

May 19, 2011

11-113

ACCEPT PROPOSAL AND AWARD CONTRACT FOR
ADVERTISING PLANNING AND BUYING SERVICES

PREPARED BY: Sandy Wanner, Buyer/Contract Specialist

FINANCIAL
RESPONSIBILITY: Kristin Watkins, Associate Vice President, Institutional
Advancement

APPROVED BY: Cherie Chevalier, Associate Vice President, Finance
Wing-Kit Chung, Vice President, Administrative Services
Dr. Preston Pulliams, District President

REPORT: The College has a need to contract with a qualified firm
that can provide college-wide advertising for media
services. The successful contractor will be working
collaboratively with the Marketing Department to
negotiate and buy electronic and print media services.

A Request for Proposal (RFP) was advertised and issued
on March 16, 2011. The RFP was advertised in the Daily
Journal of Commerce, the State of Oregon Procurement
Information Network (ORPIN), and on the College's
solicitation website. Twenty three (23) vendors registered
on the PCC website. On the due date of April 13, 2011,
the College received a total of six (6) proposals. The
evaluation committee members reviewed the proposals
based on the following criteria: experience, quality,
location, references and pricing. The award was given to
the proposal with the highest evaluation score.

<u>Proposer Name:</u>	<u>Score:</u>
Maverick Media *	421
Bradshaw	388
Border Perrin Norrandar	381
Gard Communications	360
HMH	350
DHX Advertising	340

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

RECOMMENDATION: That the Board of Directors accept proposal and award the contract to Maverick Media. The initial contract will be for three (3) years, with an option to renew annually for two (2) – one (1) year extensions, not to exceed five (5) years. The estimated cost of these purchases is \$400,000.00 annually (a total of \$2,000,000.00 for the five (5) year period). The funds will be covered by the General Funds and CED Funds.