

## Purchasing Summary

<b>EVENT #</b> 4497	<b>TITLE:</b> Digital Advertising for SPD	<b>ESTIMATED COST:</b> \$100,000.00
<b>TYPE OF PROCUREMENT:</b> RFP	<b>ANNUAL CONTRACT</b> <input checked="" type="checkbox"/> <b>ANNUAL MAINTENANCE AGREEMENT</b> <input type="checkbox"/>	<b>ONE TIME PURCHASE</b> <input type="checkbox"/>

**CONTRACT TERM (IF APPLICABLE)**  
January 1, 2020 – December 31, 2020

**M/WBE (IF APPLICABLE)**  
This event was assigned an MWBE participation goal of 14% (14% WBE).

**MATRIX (IF APPLICABLE)**

Proposers	Qualifications and Experience (35 points)	Technical Capabilities (20 points)	Fees (20 points)	References (10 points)	MWBE Goals (10 points)	Local Vendor Participation (5 points)	Total (100 points)
WSAV/Lin Digital	33.75	19.75	6.67	10	0	5	75.17
State Media	26.25	15.75	20	5	0	0	67
Adco	19.5	13.75	12.93	9	0	5	60.18
JMC Brands	16	13.75	2.52	9	0	0	41.27
Alpha Media	13	7.5	5.8	0	0	5	31.3

**NOTES**

Recommend approval to renew and an annual contract for digital advertising campaign for recruitment from WSAV/Lin Digital in the amount of \$100,000.00. The Savannah Police Department (SPD) will use this contract to generate a minimum of 1,500 monthly visits to [www.spd.org/JoinSPD](http://www.spd.org/JoinSPD) and between 90-100 quality applications per month. The recruiting campaign will focus on southeast Georgia and the South Carolina low country, with an emphasis on recruitment from the Savannah Metropolitan Statistical Area (MSA), as well as Beaufort and Jasper Counties in South Carolina. This contract was modified from its original award of \$144,000 to \$100,000 as funding permitted.

The method used for this procurement was the request for proposal, which evaluates criteria in addition to cost. Proposals were evaluated on the basis of qualifications and experience, technical capabilities, M/WBE participation, local vendor participation, and fees.

This RFP was advertised, opened, and reviewed. Proposals were received on September 27, 2016. Council originally approved this on February 02, 2017. This is the third of four renewal options. Delivery: As needed. Terms: Net 30 days.

The proposer was:

B.P.	WSAV/Nexstar Digital (Savannah, GA) <sup>(B)</sup>	\$144,000.00*
	State Media (Columbia, SC) <sup>(D)</sup>	\$48,000.00*
	ADCO (Savannah, GA) <sup>(B)</sup>	\$74,250.00*
	JMC Brands (Fairlawn, OH) <sup>(D)</sup>	\$380,412.00*
	Alpha Media (Savannah, GA) <sup>(B)</sup>	\$165,000.00*

A pre-bid conference was not conducted as this is an annual contract renewal. (B) Indicates a local, non-minority owned business. Recommend approval. (\*) Indicates original proposal pricing.

Local Available: Yes

MWBE Available: Yes

Total Sent: 368

MWBE Sent: 53

Total Received: 5

MWBE Received: 0

Vendor Federally Debarred/Suspended: No

