



GARY SCHMIDT
DIRECTOR

PUBLIC AND GOVERNMENT AFFAIRS
PUBLIC SERVICES BUILDING
2051 KAEN ROAD OREGON CITY, OR 97045

Board of County Commissioners
Clackamas County

Members of the Board:

Approval of Amendment for Personal Services Contract with Fish Marketing for Road Maintenance/Road Safety Outreach, Graphic Design and Social Media Support Services

Purpose/Outcomes	Approve a contract amendment for Fish Marketing supporting Road Maintenance and Safety Outreach, Graphic Design and Social Media Support Services.
Dollar Amount and Fiscal Impact	\$150,000 contract extension (for continued outreach, graphic design and social media support services). With this extension, total contract amount will be \$300,000.
Funding Source	General Fund/DTD Budget
Safety Impact	N/A
Duration	Contract extension through December 15, 2016
Previous Board Action	NA
Contact Person	Amy Kyle, Public and Government Affairs, 503-742-5973.
Contract No.	

BACKGROUND:

The Board of County Commissioners has identified road maintenance funding as a priority for Clackamas County as the current gap between the amount of available revenue and our maintenance needs is approximately \$17 million each year and growing. Well-maintained roads are also safer roads, and the cost of maintaining roads today is significantly less than reconstructing them in the future.

On March 17, 2014, the County entered into a contract with Fish Marketing to provide Road Maintenance Outreach, Graphic Design and Social Media Support Services. Fish Marketing was selected through a Request for Proposal process.

The original contract value was \$25,000. Amendment #1 extended the contract to December 2014, but did not include additional funding. Amendment #2 added \$37,000 to the contract to continue outreach efforts and build a project website. Amendment #3 added \$88,000 and extended the contract through December 2015 to increase public knowledge of the need for an ongoing, local funding source for road maintenance and to identify issues that are most important to the public and stakeholders. Amendment #4, proposed today, will add \$150,000 to continue the social media and outreach campaign on road maintenance needs, with a focus on increasing understanding of how well-maintained roads and other programs the county and public can work on together can improve transportation safety and help reduce the number of crashes with fatalities and severe injuries.

This amendment has been reviewed and approved by County Counsel.

RECOMMENDATION:

Staff recommends Board approve the Personal Services contract amendment with Fish Marketing for Road Maintenance/Road Safety Outreach, Graphic Design and Social Media Support Services.

Respectfully submitted,

Gary Schmidt
Director, Public and Government Affairs

Placed on the Agenda of October 15, 2015 by the Purchasing Division



LANE MILLER
MANAGER

PURCHASING DIVISION

PUBLIC SERVICES BUILDING

2051 KAEN ROAD | OREGON CITY, OR 97045

October 15, 2015

MEMORANDUM TO THE BOARD OF COUNTY COMMISSIONERS

Please place on the Board Agenda of October 15, 2015, approval of a contract amendment number 4 with Fish Marketing to provide Road Maintenance Outreach and Graphic Design Services. This amendment was requested by Gary Schmidt, Director, Public and Government Affairs. On March 17, 2014, the County entered into a contract with Fish Marketing; Fish Marketing was selected through a Request for Proposals process.

The original value of the contract was \$25,000. Amendment #1 was a time extension, Amendment number 2 added \$37,000 to the contract, amendment number 3 added \$88,000 and extended the time of the contract, amendment number 4 will add \$150,000, increasing the total amount of the contract to \$300,000 and will extend the term of the contract to June 30, 2016. Funds are budgeted by the Department of Transportation and Development, County Administration and Public and Government Affairs in FY 2015-2016 for this project.

This amendment is in compliance with LCRB Rules C-047-0800, Contract Amendments (1)(b) Unanticipated Amendments, and C-050-0100, Delegation of Authority.

County Counsel has reviewed this contract.

RECOMMENDATION:

Staff respectfully recommends approval of amendment #4 to contract with Snowfish Inc., dba Fish Marketing to provide Road Maintenance Outreach and Graphic Design Services.

Respectfully submitted,

Tom Averett, CPPB
Buyer

AMENDMENT #4 TO THE CONTRACT DOCUMENTS WITH FISH MARKETING FOR ROAD MAINTENANCE OUTREACH AND GRAPHIC DESIGN SERVICES

This Amendment #4, when signed by Snowfish Inc., dba Fish Marketing ("Contractor") and Clackamas County will become part of the contract documents, superseding the original to the applicable extent indicated. This Amendment complies with Local Contract Review Board Rules.

WHEREAS, the Contractor and County entered into those certain contract documents for the provision of services dated March 17, 2014 as may be amended ("Contract");

WHEREAS, the Contractor and County desire to amend the Contract pursuant to this Amendment; and

NOW, THEREFORE, the County and Contractor hereby agree that the Contracts are amended as follows:

SECTION 1, SCOPE OF WORK:

ADD THE REVISED SCOPE OF WORK JUNE 2015 ATTACHMENT "B"

EXTEND THE TERM OF THE CONTRACT TO June 30, 2016.

SECTION II COMPENSATION:

The total not to exceed value of this Contract shall not exceed \$300,000 (original contract \$25,000 + amendment #2 \$37,000 + amendment #3 \$88,000 + amendment #4 \$150,000).

Original contract:	\$25,000
Amendment #1	Time extension
Amendment #2	37,000
Amendment #3	88,000 and time extension
Amendment #4	<u>150,000 and time extension</u>
	\$300,000

Except as set forth herein, the County and the Contractor ratify the remainder of the Contract and affirm that no other changes are made hereby.

Snowfish Inc.
dba Fish Marketing
107 SE Washington, Suite 620
Portland, OR 97214

Authorized Signature

Doug Fish, President
Name, Title

9/28/2015
Date

503-635-0007
Phone Number

Entity Type /State of Formation /
Oregon Business Registry number:

corporation - OR - 112312-97

Clackamas County Board
of Commissioners:

Chair

Recording Secretary

Date

REVIEWED AS TO FORM

[Signature]
County Counsel

ATTACHMENT "B"

REVISED SCOPE OF WORK

ROAD SAFETY OUTREACH AUGUST '15-JUNE '16



MEETS



ROAD SAFETY OUTREACH

DRAFT SCOPE – AUGUST '15 – JUNE '16

CAMPAIGN GOALS:

Through a holistic campaign, educate Clackamas County residents of the importance of road safety and of the formal program to reduce the number of fatalities and serious injuries on our roadways by 50% by 2020.

- Make a positive impact on person-centered factors (distracted and aggressive driving, driving under the influence, and inexperienced drivers).
- Continue to create awareness for the need for preventive road maintenance and help the public understand the tie to safety. Our roads are not unsafe now. But without the necessary preventive maintenance they may be tomorrow.
- Integrate the county's public communication efforts. Uniting the look, feel and messaging of efforts from the same county department.

STRATEGY ONE: PAID PSA'S AND SOCIAL MEDIA

- Under a visible, unified campaign, focus on individual safety factors, each with their own messaging and mini-campaigns:
 - Cell-phone free driving
 - No drinking and driving
 - Well-trained, focused new drivers
 - No aggressive driving
 - Well-maintained roads
- Take a serious subject and create engaging, clever themes and messaging that will attract attention.

TACTIC 1:

- Take each safety factor and create short, video clips that can run as Youtube and Facebook ads, in in local theatres. Use county video staff in production.
- Create a variety of Pandora radio spots modeled after the video clips.
- Use print applications of the theme in mall advertising and for community outreach materials.

Creative Approach: Use kids as our spokespeople. In a series called "In the Drivers Seat", kids are the star. They may be small but they talk big about road safety issues. They ride in the back of cars that are important to them (ice cream truck, car of clowns, etc). Think taxi-cab confession style, but funny, engaging and educational. They talk about the safety risk to the precious cargo (choco tacos, balloons, etc)

TACTIC 2:

- Social media campaign with regular compelling posts and images, planned and strategically metered out to keep a constant and fresh presence.