



Fulton County Board of Commissioners
Agenda Item Summary

BOC Meeting Date
 7/19/2017

Requesting Agency
 Health and Wellness

Commission Districts Affected
 All Districts

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

Requested Action (Identify appropriate Action or Motion, purpose, cost, timeframe, etc.) Request approval of a Statewide Contract Agreement – Department of Health and Wellness, SWC 99999-001-SPD0000037-0002, The Interconnect Group, in the amount of \$800,000 to provide media buying services for the Partnerships to Improve Community Health (PICH) Program to promote tobacco/smoke free health messages through print, digital, TV and radio media. The term of this Agreement is from the date of approval by the Board of Commissioners to September 29, 2017. This is 100% grant funded through a cooperative agreement from the Centers for Disease Control and Prevention (CDC). Communications funded tasks are a required component of the PICH program as dictated by the funder.

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

In accordance with Purchasing Code Section 102-459, requests for approval of statewide contracts of more than \$49,999.99 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 All People are healthy

Is this a purchasing item?

Yes

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.)

Scope of Work: The Department of Health and Wellness requests Board of Commissioners approval of a Statewide Contract Agreement for the period from Board approval to September 29, 2017.

The Interconnect Group will work closely with a project team from the Fulton Department of Health, to fulfill communications media outreach for the Partnerships to Improve Community Health campaign through completion of:

1. A creative brief and strategies for the tobacco-smoke free campaign, including traditional, nontraditional and earned media activities
 - Media plan and corresponding media buys, showing how the responder will leverage paid media buys
 - An evaluation plan including guidelines and protocol for testing of campaign concepts and Materials, as well as, plans and recommended data collection method(s) for assessing changes in public awareness, attitudes, and intended behaviors related to the media initiative.
 - Timeline
2. Campaign identity guide – guidelines, examples, and templates to help communities adapt and

| Agency Director Approval | | County Manager's Approval |
|---|-----------------------|---------------------------|
| Typed Name and Title Felicia Strong-Whitaker, Director | Phone 404-612-5800 | |
| Signature | Date | |

Revised 03/12/09 (Previous versions are obsolete)

locally tag messages.

3. Advertisements related to specific policy, systems and environmental changes around tobacco use prevention in each community area and to include multiple formats, as determined by target audience and other formative research.
4. Final reporting of campaign output and outcome measures by the end of September 2017
 - Number and value of placements; media impressions; social media views, shares, retweets, comments
 - News releases on programs and services currently provided by PICH to promote tobacco-smoke free (bars/restaurants, and multi-unit housing)
 - Local newspaper coverage to promote PICH health news, local health events
 - Audience participation and interaction related to events and tools used
 - Number of media hits from print, television, radio coverage and web postings
 - Number of media inquiries from reporters
 - Participant survey results
 - Statewide and local data
 - Submitted successful stories

There will be no cost to the county.

Community Impact: The implementation of the overall PICH Program is having a great impact on communities County-wide. We are implementing interventions designed to prevent and reduce chronic disease in the County. Through partnerships and work with community-based organizations, academic institutions, schools and school systems, and Fulton municipalities; we are building collaborations to implement strategies that promote tobacco/smoke free environments. The media outreach to date has reached over 16 million impressions enhancing the promotion of health, population reach, and the interventions being implemented.

Department Recommendation: The Department of Health and Wellness seeks BOC's approval for this vendor.

Project Implications: There are no future implications of the item in terms of potential changes, as this initiative is being funded 100% through grant funds and will not pose any foreseen implications on county policy or operations.

Community Issues/Concerns: No issues/concerns have been raised by community constituents or clients concerning this agenda item

History of BOC Agenda Item: New request.

| | |
|--|--|
| Contract & Compliance Information | <i>(Provide Contractor and Subcontractor details.)</i> |
|--|--|

Not Applicable

| Solicitation Information | NON-MFBE | MBE | FBE | TOTAL |
|--------------------------|----------|-----|-----|-------|
| No. Bid Notices Sent: | | | | |
| No. Bids Received: | | | | |

| | |
|-----------------------------|---------------------------|
| Total Contract Value | Click here to enter text. |
| Total M/FBE Values | Click here to enter text. |
| Total Prime Value | Click here to enter text. |

| | |
|--|---|
| Fiscal Impact / Funding Source | <i>(Include projected cost, approved budget amount and account number, source of funds, and any future funding requirements.)</i> |
| 461-750-PIC6-1160: Grant Fund, Health and Wellness, Professional Services - \$800,000. | |

| | |
|--|--|
| Exhibits Attached | <i>(Provide copies of originals, number exhibits consecutively, and label all exhibits in the upper right corner.)</i> |
| Exhibit 1: Statewide Contract: The Interconnect Group | |
| Exhibit 2: Statewide Contract 99999-001-SPD0000037-0002 Media Buying Services 06.26.17.pdf | |

| | |
|---|---|
| Source of Additional Information | <i>(Type Name, Title, Agency and Phone)</i> |
| Kathleen E. Toomey, M.D., M.P.H., Health District Director, Fulton County Board of Health, 404-613-1205 | |

| Agency Director Approval | | County Manager's Approval |
|-----------------------------------|--------------|---------------------------|
| Typed Name and Title | Phone | |
| Felicia Strong-Whitaker, Director | 404-612-5800 | |
| Signature | Date | |

Revised 03/12/09 (Previous versions are obsolete)

Procurement

| | | | |
|--|---|--|---------------------------------------|
| Contract Attached: No | Previous Contracts: Yes | | |
| Solicitation Number: SWC 99999-001- SPD0000037-0002 | Submitting Agency: Fulton County Board of Health | Staff Contact: Kathleen E. Toomey, M.D., M.P.H. | Contact Phone: 404-613-1205 |
| Description: Media Buying Services | | | |
| FINANCIAL SUMMARY | | | |
| Total Contract Value: Original Approved Amount: . Previous Adjustments: . This Request: \$800,000.00 TOTAL: \$800,000.00 | MBE/FBE Participation: Amount: . %: . Amount: . %: . Amount: . %: . Amount: . %: . | | |
| Grant Information Summary: Amount Requested: \$800,000.00 <input type="checkbox"/> Cash Match Required: <input type="checkbox"/> In-Kind Start Date: 8/2/2017 <input type="checkbox"/> Approval to Award End Date: 9/29/2017 <input type="checkbox"/> Apply & Accept Match Account \$: . | | | |
| Funding Line 1: 461-750-PIC6-1160 | Funding Line 2: . . | Funding Line 3: . . | Funding Line 4: . . |
| KEY CONTRACT TERMS | | | |
| Start Date: . . | End Date: 9/29/2017 | | |
| Cost Adjustment: . . | Renewal/Extension Terms: . . | | |
| ROUTING & APPROVALS (Do not edit below this line) | | | |
| X | Originating Department: | Vazquez, Fanny | Date: 6/26/2017 |
| X | County Attorney: | Culler, Jennifer | Date: 7/13/2017 |
| X | Purchasing/Contract Compliance: | Strong-Whitaker, Felicia | Date: 7/13/2017 |
| X | Finance/Budget Analyst/Grants Admin: | Ash, Angela | Date: 6/26/2017 |
| . | Grants Management: | . | Date: . |
| X | County Manager: | Anderson, Dick | Date: 7/13/2017 |



Supplier Information Sheet

| Contract Information | |
|---|--|
| Statewide Contract Number | 99999-001-SPD0000037-0002 |
| PeopleSoft Supplier Number | 0000288288 |
| Supplier Name & Address | |
| The Interconnect Group 320 Wyehwood Ct. Johns Creek, GA 30022 | |
| Contract Administrator | |
| Narayan Swamy narayan.usa@gmail.com 404-663-8183 | |
| Contact Details | |
| Ordering Information | Contact Contract Administrator: Narayan Swamy |
| Remitting Information | The Interconnect Group 320 Wyehwood Ct. Johns Creek, GA 30022 |
| Delivery Days | According to agreed upon work plan |
| Payment Terms | Net 30 Days |
| Bid Offer includes | State and Local Government |
| Acceptable payment method | Supplier will accept Purchase Orders and the Purchasing Card under this contract as permitted by current policies governing the Purchasing Card program. |



Item Schedule

The following core media services are offered on this contract:

- **Television**
- **Radio (AM/FM, local regional & satellite)**
- **Print (newspaper, magazines, direct mail, banners & trade publications)**
- **Outdoor media advertising (i.e. billboards, bus vehicle wraps, gas station pump toppers & gas station TV)**
- **Online media (i.e. web sites, social sites, blogging, streaming media, podcasting, paid search and display advertising, interactive games, internet, video clips, search engines, referral links, web portals & banners)**
- **In-store (i.e. point of purchase/point of sale & broadcast)**
- **Third Party (i.e. stadium digital crawls & stadium jumbotron video ads)**



Sonny Perdue
GOVERNOR

Department of
Administrative Services
Customer Focused, Performance Driven

Brad Douglas
COMMISSIONER

The Georgia Department of Administrative Services, State Purchasing Division, has established a Statewide Contract for **Media Buying Services** with two service providers, **Chemistry South and The Interconnect Group**.

This is a **Convenience contract** available for use by all State, City & County public entities within the State of Georgia.

The purpose of this contract is to provide services for the statewide placement of media advertising covering television, radio, print, outdoor advertising (i.e. billboards, etc.), internet (including social media: Facebook, Twitter, My Space) and in-store (i.e. point of purchase).

Key benefits of the contract include:

- Commission rates between 5-7%
- Approximately 5-10% added value on each media buy
- Single source for media services: television, radio, print, outdoor advertising (i.e. billboards, etc.), internet (as well as social media: Facebook, Twitter, My Space) and in store (i.e. point of purchase)
- Ability to accept standard industry file formats
- Statewide, regional and national presence
- P-Card Acceptance



Statewide Contract Information Sheet

| | | | |
|----------------------------------|------------------------------|-------------------------|----------------------|
| Statewide Contract Number | 99999-001-SPD0000037 | | |
| Name of Contract | Media Buying Services | | |
| Effective Date | July 1, 2011 | Expiration Date: | June 30, 2016 |

| Contract Table of Contents | | | |
|--|----------|------------------------------|-----------------------------|
| Suppliers Awarded | 2 | Contract Information: | CONVENIENCE CONTRACT |
| Contract Information for Supplier | | | Page Number |
| <u>The Interconnect Group</u> | | | <u>2</u> |
| <u>Chemistry South</u> | | | <u>3</u> |
| Additional Contract Information | | | |
| <u>Contract Renewals/ Extensions/ Changes</u> | | | <u>4</u> |
| <u>Item Listing</u> | | | <u>5</u> |
| <u>Ordering Instructions</u> | | | <u>6</u> |
| <u>DOAS Contact Information</u> | | | <u>7</u> |

Contractor Affidavit under O.C.G.A. § 13-10-91(b)(1)

By executing this affidavit, the undersigned contractor verifies its compliance with O.C.G.A. § 13-10-91, stating affirmatively that the individual, firm or corporation which is engaged in the physical performance of services on behalf of (name of public employer) has registered with, is authorized to use and uses the federal work authorization program commonly known as E-Verify, or any subsequent replacement program, in accordance with the applicable provisions and deadlines established in O.C.G.A. § 13-10-91. Furthermore, the undersigned contractor will continue to use the federal work authorization program throughout the contract period and the undersigned contractor will contract for the physical performance of services in satisfaction of such contract only with subcontractors who present an affidavit to the contractor with the information required by O.C.G.A. § 13-10-91(b). Contractor hereby attests that its federal work authorization user identification number and date of authorization are as follows:

696719

Federal Work Authorization User Identification Number

11/16/2013

Date of Authorization

THE INTERCONNECT GROUP INC.

Name of Contractor

THE INTERCONNECT GROUP INC. MEDIA BUYING SERVICES

Name of Project

DEPT. ADMINISTRATIVE SERVICE

Name of Public Employer

I hereby declare under penalty of perjury that the foregoing is true and correct.

Executed on 4, 16, 2015 in Johns Creek (city), GA (state).

M. Narayan
Signature of Authorized Officer or Agent

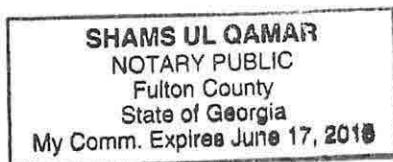
Narayan Grawal

Printed Name and Title of Authorized Officer or Agent

SUBSCRIBED AND SWORN BEFORE ME
ON THIS THE 17 DAY OF April, 2015.
Shams Ul Qamar
NOTARY PUBLIC

My Commission Expires:

06-17-2016





Changes/Renewals/Extensions

Contract Renewal #1 - Effective July 1, 2013 through June 30, 2014

Contract Renewal #2 - Effective July 1, 2014 through June 30, 2015

Contract Renewal #3 - Effective July 1, 2015 through June 30, 2016



DOAS Contact Information

Name: Debra White

Phone: 404-463-0232

Fax: 404-657-8444

Note: For product and ordering information see Supplier Information Sheet



Statewide Contract Information Sheet

| | | | |
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| DOAS Contact Information | | | 6 |



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| Narayan Swamy narayan.usa@gmail.com 404-663-8183 | |
| Contact Details | |
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Ordering Instructions

- 1. Contact Supplier**
- 2. Provide supplier with a written media request (include length of media communication, targeted audience, geographic reach, frequency of communication, etc.)**
- 3. Supplier will provide customer with a proposed media plan and pricing**
- 4. If customer agrees, supplier receives customer approval to proceed**
- 5. Supplier provides customer with documentation that media segments have been completed**
- 6. Supplier invoices customer**
- 7. Customer pays supplier within 30 days**

DOAS Contact Information

Name: Matt Taylor Matt.Taylor@doas.ga.gov

Phone: 404-657-7728

Fax: 770-344-5013

Note: For product and ordering information see Supplier Information Sheet.