

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

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>
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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 Felicia Strong-Whitaker, Director	Phone 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 ☐ Cash

Match Required: . ☐ In-Kind

Start Date: 8/2/2017 ☐ Approval to Award

End Date: 9/29/2017 ☐ Apply & Accept

Match Account \$: .

Funding Line 1:

461-750-PIC6-1160

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:

9/29/2017

Cost Adjustment:

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Renewal/Extension Terms:

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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
The Interconnect Group			2
Chemistry South			3
Additional Contract Information			
Contract Renewals/ Extensions/ Changes			4
Item Listing			5
Ordering Instructions			6
DOAS Contact Information			7

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).

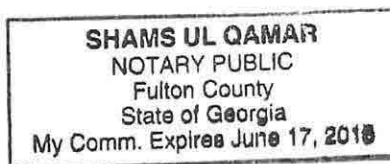
[Signature]
Signature of Authorized Officer or Agent

Narayan Swamy

Printed Name and Title of Authorized Officer or Agent

SUBSCRIBED AND SWORN BEFORE ME
ON THIS THE 17th DAY OF April, 2015.
[Signature]
NOTARY PUBLIC

My Commission Expires:

6-17-2016.



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



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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**

17-0581

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.