



## **El Paso County Agenda Item Details**

<b>Item Title:</b>	Approve and authorize the award of RFP 25-007 As-Needed Communications, Marketing and Advertising Services for El Paso County, Texas												
<b>Submitted By:</b>	Karen Davidson, Purchasing Agent												
<b>Department:</b>	Purchasing Department												
<b>Department Phone Number:</b>	915-273-3349												
<b>Subject:</b>	Approve and authorize the award of RFP 25-007 As-Needed Communications, Marketing and Advertising Services for El Paso County, Texas, to the top scoring firms EFO Media (EFO LLC) of El Paso, TX, LEO MARKETING LLC of El Paso, TX, Outreach Strategists, LLC of Houston, TX, The Forma Group LLC of El Paso, TX, The Laster Group, Inc. bda CultureSpan Marketing of El Paso, TX, (Wayne C. Johnson and Associates, Inc) The Rosales Agency of Carmichael, CA, Versa Creative Group LLC (Versa Creative US ) of Houston, TX . Purchasing approved on May 5, 2025. Funds are available in various County accounts.												
<b>Background:</b>	<p>The El Paso County, Texas was seeking a Communications, Marketing and Advertising firm or firms to assist with communications, marketing and advertising strategies as needed by various County departments.</p> <table><tr><td>RFP Advertised:</td><td>November 10, 2024 and November 17, 2024</td></tr><tr><td>RFP Opening:</td><td>December 19, 2024</td></tr><tr><td>Vendors Notified:</td><td>876</td></tr><tr><td>Notifications Viewed:</td><td>40</td></tr><tr><td>Vendors Responding:</td><td>20</td></tr><tr><td>Contract Term:</td><td>Three (3) years with the option to renew for two (2) additional one year option.</td></tr></table> <p>Proposals were received and evaluated by a committee consisting of representatives from the County Administration Department. The Purchasing Department facilitated the evaluation process. Evaluation criteria included:</p>	RFP Advertised:	November 10, 2024 and November 17, 2024	RFP Opening:	December 19, 2024	Vendors Notified:	876	Notifications Viewed:	40	Vendors Responding:	20	Contract Term:	Three (3) years with the option to renew for two (2) additional one year option.
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- Experience of the Project Team/Commitment of Resources
- Price
- Marketing Strategy
- Understanding the needs of the County and familiarity of County projects
- References
- Health Insurance Provision for Employees

The evaluation team reviewed, scored, and ranked the firms against the evaluation criteria, EFO Media (EFO LLC) of El Paso, TX, LEO MARKETING LLC of El Paso, TX, Outreach Strategists, LLC of Houston, TX, The Forma Group LLC of El Paso, TX, The Laster Group, Inc. bda CultureSpan Marketing of El Paso, TX, (Wayne C. Johnson and Associates, Inc) The Rosales Agency of Carmichael, CA, Versa Creative Group LLC (Versa Creative US ) of Houston, TX, were determined to meet the County's needs.

RFP Number:

Advertising Period Start: N/A

Advertising Period End: N/A

Number of Venders Sent To: N/A

Number of Venders Sent Responded: N/A

**Fiscal Impact:**

Fiscal Impact Historical

Fiscal Impact Projected

Funds available in:

Various County Accounts

Long Account Number: Amount:

Long Account Number: Amount:

**Budget or Unbudgeted Match:**

**Recommendation:**

Approve and authorize the award of RFP 25-007 As-Needed Communications, Marketing and Advertising Services for El Paso County, Texas, to the top scoring firms EFO Media (EFO LLC) of El Paso, TX, LEO MARKETING LLC of El Paso, TX, Outreach Strategists, LLC of Houston, TX, The Forma Group LLC of El Paso, TX, The Laster Group, Inc. bda CultureSpan Marketing of El Paso, TX, (Wayne C. Johnson and Associates, Inc) The Rosales Agency of Carmichael, CA, Versa Creative Group LLC (Versa Creative US ) of Houston, TX . Purchasing approved on May 5, 2025. Funds are available in various County accounts.

**Prior Action:**

On October 28, 2024, Commissioners Court approved the RFP process.

**Strategic Plan:**

Goal:

null

Objective:

**Strategic Plan Information:**

**Estimated Time Needed  
For This Item:**