

Purchasing Summary

EVENT # 4497	TITLE: Savannah Police Department Digital Advertising	COST: \$100,000.00
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)
May 10, 2018 – May 09, 2019

M/WBE (IF APPLICABLE)
N/A

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 modify an annual contract for digital advertising campaign for recruitment from WSAV/Lin Digital in the amount of \$100,000.00. The Savannah Police Department will use this contract to generate a minimum of 1,500 monthly visits to 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 emphasis on recruitment from the Savannah Metropolitan Statistical Area (MSA), as well as Beaufort and Jasper Counties in South Carolina. The contract is being modified from an award of \$144,000.00 to \$100,000.00 as funding permits.

The method used for this procurement was the Request for Proposal (RFP) which evaluates criteria in addition to costs. The criteria for this RFP included qualifications and experience, technical capabilities, fees, references, MWBE participation, and local vendor participation.

The proposal was advertised, open, and reviewed. Delivery: As requested. Terms: Net 30 Days. The proposers were:

B.P.	WSAV/Lin Digital (Savannah, GA) ^(B)	\$144,000.00*
	State Media ^(D)	\$48,000.00*
	ADCO ^(B)	\$74,250.00*
	JMC Brands ^(D)	\$380,412.00*
	Alpha Media ^(B)	\$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. (D) Indicates a non-local, non-minority owned business. (*) Indicates original proposal pricing. Recommend approval.

Local Available: Yes

MWBE Available: Yes

Total Sent: 368

MWBE Sent: 53

Total Received: 5

MWBE Received: 0

Vendor Federally Debarred/Suspended: No