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El Paso County Agenda Item Details

Item Title: Approve and authorize the award of RFP 25-007 As-Needed Communications, Marketing and Advertising Services for El Paso County, Texas

Submitted By: Karen Davidson, Purchasing Agent

Department: Purchasing Department

Department Phone Number: 915-273-3349

Subject: 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.

Background: 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.

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.

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:

- 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:**

EL PASO COUNTY PURCHASING REVIEW FORM

Procurement Item																																	
Agenda Date: 05/02/2025	Department: Operations / Communications Division																																
Item Description: <i>Approve the award of RFP 25-007 As-Needed Communications, Marketing and Advertising Services for El Paso County, Texas to the highest 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.</i>																																	
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ACTION TAKEN BY PROCUREMENT REVIEW PANEL

Reviewed and Accepted (as is) for Commissioners Court Action
 Recommend Award to Vendor and accept for Commissioners Court Action
 Return to Department for further action/information/documentation (*reason specified below)
 Not Accepted/Other (*reason specified below)

Placement on Commissioners Court Agenda By:
 Department ✓ Purchasing Department

Auditor's Verification of Funds:
 Funds Verified No Funds

This procurement item has been reviewed by the Procurement Review Panel. Said review should not be relied upon by any person or entity other than the County of El Paso, its officers, and employees.

Panel Members

County Contract Administrator/Designee: Accept | Not Accept: _____

County Auditor/Designee: Accept | Not Accept: **Michael Lamas 5/2/25** _____

County Purchasing Agent/Designee: Accept | Not Accept: **Karen Davidson 5/5/2025** _____

County Department Head: Accept | Not Accept: _____

County Attorney Reviewer: Approved for further action: Y / N: **Vivian Arroyo 5/1/25** _____

Subject Matter Expert (as needed): Accept | Not Accept: _____

Other Meeting Attendees (PLEASE PRINT NAME):

- | | | |
|-----------|-----------|-----------|
| 1.) _____ | 2.) _____ | 3.) _____ |
| 4.) _____ | 5.) _____ | 6.) _____ |



RFP 25-007

**As-Needed Communications, Marketing and Advertising Services
for El Paso County, Texas**

Proposers

11-D Marketing, LLC. El Paso, TX.	Highspirits Essentials Inc. Cedar Hill, TX.
1708 Media LLC. Austin, TX.	JAG El Paso, TX.
AMPED!, LLC Gibsonia, PA.	Leo Marketing LLC, El Paso, TX.
Barracuda Public Relations El Paso, TX.	NPG of Texas LP (KVIA TV) dba KVIA, NVIA, OVIA, QVIA
Buxmont Social Media & Marketing, LLC. Horsham, PA.	Outreach Strategists, LLC. Houston, TX.
Competitive Edge Research & Communication, Inc. San Diego, CA.	Pavlik and Associates Fort Worth, TX.
The Laster Group, Inc. dba CultureSpan Marketing El Paso, TX.	Ro Two Media LLC. Dallas, TX.
EFO LLC dba EFO Media El Paso, TX.	The Forma Group LLC., El Paso, TX.
FOG Digital Marketing LLC. San Antonio, TX.	Wayne C. Johnson and Associates, Inc. The Rosales Agency Rescue, CA.
Helm Creative Studio, LLC. Philadelphia, PA.,	Versa Creative Group LLC. Houston, TX.

Approved By (Print)

Date

PROPOSAL SUMMARY

RFP TITLE As-Needed Communications, Marketing and Advertising Services for El PasoCounty, Texas
RFP NUMBER 25-007 BUYER Claudia Parra
DEPARTMENT Communication Center CONTACT Laura Gallegos

<u>DESCRIPTION</u>	<u>DATE</u>
APPROVAL BY COMMISSIONER'S COURT	<u>10/28/2024</u>
PR AGENDA DATE	<u>10/25/2024</u>
PR APPROVED SPECIFICATIONS	<u>10/29/2024</u>
RECEIVED SPECIFICATIONS FROM DEPARTMENT	<u>10/16/2024</u>
RFP ISSUED	<u>11/11/2024</u>
RFP ADVERTISED	<u>11/10/2024 & 11/17/2024</u>
PRE-BID CONFERENCE	<u>N/A</u>
DEADLINE TO QUESTIONS	<u>11/21/2024</u>
OPENING DATE	<u>12/12/2024 12/19/2024</u>
EVALUATION KICK-OFF MEETING	<u>02/05/2025</u>
FINAL TABULATION SIGNED	<u>04/25/25</u>
PR APPROVED AWARD RECOMMENDATION	<u>05/05/2025</u>
PLACED ON COMMISSIONER'S COURT AGENDA	<u>05/12/2025</u>

ADDENDUMS

<u>DATE:</u>	<u>REASON:</u>
<u>12/06/24</u>	<u>Addendum has been issued to notify vendors of the following: The opening date has been extended to Thursday, December 19, 2024, at 2:00 p.m.</u>
	<u>The deadline for questions has not been extended</u>
<u>12/06/24</u>	<u>Addendum has been issued to notify vendors of the following questions received and answered.</u>

COMMENTS:

Received 20 responses from the following vendors: 11-D Marketing, LLC. of El Paso, TX., 1708 Media LLC., of Austin, TX., AMPED!, LLC of Gibsonia, PA., Barracuda Public Relations

**of El Paso, TX., Buxmont Social Media & Marketing, LLC. of Horsham, PA., Competitive Edge
Research & Communication, Inc. of San Diego, CA., CultureSpan Marketing dba The Laster
Group, Inc. of El Paso, TX., EFO Media dba EFO LLC, of El Paso, TX., FOG Digital Marketing LLC.,
of San Antonio, TX., Helm Creative Studio, LLC. of Philadelphia, PA., Highspirits Essentials Inc.,
Of Cedar Hill, TX., JAG of El Paso, TX., NPG of Texas, LP KVIA TV of El Paso, TX., Outreach
Strategists, LLC. of Houston, TX., Pavlik and Associates of Fort Worth, TX., Ro Two Media LLC.,
of Dallas, TX., The Forma Group LLC., of El Paso, TX., The Rosales Agency of Rescue, CA.,
Versa Creative Group LLC. of Houston, TX., Leo Marketing LLC, of El Paso, TX.**

Leo Marketing LLC has been disqualified for not meeting the minimum requirements.



County of El Paso Purchasing Department
800 E. Overland, Room 300
El Paso, Texas 79901
(915) 546-2048 / Fax: (915) 546-8180

MEMORANDUM

To: All Interested Vendors

From: El Paso County Purchasing Department

Date: 05/07/2025

Subject: RFP 25-007 As-Needed Communications, Marketing and Advertising Services for El Paso County, Texas

Thank you for taking the time and responding on the above-mentioned RFP. We realize that your time and resources are valuable, and we appreciate you taking the time to respond to this solicitation. The Purchasing Department will be presenting this solicitation to Commissioners Court meeting as a Consent Item on **Monday, May 12, 2025**, to award this solicitation.

The recommendations and justification will be posted on the Commissioners Court Agenda three (3) days prior to the meeting. To access the Agenda on our website, go to www.epcounty.com; County Meetings; Regular Meeting Agendas; select the HTML file that corresponds with the meeting date as shown in the above paragraph.

Vendors may view the meeting on our website at www.epcounty.com/video , click on streaming videos, **select live meeting**. If the vendor would like to address the court, they may do so by referencing this bid when the item is up for discussion (during the Regular Agenda items). If you would like to participate remotely, please call 888-835-7272 and leave your call back information. You will receive a call back when the item is up for discussion. This information is only for vendors who submitted a response. Thank you for your time.

Suppliers Participation Detail Summary - As of 01/16/2025

RFP 25-007

As-Needed Communications, Marketing and Advertising Services for El Paso County, Texas

<u>Participant Name</u>	<u>Response Date</u>	<u>Response Status</u>	<u>Contact</u>	<u>Address</u>	<u>City</u>	<u>State</u>	<u>Zip Code</u>	<u>Phone</u>	<u>Email</u>
Competitive Edge Research & Communication, Inc.	12/19/2024	Submitted	David Ferree	5965 Village Way Suite E105	San Diego	CA	92130-2427	(915) 263-4760 x205	david@cerc.net
The Rosales Agency	12/19/2024	Submitted		PO Box 89	Rescue	CA	95672	(916) 475-4900	
The Forma Group LLC	12/19/2024	Submitted	Ricardo Armandariz	310 N Mesa	El Paso	TX	79901	(915) 261-7773	rick@formagroup.net
FOG Digital Marketing	12/19/2024	Submitted	Fernando Gutierrez	2822 N Loop 1604 W Suite 109	San Antonio	TX	78248	(210) 847-7910	hello@fogdigitalmarketing.com
LEO MARKETING	12/19/2024	Submitted	Gilbert Jorgenson	1127 E. Rio Grande Avenue	El Paso	TX	79902	(915) 307-7111	gilbert@leomarketing.com
CultureSpan Marketing (The Laster Group, Inc.)	12/19/2024	Submitted	Gabriel Acuna	7170 Westwind Dr.	El Paso	TX	79912	(915) 581-7900	Gabriel.Acuna@CultureSpanMarketing.com
Outreach Strategists, LLC	12/19/2024	Submitted	Mustafa Tameez	6213 Skyline Drive	Houston	TX	77057	(713) 247-9600	mitameez@outreachstrategists.com
Barracuda Public Relations	12/19/2024	Submitted	Marina Michelle Monsisvais	2209 Pittsburgh	El Paso	TX	79930	(915) 861-0446	MARINA@BARRACUDAPR.COM
Pavik and Associates	12/19/2024	Submitted	Tucker Maberry	1200 Summit Avenue	Fort Worth	TX	76102	(817) 332-2972	tucker@pavikandassociates.com
Versa Creative (US)	12/19/2024	Submitted		7600 W Tidwell Ste. 810	Houston	TX	77040	(832) 831-7590	
AMPED (AMPEDI, LLC)	12/18/2024	Submitted	Stephanie Essary	8085 Saltsburg Rd. Ste 202	Pittsburgh	PA	15239	(844) 267-3387	accounting@ampedstrategy.com
Helim Creative Studio, LLC	12/18/2024	Submitted	Ashlee Hollis	632 N 2nd PMB 918	Philadelphia	PA	19123	(215) 253-8530	hello@helimcreativestudio.com
JAG	12/18/2024	Submitted	Alex Gomez	6741 Pearl Ridge Dr	El Paso	TX	79912	(561) 755-0465	jaginc0511@gmail.com
1708 Media LLC	12/18/2024	Submitted	Ricky Doyle	1905 BIG CANYON DR	AUSTIN	TX	78746	(512) 865-8204	
Highspirits Essentials Inc.	12/17/2024	Submitted		625 Imperial Place	Cedar Hill	TX	75104	(214) 385-6950	
Buxmont Social Media & Marketing, LLC (Berridge Enterprises, LLC)	12/15/2024	Submitted	Amy Berridge	300 Welsh Road	Horsham	PA	19044	(267) 689-7505	admin@buxmontsocialmedia.com
EFO Media (EFO LLC)	12/12/2024	Submitted	Ellen Ordaz	6006 N. Mesa St	El Paso	TX	79912	(915) 307-3786	efordaz@efo-media.com
Ro Two Media LLC	12/12/2024	Submitted	Rodrigo	409 N. Houston St. Suite 700	Dallas	TX	75202	(214) 693-3148	rvallejo@rotwomedia.com
KVIA TV (NPG of Texas, LP KVIA TV)	12/11/2024	Submitted	Silvia Castro	4140 RIO BRAVO ST	El Paso	TX	79902	(915) 496-1799	silvia.castro@kvia.com
Trafera, LLC (Trafera Holdings, LLC)	12/11/2024	No Bid	Eric Ogden	2550 University Ave. W.	Saint Paul	MN	55114	(651) 888-7922	contracts@trafera.com
3-C TECHNOLOGY, LLC	12/11/2024	No Bid	AUDLEY LOGAN SR.	3200 W. PLEASANT RUN RD.	LANCASTER	TX	75146	(972) 230-4300	alogan@team3c.com
11-D Marketing, LLC. (Olivas)	12/10/2024	Submitted	Denisse Olivas	12511 Triple Crown Ave.	El Paso	TX	79928	(915) 252-0509	denisse@11dmarketing.com
ConvergeOne, Inc.	11/25/2024	No Bid	Jay Patrick	10900 Nesbitt Avenue S	Bloomington	MN	55437	(651) 994-6800	jpatrick@onec1.com
Terrapin (Harvard Associates, Inc)	11/15/2024	No Bid	Fay Watkis	955 Massachusetts Avenue	Cambridge	MA	02139-3233	(508) 487-8181	admin@terrapinlogo.com
Shelby Distributions Inc	11/15/2024	No Bid	Spiros P Ninos	29 A Butterfield Trail	El Paso	TX	79906	(915) 590-3050	sninos@shelbydistributions.com
Textbook Warehouse (Textbook Warehouse, LLC)	11/14/2024	No Bid	James Adams	936 Curie Drive	Alpharetta	GA	30005	(800) 796-9152	bids@textbookwarehouse.com
Pitsco Education, LLC	11/14/2024	No Bid	Accounts Receivable	PO Box 75230	Chicago	IL	60675-5230	(888) 774-8726	ar@pitsco.com
Addabee, Inc		Unsubmitted	Chris MacDonald	229 McDowell St	El Paso	TX	79932	(915) 838-5551	chris@addabee.com
ALJA LLC		Viewed		125 Turner Road Suite C	Chesterfield	VA	23235	(202) 550-3917	
DENT SPECIALTIES (MALNEK LLC.)		Viewed	ERIC TRUSTER	3633 ESPER DRIVE.	EL PASO	TX	79936	(915) 598-3368	ETRUSTER@YAHOO.COM
Emaj Public Relations & Marketing		Unsubmitted	Gracie Viramontes	4120 Rio Bravo St	El Paso	TX	79902	(915) 282-1184	gracie@emaj.com
J. Wallin Opinion Research		Viewed	David Sokolove	2152 Michelson Drive #295	Irvine	CA	92612	(617) 512-7656	dsokolove@jwallininc.com
Jimmy Garza Emergency Water Removal, LLC.		Viewed	James	1110 N. Piedras St.	El Paso	TX	79903	(915) 474-9472	jimmygarza@jimmygarza.com
Luna Creative, LLC		Unsubmitted	David Gallardo	16403 Huebner Rd	San Antonio	TX	78248	(210) 479-4085	gov@luna-creative.com
Mithoff Burton Partners		Unsubmitted	Bill Burton	123 W. Mills	El Paso	TX	79901	(915) 544-9400	bburton@mithoffburton.com
Prime Advertising		Unsubmitted	Hugo Ontiveros	1600 N. RESLER Ste. 2202	El Paso	TX	79911	(915) 383-3573	hugo@lightpointoutdoor.com
Softchoice Corporation		Viewed	Dhawal Geed	314W Superior St.	Chicago	IL	60654	(312) 655-9002	dhawal.geed@softchoice.com
Tilli (Utilili LLC)		Viewed	Ali Saberi	8260 Greensboro Drive, Suite 270	McLean	VA	22012	(301) 760-7760	bidding@tilli.pro
VideoVets		Viewed	Paul Zagaris	1309 24th Street	Sacramento	CA	95816	(916) 849-9616	paul@videovets.net
Walker Systems78 LLC		Viewed	Ivy Fiore	13677 Lancashire	Horizon City	TX	79928	(757) 918-3892	admin@walkersystems78.com