

**DESCRIPTION OF INTENDED
SINGLE SOURCE PURCHASE
(PUR 7776)**

AGENCY: Department of Highway Safety and Motor Vehicles

TITLE: Teen Driver Media Outreach

Short description of the commodity or service desired:

A comprehensive marketing solution for the Department's Teen Driving Safety Program that will revise the branding and approach to target teen driving safety with the intention of reducing the number of teen drivers involved in vehicle crashes by educating teen drivers and/or their parents.

CONTACT:

Name: Susan Pearson

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Internal tracking number, if any: PR9254789

Date posted: 3/23/2016

Last day for receipt of information: 4/1/2016

This description of commodities or contractual services intended for purchase from a single source is posted in accordance with section 287.057(3)(c), Florida Statutes and will remain posted for a period of at least 7 business days.

Commodity or Service Required (commodity class and group, manufacturer, model, and description, as appropriate): 80170000 – Public Relations and Professional Communications Services; 8017202 – Project Based Communications Service

Complete and all-inclusive marketing and mass advertising to include:

- Conducting focus groups and compiling results;
- Creating new logos, branding and messaging;
- Production of video and radio ads;
- Distribution of media through the largest possible multiple media outlets in internet and radio; and
- Providing metrics on impressions made within the target market.

Quantity or Term (as appropriate):

Will begin upon execution of a purchase order and end by September 30, 2016

Requestor (division, bureau, office, individual, as appropriate):

Niki McKinnell
Office of the Executive Director
Office of Performance Management
Teen Driving Safety Director
850-617-2576

Performance and/or Design Requirements (intended use, function or application, compatibility etc. requirements; reference to policy, rule, statute or other act of the Legislature, etc., as appropriate):

A comprehensive marketing solution for the Department's Teen Driving Safety Program that will revise the branding and approach to target teen driving safety with the intention of reducing the number of teen drivers involved in vehicle crashes by educating teen drivers and/or their parents to include:

- Ad and branding development, production, and effectiveness testing;
- Moderated, online focus group research blog;
- Test and mass airings of completed productions throughout Florida with the largest reach possible.

Intended source (vendor, contractor):

iHeartMedia
Paul Rogers
11700 Central Parkway
Jacksonville, FL 32224
(904) 996-0491

Estimated Dollar Amount:

\$100,000

Justification for single source acquisition (what is necessary and unique about the product, service or source; steps taken to confirm unavailability of competition, as appropriate):

iHeartMedia is the only service provider that can offer all of the required products or services inclusively. They have the capability to conduct the focus group, media design, media production and mass media distribution to the target Florida populations. The Department is utilizing one single provider for these services to ensure continuity of service delivery and improve the quality of the final product. In paid media outlets, this vendor has the largest reach in Florida with access to the Florida News Network (FNN). The FNN is Florida's only statewide radio news network, covering all 67 Florida counties with 60+ affiliated radio stations. iHeartMedia is the only Florida media company with live broadcast radio stations, live digital radio stations on the iHeartRADIO application, digital banner placement on the app and website properties in every Florida Designated Market Area. In addition, the options to create custom music mixes on the iHeartRADIO app has a large appeal to the teen target audience that we are trying to reach. iHeartMedia is the only Florida media company that provides ad and branding development, production, and effectiveness testing through their proprietary Critical Mass Media and Creative Services Group divisions.

OED staff completed an internet search using the Google search engine and no other competitors were identified that could provide all of the needed services. In addition to internet-based searches, several other governmental agencies were contacted to explore alternative contract options for this purchase. These agencies have contracts with other vendors, none of which encompasses all aspects of the required service delivery. iHeartMedia has provided a justification letter confirming that they are the only company in Florida that can provide all of the above services inclusively.

Approved By (names & titles, as appropriate, e.g., requestor, requestor management, information systems, budget, purchasing):

Larry Gowen, Office of Performance Management
Steven Fielder, Division of Administrative Services
Chief, Bureau of Purchasing and Contracts

Prospective vendors are requested to provide information regarding their ability to supply the commodities or contractual services described. If it is determined in writing by the agency, after reviewing any

information received from prospective vendors, that the commodities or contractual services are available only from a single source, the agency shall:

1. Provide notice of its intended decision to enter a single-source purchase contract in the manner specified in s.120.57(3) FS, if the amount of the contract does not exceed the threshold amount provided in s.287.017 for CATEGORY FOUR.
2. Request approval from the Department of Management Services for the single-source purchase, if the amount of the contract exceeds the threshold amount provided in s.287.017 for CATEGORY FOUR. If the Department of Management Services approves the agency's request, the agency shall provide notice of its intended decision to enter a single-source contract in the manner specified in s.120.57(3), FS.