



Fulton County Board of Commissioners

ADD ON

Agenda Item Summary

#20-0658

BOC Meeting Date

9-16-20

Requesting Agency

Board of Registration and Elections

Commission Districts Affected

All Districts

Requested Action *(Identify appropriate Action or Motion, purpose, cost, timeframe, etc.)*

Request approval of contract - Cox Radio in the amount of \$80,000 to provide radio and digital advertisements to educate voters about the November 3, 2020 General Election.

Requirement for Board Action *(Cite specific Board policy, statute or code requirement)*

In accordance with State of Georgia O.C.G.A. §36-10-1, requests for approval of contractual agreements shall be forwarded to the Board of Commissioners for approval.

Is this Item related to a Strategic Priority Area? *(If yes, note strategic priority area below)*

Yes Open and Responsible Government

Is this a purchasing item?

No

Summary & Background*(First sentence includes Agency recommendation. Provide an executive summary of the action that gives an overview of the relevant details for the item.)*

This is an informational campaign that will educate voters and promote these options for the November 3, 2020 General Election.

Advertising will reach Fulton County voters to raise awareness of voting options for the 2020 General Election, including early voting, absentee by mail, and the new election app.

Contract & Compliance Information*(Provide Contractor and Subcontractor details.)*

NA

Agency Director Approval		County Manager's Approval
Typed Name and Title	Phone	
Signature	Date	

Solicitation Information	NON-MFBE	MBE	FBE	TOTAL
No. Bid Notices Sent:				
No. Bids Received:				
Total Contract Value	.			
Total M/FBE Values	.			
Total Prime Value	.			
Fiscal Impact / Funding Source		<i>(Include projected cost, approved budget amount and account number, source of funds, and any future funding requirements.)</i>		
General Fund				
Exhibits Attached		<i>(Provide copies of originals, number exhibits consecutively, and label all exhibits in the upper right corner.)</i>		
Source of Additional Information		<i>(Type Name, Title, Agency and Phone)</i>		

Agency Director Approval		County Manager's Approval
Typed Name and Title	Phone	
Signature	Date	

Procurement

Contract Attached:

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Previous Contracts:

.

Solicitation Number:

.

Submitting Agency:

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Staff Contact:

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Contact Phone:

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Description:.

FINANCIAL SUMMARY

Total Contract Value:

Original Approved Amount: 75,000.00

Previous Adjustments: .

This Request: .

TOTAL: .

MBE/FBE Participation:

Amount: . %: .

Amount: . %: .

Amount: . %: .

Amount: . %: .

Grant Information Summary:

Amount Requested: .

☐

Cash

Match Required: .

☐

In-Kind

Start Date: .

☐

Approval to Award

End Date: .

☐

Apply & Accept

Match Account \$: .

Funding Line 1:

100-265-2700-1342

Funding Line 2:

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Funding Line 3:

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Funding Line 4:

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KEY CONTRACT TERMS

Start Date:

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End Date:

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Cost Adjustment:

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Renewal/Extension Terms:

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ROUTING & APPROVALS

(Do not edit below this line)

X	Originating Department:	Barron, Richard L.	Date: 9/10/2020
X	County Attorney:	Ringer, Cheryl	Date: 9/10/2020
X	Purchasing/Contract Compliance:	Strong-Whitaker, Felicia	Date: 9/11/2020
X	Finance/Budget Analyst/Grants Admin:	Stewart, Hugh	Date: 9/10/2020
.	Grants Management:	.	Date: .
.	County Manager:	.	Date: .



1601 West Peachtree Street NE | Atlanta, GA 30309

Fulton County Department of External Affairs

October 2020 advertising campaign

Audio campaign in October 2020

WALR: 228 spots total (combination of 30s and 15s)

WSB-AM: 160 spots total (combination of 30s and 15s)

Total radio spots: 388 radio spots total

Streaming: 180,000 impressions on streaming audio

Audio campaign total budget: \$50,000

Digital campaign to reach voters 18+

Paid Search: Google SEM campaign \$10,000

Programmatic Display: 1,000,000 impressions: \$10,000

Social: app promotion, Social 800,000 estimated reach

12,000 estimated link clicks for \$10,000

Digital campaign total budget: \$30,000

Audio and Digital campaign total for October 2020: \$80,000

Please note CMG will adhere to all regulations regarding political advertising, including platform-specific guidelines and targeting restrictions. If political advertising is limited by dates we will attempt to serve all impressions before the cutoff.

Accepted by Fulton County

Date

Accepted by CMG

Date