

BOCC APPROVAL MAY 22, 2019
BOARD OF BIDS AND CONTRACTS MAY 16, 2019

5. DIRECT SUPPORT PROFESSIONAL RECRUITMENT MARKETING CAMPAIGN --
SEDGWICK COUNTY DEVELOPMENTAL DISABILITY ORGANIZATION (SCDDO)
FUNDING -- SEDGWICK COUNTY DEVELOPMENTAL DISABILITY ORGANIZATION
 (Request sent to 44 vendors)

RFP #19-0018 Contract

	Advantage Marketing, Inc.	Armstrong Chamberlin Strategic Marketing	Bonnie Tharp dba Copp Media Services, Inc.	Greteman Group, Inc.
Project Cost	\$99,900.00	\$94,000.00	\$100,000.00	\$75,000.00 option 1, \$100,000.00 option 2
	iHeartMedia and Entertainment, Inc.	Lundmark Advertising + Design	Nye & Associates Inc.	Pop Machine Agency, LLC
Project Cost	\$98,856.00	\$100,000.00	\$68,900.00	\$95,800.00
No Bid	Tangible Advertising	RSM Marketing	Jack Brown & Associates, Inc.	Ashby St. Outdoor
	Centurylink Communications, Inc.	Fitzgerald Advertising & Video	HG Design, Inc.	Cohlma Marketing
	Bothner & Bradley, Inc.			

On the recommendation of Jack Regehr, on behalf of the Sedgwick County Developmental Disability Organization (SCDDO), Ellen House moved to **accept the low proposal from Nye & Associates, Inc. in the amount of \$68,900.00**. Linda Kizzire seconded the motion. The motion passed unanimously.

A review committee comprised of Dee Nighswonger and Jeannette Livingston - SCDDO; Kate Flavin - Communications; Vanessa Leos - Health Department; Jamie Reed - Starkey, Inc.; and Paul Regehr - Purchasing, evaluated the proposals based on the criteria set forth in the RFP.

SCDDO oversees the service system for individuals with intellectual and/or developmental disabilities (IDD) in Sedgwick County. The agency's mission is to assist people with IDD to receive quality services and achieve greater independence. To achieve this mission, the SCDDO maintains a network of affiliated providers. High turnover among direct support professionals (DSP) is a barrier to growth of services. Without qualified, stable staffing it is very difficult for affiliated providers to provide high quality services, much less expand to meet demand. SCDDO has targeted grants from its Community Capacity Development Fund to address this issue.

The goal of this RFP is to identify a vendor to develop and implement a direct support professional recruitment marketing campaign. Nye & Associates, Inc. has experience working with governmental entities on staff recruitment campaigns and their proposal offered an innovative and integrated marketing campaign that will capitalize on the existing creative content developed by county staff.

Questions and Answers

Angela Caudillo: Would this recruitment be for the entire service system, including those affiliated service partners?

Jeannette Livingston: Correct. It would be for affiliated providers who employ direct support professionals.

Angela Caudillo: Do we anticipate this would compete in any way with Sedgwick County's recruitment effort?

Jeannette Livingston: I wouldn't anticipate it. I don't know that any of our departments have comparable positions.

Richard Powell: Is this something we've done in the past or is this simply a new effort to help facilitate the advancement in recruiting efforts?

Jeannette Livingston: Every year we do an analysis of our system capacity and we look at what our barriers for providers as far as expanding capacity and providing good quality services. For the last several years, workforce issues has been a number one topic. It's been a workforce crisis with the aging of America. There's a lot of competition for these types of positions. A few years ago we developed a community capacity development fund, specifically to target towards issues identified from our capacity analysis and workforce being the issue trying to find a way that SCDDO can help providers address the workforce crisis, we've had to be innovative. So this is a new different approach trying to figure out a way we can assist our providers as far as helping with the workforce crisis.