

Legislation Text

File #: 20-1639, **Version:** 1

Anti-Vaping Marketing Campaign - Nordstrom

Lake County Health Department and Community Health Center (LCHD/CHC) is seeking a qualified vendor to assist in providing a 100% grant funded Anti-Vaping Marketing Campaign using a combination of media that allows for education on the dangers of vaping and resources to help teens stop vaping. A legal notice was published in The News Sun soliciting Requests for Proposals (RFP 20165). The RFP was also posted to the LCHD/CHC website and twenty-four suppliers registered to view the RFP. Sealed proposals were received from five suppliers and opened in the Materials Management office on October 29, 2020.

An evaluation committee comprised of LCHD/CHC staff reviewed and evaluated the proposals. Based on the evaluation criteria identified in the RFP, the review team determined that Jasculca Terman Strategic Communications' response best meets the needs of LCHD/CHC. The total contract value amount will not exceed \$40,000.

Business Operations requests authorization to enter into a contract with Jasculca Terman Strategic Communications from Chicago, Illinois, to provide an Anti-Vaping Marketing Campaign.

To approve the award and authorize the Executive Director or designee to execute the necessary negotiated documents for RFP #20165 with Jasculca Terman Strategic Communications of Chicago, Illinois, in an amount not to exceed \$40,000 from budgeted funds in management center 4023010.