

RESOLUTION NO. _____

RESOLUTION OF THE CITY COUNCIL OF THE CITY OF
CHULA VISTA ACCEPTING BIDS AND AWARDING A
CONTRACT FOR THE USED MOTOR OIL AND FILTER
RECYCLING MEDIA CAMPAIGN TO MJE MARKETING
SERVICES FOR MEDIA BUYING, EDUCATION AND
PROMOTION, AND GRAPHICS SUPPORT IN THE AMOUNT
OF \$600,000

WHEREAS, Public Resources Code sections 40000 et seq. authorizes the Department of Resources Recycling and Recovery (CalRecycle) to administer various grant programs in furtherance of the State of California's efforts to reduce, reuse, and recycle solid waste generated in the state, thereby preserving landfill capacity and protecting public health and safety and the environment; and

WHEREAS, the California Oil Recycling Enhancement Act (Act), administered by CalRecycle, is a law designed to reduce the potential for illegal disposal of used lubricating oil by increasing used motor oil and filter collection; and

WHEREAS, the Act provides funding to jurisdictions solely for the purpose of establishing and maintaining a network of local used motor oil and filter collection and recycling opportunities, funding outreach efforts designed to inform and motivate the public to recycle used motor oil and filters, and use re-refined motor oil in their vehicles and equipment; and

WHEREAS, the City of Chula Vista, as the lead agency for the South Bay and East County jurisdictions' Used Oil Program (Coronado, El Cajon, Imperial Beach, La Mesa, Lemon Grove, National City, and Santee), applied for and was awarded a two-year, reimbursable grant from CalRecycle for \$916,800 towards this work; and

WHEREAS, this grant is supplemental to the work of the existing program by increasing education and outreach activities through various mediums such as commercials, coordinated outdoor advertising, and continued funding support for a regional informational hotline and online database; and

WHEREAS, on January 14, 2015, the Environmental Services Section of the Public Works Department posted an RFP for media buying services in the amount of \$600,000; and

WHEREAS, on January 29, 2015, the Purchasing Manager received seven (7) sealed bids for the Used Motor Oil and Filter Recycling Media Campaign for media buying, education and promotion, and graphics support; and

WHEREAS, the seven (7) sealed bids were received from the following agencies:

Ark Marketing & Media Solutions, Brown Marketing Strategies, Cook & Schmid, KHB Marketing Group, Mancuso Media, MJE Marketing Services, and The Starmack Group; and

WHEREAS, all bids were evaluated for their capacity to bring creative design and added value to the campaign; and

WHEREAS, interviews of the top three candidates, MJE Marketing Services, Brown Marketing Strategies, and Ark Marketing & Media Solutions, were performed on February 13, 2015; and

WHEREAS, MJE Marketing Services proved to be the most competitive agency.

NOW, THEREFORE, BE IT RESOLVED by the City Council of the City of Chula Vista, that it accepts bids and awards a contract for the Used Motor Oil and Filter Recycling Media Campaign to MJE Marketing Services for media buying, education and promotion, and graphics support in the amount of \$600,000, between the City and MJE Marketing Services, in the form presented, with such minor modifications as may be required or approved by the City Attorney, a copy of which shall be kept on file in the office of the City Clerk, and authorizes and directs the Mayor to execute same.

Presented by

Approved as to form by

Anne Steinberger, Director
Communications Department

Glen R. Googins
City Attorney

Richard Hopkins, Director
Public Works Department