MEMORANDUM

Date: April 15, 2019
To: Rob Turf, Purchasing Manager
From: Mark E. Wallace, MD, MPH

RE: Bid Request No. B1900076
BOCC Approval Date April 24, 2019

Bids were received and opened on March 8, 2019 for a health promotion media campaign related to vape/e-cigarette education, tobacco cessation, and to increasing the percentage of Colorado parents who are talking to youth about the dangers of substance use. The media campaign will be using digital, mobile, and broadcast radio platforms to communicate the targeted prevention message in three (3) Weld County locations; Windsor, Carbon Valley, and Fort Lupton. Six (6) bids were received ranging from $24,500 to $31,000.00. Weld County will be using grant dollars from the Amendment 35 Tobacco Control Program and the Communities That Care Program to fund the media campaign.

The submitted bids have been reviewed for errors, completeness, and the ability of the vendor to meet the specific media campaign specifications. The bid submitted by Judy Judy Media was incomplete and did not specify types of media to be used and audience that would be reached. The lowest bid was submitted by iHeartRadio, however, this vendor proposed developing a unique campaign which is disallowed by the State Health Department and cannot be considered tested and effective. Also, this vendor could not deliver the breadth of digital/mobile marketing which is the major component of this campaign. A complete summary of bid reviews is attached.

It is my recommendation to award the contract to **Townsquare Media for a total amount of $31,000.00.** Townsquare Media’s bid was within budget. Townsquare can reach our desired audience in each targeted location. Additionally, this vendor can advertise on all desired platforms and deliver over 500,000 impressions throughout the campaign time period. If this bid is approved by the BOCC on April 24th, the media campaign will begin May 1 through June 30, 2019. I will be at the meeting to answer any questions the BOCC may have.