

Purchasing Notes

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|---------------------------------|--|---|
| EVENT # 8398 | TITLE: SPD Advertisement | COST: Up to \$64,100 |
| TYPE OF PROCUREMENT: RFP | ANNUAL CONTRACT <input checked="" type="checkbox"/> ANNUAL MAINTENANCE AGREEMENT <input type="checkbox"/> | ONE TIME PURCHASE <input type="checkbox"/> |

CONTRACT TERM (IF APPLICABLE)

Contract term expires on July 13, 2023

DBE (IF APPLICABLE)

This event had a 20% DBE goal, of which half (10%) was to be met by a local DBE contractor. The recommended proposer, The Current Agency/Red Eye Productions, submitted 0%.

MATRIX (IF APPLICABLE)

| Proposer | Proposer's qualifications and experience, including support capabilities (25 Points) | Technical capabilities (15 points) | References (10 Points) | Fee proposal (20 Points) | DBE (10 points) | Savannah First Local (20 points) | Total (100 Points) |
|--|--|------------------------------------|------------------------|--------------------------|-----------------|----------------------------------|--------------------|
| 3815 Media, Inc | 24.67 | 14.67 | 9.67 | 6.47 | 7.5 | 0 | 62.97 |
| The Current Agency/ Red Eye Film Productions | 21.67 | 12.67 | 7 | 20 | 0 | 20 | 81.33 |

NOTES

Recommend approval to procure SPD digital advertisement from Red Eye Film Production in the amount of \$64,100. The Savannah Police Department will use the SPD digital advertisement to provide a wide variety of tactics, strategies, and online tools to assist the Savannah Police Department in meeting its goals by filling police officer vacancies, providing positive recruitment marketing, consistent media planning/production, and optimization of branding and search engine advertising.

The method used for this procurement was the request for proposals (RFP), which evaluates criteria in addition to cost. The proposals were evaluated on the basis of proposer's qualifications an experience, including support capabilities, technical capabilities, fees, references, DBE, and Savannah First,

Four proposals were received in response to this RFP. Of those, two proposals were shortlisted and selected for interviews before a selection committee of City staff. The fee proposals for the two shortlisted firms were then opened and the proposals were fully scored.

The proposal was advertised, opened, and reviewed. Delivery: As needed. Terms: Net 30 days. The proposers were:

| | | |
|------|---|--------------|
| B.P. | The Current Agency/ Red Eye Productions (Savannah, GA) ^(B) | \$64,100 |
| | 3815 Media, Inc (Peachtree Corners, GA) ^(D) | \$198,132.60 |

A pre-proposal conference was conducted and one vendor attended. (B) indicates local, non-DBE-owned business. (D) Indicates non-local, non-DBE business. Recommend approval.

Local available: Yes

Total sent: 638

Total received: 4