

AGENDA NOTE – HRPDC EXECUTIVE COMMITTEE MEETING

ITEM #10-F: CONSULTANT SERVICES CONTRACT – ASKHRGREEN.ORG MARKETING & MEDIA SUPPORT

SUBJECT:

Execute consultant services contract with Cahoon & Cross to provide assistance, on a task order basis, for regional and environmental planning and analysis and associated activities.

BACKGROUND:

On March 12, 2015, the HRPDC issued Request for Proposal (RFP) No. PICA-RFP-2015-01 to establish a contract to secure public relations, marketing and media buying services for askHRgreen.org, the Hampton Roads Planning District Commission's environmental education and public outreach program.

A total of four qualified proposals were received. The formal selection process resulted in the recommendation to award the contract to Cahoon & Cross, Inc.

Contract Amount: A minimum of \$100,000. Exact amount is to be determined based on individual program needs.

Time of Performance: July 1, 2015 to June 30, 2016. The contract may be renewed by the Commission upon written agreement of both parties for up to four successive one-year periods, under the terms of the initial contract.

General Scope of Work: To develop a comprehensive communications plan for askHRgreen.org which incorporates the messaging of all four regional environmental education committees: stormwater pollution prevention; water conservation and awareness; proper disposal of fats, oils and grease; and recycling, litter prevention, and beautification. Individual localities may utilize this contract, if appropriate.

RECOMMENDED ACTION:

Authorize the Interim Executive Director to execute consultant services contracts with Cahoon & Cross, Inc.