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**SUBMITTAL TO THE BOARD OF SUPERVISORS
COUNTY OF RIVERSIDE, STATE OF CALIFORNIA**

FROM: DEPT. OF PUBLIC SOCIAL SERVICES

SUBMITTAL DATE:
March 11, 2008

**SUBJECT: APPROVAL OF PROFESSIONAL SERVICES AGREEMENT WITH COOK & SCHMID,
INC. FOR HOMELESS MULTI-MEDIA MARKETING CAMPAIGN**

RECOMMENDED MOTION:

That the Board of Supervisors approves and:

1. Authorizes the Chairman of the Board of Supervisors to execute the professional services agreement with Cook & Schmid, Inc. from March 12, 2008 through June 30, 2008, in an amount not to exceed \$202,882 for Multi-Media Marketing Campaign services, with an option to renew for one (1) additional year at an annual amount not to exceed \$203,000;
2. Authorizes the Purchasing Agent to sign any ministerial and additional services amendments, consistent with the original agreement, not to exceed \$202,882; and
3. Authorizes the Director of the Department of Public Social Services to administer the agreement.

(Continued on Page 2)

Patricia Reynolds for Susan Loew
Patricia Reynolds, Interim Assistant Director for
Susan Loew, Director

FINANCIAL DATA	Current F.Y. Total Cost:	\$ 202,882	In Current Year Budget:	Yes
	Current F.Y. Net County Cost:	\$ 202,882	Budget Adjustment:	No
	Annual Net County Cost:	\$ 203,000	For Fiscal Year:	07/08
SOURCE OF FUNDS: 100% County Funds				Positions To Be Deleted Per A-30 <input type="checkbox"/>
				Requires 4/5 Vote <input type="checkbox"/>

C.E.O. RECOMMENDATION: APPROVE

BY: *Debra Cournoyer*
Debra Cournoyer

County Executive Office Signature

Dep't Recomm.: Consent Policy

Per Exec. Ofc.: Consent Policy

Draw App Ref.

District: All

Agenda Number:

ATTACHMENTS FILED
WITH THE CLERK OF THE BOARD

3.40

Billy Couffelt
Billy Couffelt
Purchasing and Fleet Services

Larisa R. McKenna
Larisa R. McKenna
Departmental Concurrence
County Counsel

FROM: Dept. of Public Social Services

DATE: 3/11/08

SUBJECT: Approval of Professional Services Agreement with
Cook & Schmid, Inc., for Homeless Multi-Media
Marketing Campaign

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BACKGROUND:

In Riverside County, 4,785 persons are homeless on any given night, many of which are families or women with children. Among the reasons for homelessness are low paying jobs, lack of affordable housing, domestic violence, as well as health and mental health issues.

Volunteer Center of Riverside County operates a community linkage and referral system known as 2-1-1. Currently, 2-1-1 is a resource to direct those who are homeless or at risk of losing their housing to appropriate supportive services such as shelter, transportation, rental assistance, health and mental health services, etc. This resource is also available for other general social service needs.

The purpose of this agreement, if approved by the Board, would be to secure a Multi-Media Marketing Campaign that would include print, broadcast, electronic, and other media, to increase awareness about homelessness in Riverside County and to encourage the use of the 2-1-1 information line to link those in need with the services available throughout the County.

Therefore, the Director of DPSS requests approval to award \$202,882 to Cook & Schmid with the option to have the County Purchasing Agent sign ministerial and additional services amendments, consistent with the original agreement, not to exceed \$202,882 and the option to renew the agreement for one additional year through June 30, 2009, not to exceed \$203,000 annually.

PRICE REASONABLENESS

On July 23, 2007, the County Purchasing Department issued a formal request for proposal (RFP) DPARC-0079 for Multi-Media Marketing Campaign service. Purchasing sent notification of the RFP to 26 vendors, posted it on the County website, and received six (6) responses. The responsible bid range was from \$202,882 to \$1,053,555. After evaluation of these proposals, it was determined to recommend the award be given to Cook & Schmid, Inc. based on evaluators' highest score and vendor's lowest price of \$202,882.

FISCAL IMPACT: An amount of \$203,000 was budgeted for these services through the normal County budgeting process.

CONCUR/EXECUTE: County Counsel
County Purchasing

SL:PR:clh