

June 16, 2016

16-129

ACCEPT PROPOSAL AND AWARD CONTRACT FOR  
ADVERTISING PLANNING AND BUYING SERVICES

PREPARED BY: Jordan Petrusich, Buyer/Contract Specialist, Procurement

FINANCIAL  
RESPONSIBILITY: Rob Wagner, Associate Vice President, College Advancement  
Cate Soulages, Director of Communications, College  
Advancement

APPROVED BY: Jim Langstraat, Vice President, Finance and Administration  
Sylvia Kelley, Interim President

REPORT/CONTEXT The College has a need to contract with a qualified firm to provide advertising planning, media buying and other creative services in light of the June 30 expiration of current contract relationships.

The contractor will work collaboratively with the Strategic Communications department to negotiate and purchase print and electronic advertising for all PCC departments. Media buying is a specialized field that depends on long-term relationships and expertise to achieve favorable pricing and opportunities.

The contractor will also serve as Agency of Record to provide creative and strategic communications services on an as-needed basis.

There is urgency to establish this relationship in advance of potential upcoming college initiatives (including a possible Bond renewal campaign and private fund-raising campaign) during which time PCC is likely to make larger-than-usual advertising buys and may have need of additional creative counsel.

The potential dollar value of this contract is large because it includes the cost of the advertising buys themselves, which are passed through the selected contractor to media companies.

A Request for Proposal (RFP) was issued on Friday, April 15, 2016. 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. More than 40 vendors registered on the PCC website.

By the proposal due date of May 6, 2016, the College received a total of ten (10) 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 total evaluation score.

Proposer's Name

**Capelli Miles**

Turtledove Clemons

Affiliated Media

Grady Britton

Cotes Kokes

Brigit

DHX

Prevedollo Hiettrick

Oregonian

SQ1

*Note: No MWESB firms submitted proposals*

**RECOMMENDATION:** That the Board of Directors accept the proposal and award the contract to Capelli Miles.

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 total.

The estimated cost of service and purchases made through the contractor is between \$250,000 - \$600,000 annually (\$1.25 - \$3 million for the five (5) year period). In an average year, total advertising PCC-wide is in the \$250,000-\$300,000 range. The top range of the contract estimate (\$600,000) reflects the possibility of increased informational/ brand advertising and activities to be undertaken in conjunction with a possible Bond renewal effort.)

Funds will be covered by the General Funds and CED Funds.