objectives along with existing campaigns and programs of County Departments. Services will include creation, implementation, and evaluation of print, digital, and social media designed to improve program participation and to achieve specific behavior changes.

RFP 23-151-mm Annual Social Marketing Campaign Development and General Public Education Services was advertised on April 6, 2022. The deadline for receipt of RFP 23-151-mm Annual Social Marketing Campaign Development and General Public Education Services was June 8, 2022, three (3) vendors responded.