



Legislation Details (With Text)

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Title: Storm Water Services Media Buying and Creative Services

Attachments:

Date	Ver.	Action By	Action	Result
10/22/2018	1	City Council Business Meeting	Approve	Pass

Storm Water Services Media Buying and Creative Services

Action:

- A. Approve a contract in the amount of \$437,700 with The Agency Marketing Group for media buying services for a three-year term, and**
- B. Approve a contract in the amount of \$237,300 with Saturday Brand Communications, Inc. for creative services for a three-year term.**

Staff Resource(s):

Mike Davis, Engineering and Property Management
Marc Recktenwald, Engineering and Property Management

Explanation

- These contracts are part of an ongoing effort by Charlotte-Mecklenburg Storm Water Services to educate and inform the public about issues related to surface water quality, flood safety, infrastructure, and volunteer opportunities.
- The media buying and creative services contracts are funded through the stormwater utility fee and coordinated with Mecklenburg County to reduce cost and streamline advertising efforts. Services will be coordinated with Charlotte Communications and Marketing and the Mecklenburg County Public Information Department as needed.
- Federal Clean Water Act and various Federal Emergency Management Agency programs necessitate public education campaigns to inform citizens about surface water pollution and flooding risks, and these contracts enable countywide compliance.
- The County will pay \$81,000 and the City will pay \$144,000 per year for both the media buying and creative services contracts.
 - The County will pay \$57,930 and the City will pay \$87,970 per year for the media buying contract.
 - The County will pay \$23,070 and the City will pay \$56,030 per year for the creative service contract.
- Fiscal Year 2019 will be Charlotte-Mecklenburg Storm Water Service’s 17th year conducting the campaign.

Action A

- The media buying contract with Agency Marketing Group provides radio, television, internet, and

print advertising for Charlotte-Mecklenburg Storm Water Services media campaign.

- A contract for media buying service provides the most cost-effective way to place advertising, negotiate media rates, and space and obtain added value services because of multiple client bases.
- On March 23, 2018, the City issued a Request for Proposals (RFP); two proposals were received.
- The Agency Marketing Group best meets the City's needs in terms of qualifications, experience, cost and responsiveness to RFP requirements.

Action B

- The creative services contract with Saturday Brand Communications, Inc. provides strategic planning, creative development, and graphic design to support education and public engagement activities of Charlotte-Mecklenburg Storm Water Services. This contract will support, educate, and inform the public about issues related to surface water quality, flood safety, infrastructure and volunteer opportunities.
- On March 27, 2018, the City issued an RFP; four proposals were received.
- Saturday Brand Communications, Inc. best meets the City's needs in terms of qualifications, experience, cost and responsiveness to RFP requirements.

Charlotte Business INclusion

Action A

No subcontracting goal was established because there are no subcontracting opportunities (Part C: Section 2.1(a) of the Charlotte Business INclusion Policy). The Agency Marketing Group is a certified small business enterprise (SBE) with the City of Charlotte.

Action B

The City negotiates subcontracting participation after the proposal selection process (Part C: Section 2.1(h) of the Charlotte Business INclusion Policy). Saturday Brand Communications, Inc. has committed 5.06% (\$12,000) of the total contract amount to the following certified firms:

- Infiniti Scope, LLC (SBE) (videography services)
- JB Long Photography (SBE) (photography services)

Fiscal Note

Funding: Engineering and Property Management Operating Budget