



DeKalb County Government

Manuel J. Maloof Center
1300 Commerce Drive
Decatur, Georgia 30030

Agenda Item

File ID: 2022-1452

Substitute (Submitted 5/5/2022)

4/12/2022

Purchasing Type: Request for Proposals (RFP)

Public Hearing: YES NO

Department: Purchasing & Contracting

AGENDA ITEM:

Commission District(s): All

RFP - Request for Proposals No. 21-500591 Media Services (Multi-year): for use by the Department of Fire Rescue (FR). Consists of Integrated Marketing Services, Communications, and Training. Recommend award to the sole responsive and responsible proposer: CATMEDIA, Inc. Annual Amount Not To Exceed: \$300,000.00.

Information Contact: Cathryn G. Horner, Chief Procurement Officer

Phone Number: (404) 371-6334

PURPOSE:

Consists of support for communications efforts and activities related to marketing and branding, and outreach support concerning recruitment, public education, training, retention, and other County Public Safety needs and requirements. One (1) proposal was received.

This substitute is submitted to change the funding requested from \$100,000.00 annually to \$300,000.00 for the three (3) year term of the agreement.

RECOMMENDATION:

Recommend award to the sole responsive and responsible proposer:

CATMEDIA, Inc., 3776 LaVista Road, Suite 200, Tucker, GA 30084-5648

Amount Not To Exceed: \$300,000.00

and authorize the Chief Executive Officer to execute the contract and all associated documents

Evaluation Committee Score:

<u>Firm</u>	<u>Score</u>
CATMEDIA, Inc.	91

After evaluation of the technical proposal, the recommendation is to award to the sole responsive, responsible proposer.



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ADDITIONAL INFORMATION:

- | | |
|------------------------------|-------------------|
| 1. LSBE Participation: | 20% |
| 2. Contract Effective Date: | Date of Award |
| 3. Contract Expiration Date: | December 31, 2024 |
| 4. Funding: | Fire (FR) |