

June 15, 2006

06-113

ACCEPT PROPOSAL/AWARD CONTRACT FOR
ADVERTISING FOR MEDIA SERVICES TO
RENEGADE RADIO & MAVERICK MEDIA

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APPROVED BY: Randy McEwen, Vice-President, Administrative Services
Dr. Preston Pulliams, District President

REPORT: The Public Affairs and Marketing Department intends to enter into a professional services contract with a successful firm that can provide college-wide advertising for media services. The successful contractor will be working collaboratively with both the Community Education Marketing Department and the Public Affairs Department to negotiate and buy electronic and print media services.

A Request for Proposals (RFP) was advertised and issued on April 25, 2006. The RFP was advertised in the Daily Journal of Commerce, The Asian Reporter, on the State of Oregon Procurement Information Network (ORPIN), and on the College's solicitation website. A total of twenty (20) vendors registered on the PCC website. On the due date of May 23rd, the College received a total of five (5) proposals. The evaluation committee members reviewed the proposals based on the following criteria: experience, quality, location, reference and pricing. The award was given to the proposal with highest evaluation scores.

Proposer Name:	Score:
Capelli Miles	258
Charlton Engel	239
Maverick Media/Renegade Radio*	290
Turtledove Clemens	253
Dhx	210

***Note:** Proposer is not registered/certified as MWESB firm but is a woman-owned business.

RECOMMENDATION:

That the Board of Directors accept and award the contract to Renegade Radio & Maverick Media, to negotiate and buy electronic and print media services. The initial contract will be for three (3) years, with an option to renew annually for two (2) additional years, not to exceed a total of a five (5) year term. The contract expenditure will be not- to-exceed \$150,000 annually (a total of \$750,000 for the five (5) year period). The funds will be covered by General Funds and/or CEU/CED Funds.