



Agenda Item Summary

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Agenda Date: 9/13/2022

Agenda Item No.: 60.

Agenda Item Name:

Ranking and Award of contracts for RFP 23-151-mm Annual Social Marketing Campaign Development and General Public Education Services to Uppercase, Inc. (primary), and Frankel Media Group, LLC DBA Frankel (secondary).

Presenter:

Stephen Hofstetter, 352-264-6811/Larry Sapp, 352-374-5202

Description:

Approve the budget amendment, ranking and award contracts for RFP 23-151-mm Annual Social Marketing Campaign Development and General Public Education Services to Uppercase, Inc. (primary), and Frankel (secondary).

1. Uppercase, Inc. (primary)
2. Frankel (secondary)
3. Strategic Digital Services

Recommended Action:

1. Approve the ranking and award 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.
2. Approve the attached budget amendment for Animal Resources & Care

Prior Board Motions:

N/A

Fiscal Consideration:

Approval of the budget amendment will provide sufficient funds to cover the Animal Resources & Care purchase order in the amount \$86,375.00 in fund 001.25.2500.562.31.00.

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.