

EWEB Board Consent Calendar Request

For Contract Awards, Renewals, and Increases

The Board is being asked to approve a contract with **VERB Marketing + PR** for Advertising and Marketing Services.

Board Meeting Date: October 3, 2017

Project Name/Contract#: Advertising and Marketing Services 032-2017

Primary Contact: Rene Gonzalez Ext. 7666

Purchasing Contact: Carla Aguilar Ext. 7487

Contract Amount:

Original Contract Amount: \$ 250,000 (over five years)

Additional \$ Previously Approved: \$ N/A

Invoices over last approval: \$ N/A

Percentage over last approval: N/A %

Amount this Request: \$ 250,000

Resulting Cumulative Total: \$ 250,000

Contracting Method:

Method of Solicitation: Formal RFP

If applicable, basis for exemption: N/A

Term of Agreement: October 4, 2017 – October 3, 2022

Option to Renew? Annually up to 5 years

Approval for purchases "as needed" for the life of the contract Yes

Proposals/Bids Received (Range): 5/\$110 to \$125/hour

Selection Basis: Highest Ranked Proposer

The Board is being asked to approve a new contract with **VERB Marketing + PR** of Eugene, OR for Advertising and Marketing Services on an as needed basis.

EWEB requires outside support for strategic marketing work so internal staff can focus on communication and delivery of core products and services. Staff plan to leverage secondary research and regional and national industry partnerships to increase cost-effectiveness of our marketing communications whenever possible. In addition, EWEB will continue to communicate with customers directly through regional template materials (e.g., monthly bill inserts, quarterly newsletters). Materials will need to be modified to address EWEB customer-owners, communicate EWEB-specific offerings and increase awareness of issues unique to EWEB service territory and resources.

In September 2017, EWEB issued a Formal Request for Proposal (RFP). EWEB received proposals from five (5) firms; VERB Marketing + PR of Eugene, OR; Bell + Funk Creative LLC of Eugene, OR; iMedia Group of NY; AHM Brands of Eugene, OR; and Comcast Spotlight of Eugene, OR. The responses were evaluated on criteria including quality work and experience, integrated marketing communications approaches, Understanding of Eugene community, and rates.

VERB Marketing + PR was found to be responsive and received the highest score in the evaluation based on the criteria. Staff has issued a Notice of Intent to Award to VERB Marketing + PR, pending Board approval.

If approved, VERB Marketing + PR will be retained and used on an "as needed" basis to provide Advertising and Marketing Services. Anticipated services suggest that the contract amount will be an average of approximately

\$50,000 per year, for up to five years. The actual total dollar amount, however, is unknown and may be more or less than the estimated volume, e.g., variable due to reorganization of internal staff and potential to outsource services.

ACTION REQUESTED:

Management requests the Board approve a new price agreement with **VERB Marketing + PR** of Eugene, OR for Advertising and Marketing Services on an as needed basis. The Customer and Community Relations budget for 2017 is \$21.7 Million, funds for these services will be budgeted annually.

SIGNATURES:

Project Coordinator: _____

Manager: _____

Purchasing Supervisor: _____

Executive Officer: _____

Board Approval Date: _____