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MEMORANDUM

TO: Executive Board of Commissioners
FROM: Jen Holliday
DATE: April 14, 2022
RE: Procurement for MRF Bond Vote Campaign

Staff issued a Request for Proposals, RFP No.20220309, to develop and implement a public relations and community outreach campaign for the purpose of receiving voter approval in the November 2022 general election for CSWD to bond for a new materials recovery facility. Deliverables include:

- Research and analyses of Chittenden County voters with recommendations on how to influence different demographics
- Develop a strategy and plan with timeline for a successful 6-month bond vote campaign
- Create messaging and potential branding
- Create collateral needed
- Implement and execute campaign

We received two proposals: Junapr, located in Charlotte at a cost of (\$80,000) and Leonine Public Affairs (LPA) located in Montpelier at a cost of \$85,575. LPA was chosen because of the quality and creativity of their proposal and their experience with similar campaigns.

The proposals did not include direct and passed-through costs such as paid advertisement, postage, and printing for mailers etc. These costs will be dependent on what CSWD staff and LPA decides is the best approach once the analyses are done. Direct expenses will be paid separately outside of the contract with total expenses estimated at \$69,396 (\$31,500 for digital advertisement and \$37,896 for direct mail).

All costs associated with the MRF bond vote campaign will come out of the MRF capital budget. Staff requests the Executive Board to approve the Executive Director to enter into a contract with Leonine Public Affairs to develop and implement a MRF Bond vote campaign not to exceed \$85,575.

BE IT RESOLVED that the Executive Board of Commissioners authorizes the Executive Director to enter into a contractual agreement with Leonine Public Affairs for an amount not to exceed \$85,575 for the purpose of developing and implementing a campaign to receive approval from voters in Chittenden County for CSWD to bond for a new Materials Recovery Facility.