



## Interoffice Memorandum

June 21, 2019

To: Mayor Jerry L. Demings  
and the Board of County Commissioners

From: Carrie Mathes, Manager, Procurement Division

Contact: Emily Lawson, Engineer III, Environmental Protection Division  
(407) 836-1540

Subject: Selection of Consultant, Request for Proposals Y19-500-AH, Wekiva  
Springshed Education Campaign

### RECOMMENDATION:

Selection of one firm and two ranked alternates to provide Services for the Wekiva Springshed Education Campaign, Request for Proposals Y19-500-AH, from the following firms listed alphabetically:

Evok Advertising and Design, Inc.  
Marketing for Change Co.  
Quest Corporation of America, Inc.  
TKO Orlando, LLC

Request authorization for the Procurement Division to negotiate and execute a 3-year contract within a budget amount of \$150,000.

The proposals were evaluated by a Procurement Committee on June 19, 2019. Commissioner Emily Bonilla was assigned to the Procurement Committee.

### PURPOSE:

The Wekiva Springshed Education Campaign will provide methods, metrics, materials, and partners necessary to execute a successful campaign resulting in human behavior change within the basin area. The campaign will generate public awareness of the basin boundaries through a complete education and branding strategy.

### DISCUSSION:

The Consultant will generate a campaign tailored to the demographics of the geographical area. The goal of the campaign is to provide the tools necessary for the County and stakeholders to engage citizens and spur them into action as partners in preventing pollution from entering the springs, lakes, and rivers within the Wekiva Springshed.

The Wekiva Springshed is an extensive geographic area in Central Florida that surrounds several large springs (Sanlando, Rock, Wekiwa, etc.), 138 named lakes, and four named rivers, including Rock Springs Run, Mill Creek, Carpenter Branch, and the Wekiva River.

RFP Y19-500-AH, Wekiva Springshed Education Campaign

The Wekiva River holds special designations and protections as an Outstanding Florida Water and one of only two federally designated Wild and Scenic Rivers in Florida. Wekiwa Spring is designated an Outstanding Florida Spring in the Springs and Aquifers Protection Act.

In 2004, Wekiwa Spring and Rock Spring were identified as impaired water bodies, meaning there was an excess of nitrogen and phosphorus to maintain good water quality. Nitrogen and phosphorus at polluting levels are not natural, and it has been determined that human influences and activities are the main source of pollution. In 2015, under the guidance of the Florida Department of Environmental Protection, a Basin Management Action Plan (BMAP) was established. Specifically, the BMAP requires developing a citizen behavior change campaign to target pollutants of concern and decrease their concentrations in the watershed. The springshed does not currently have a coordinated education effort focused on protecting its springs, lakes, and rivers, but the counties, cities, and other stakeholders in the basin have agreed to work together to achieve the goals of the BMAP. The Board hopes that materials developed from the Wekiva Springshed Education Campaign will be shared with other stakeholders to create a brand and raise environmental awareness throughout the watershed.

Six proposals were received in response to this Request for Proposals. The proposal received from Jessica Adams Marketing Consultants was deemed non-responsive as the proposer did not properly complete the Certification Regarding Lobbying for Contracts, Grants, Loans, and Cooperative Agreements form. The proposal received from CCH Marketing & Events, Inc. scored too low for Board consideration.

Consensus scores of the Procurement Committee are attached.

**RFP #Y19-500-AH**  
**WEKIVA SPRINGSHED EDUCATION CAMPAIGN**

	QUALIFICATION OF STAFF		QUALIFICATION OF FIRM		PORTFOLIO OF PREVIOUS WORK PRODUCT		PROJECT APPROACH		FEE PROPOSAL		TOTAL
WEIGHT:	15		15		25		25		20		
1= Poor            4= Above Avg. 2= Below Avg.    5= Excellent 3= Average	RAW SCORE	WEIGHTED SCORE	RAW SCORE	WEIGHTED SCORE	RAW SCORE	WEIGHTED SCORE	RAW SCORE	WEIGHTED SCORE	RAW SCORE	WEIGHTED SCORE	
FIRM NAME:											
Marketing for Change Co.	4.00	60.00	4.00	60.00	4.60	115.00	4.40	110.00	5.00	100.00	445.00
Quest Corporation of America, Inc.	4.20	63.00	4.00	60.00	4.00	100.00	3.00	75.00	4.11	82.21	380.21
TKO Orlando, LLC	4.00	60.00	2.00	30.00	3.00	75.00	4.00	100.00	4.29	85.82	350.82
Evok Advertising and Design, Inc.	4.00	60.00	3.00	45.00	3.80	95.00	3.00	75.00	3.29	65.70	340.70