CITY OF ALLENTOWN

No. 30226 **RESOLUTION** **R87 - 2021**

Introduced by the Administration on June 16, 2021

Authorization for a contract with Lamar Advertising for $49,115.20 for the Health Bureau's Opioid Billboard Campaign; two bids.

Resolved by the Council of the City of Allentown, That

WHEREAS, Article 130.16 of the City's Administrative Code requires City Council approval by Resolution for the award of contracts or engagement of professional services.

WHEREAS, it is the desire of the City of Allentown to enter into an agreement with the aforementioned Contractor, for the use and purpose indicated in supporting the Recommendation of Award of Bid:

1. Name of Contractor/Consultant: Lamar Advertising
2. Project or Contract Reference: Bid No. 2021-15- ALLENTOWN HEALTH BUREAU OPIOID BILLBOARD CAMPAIGN
3. Description of Service(s): Health Bureau's Opioid Billboard Campaign, the billboards will display pre-made media throughout the City from June 2021 through August 2022.

NOW, THEREFORE, BE IT RESOLVED, on this the 16th day of June of 2021, that the Council of the City of Allentown, hereby authorizes the Mayor and/or such other City officials as deemed appropriate by the City Solicitor, to sign and execute a Contract or Amendment and such other agreements and documents as are deemed by the City Solicitor to be necessary and/or related thereto, with the above named contractor/consultant, for the project identified.

	Yea	Nay
Candida Affa	X	
Ce-Ce Gerlach	X	
Daryl Hendricks	X	
Cynthia Mota	X	
Joshua Siegel	X	
Ed Zucal	X	
Julio A. Guridy, President	X	
TOTAL	7	0

THIS IS TO CERTIFY, That the above copy of Resolution No. 30226 was adopted by the City Council of Allentown on the 16th day of June, 2021, and is on file in the City Clerk's Office.



City Clerk

CITY OF ALLENTOWN
Request for Approval and Recommendation of Award

SUBJECT: Request for Contract Award and Approval by City Council Pursuant to City Ordinance, Article 130.16

Project or Contract Reference: Bid No. 2021-15- ALLENTOWN HEALTH BUREAU OPIOID BILLBOARD CAMPAIGN

TO: City Council, City Clerk, and Council Solicitor

FROM: Leonard Lightner, Department Head

DATE: June 11, 2021

Pursuant to City Ordinances, Article 130.16, this Recommendation of Award is before City Council for its approval and award of the contract.

- Check Type of Contract or Change:

  X The contract is for over $40,000 and required to be competitively bid under the City Code. We have advertised the above referenced project and received qualified bids/proposals.

  The engagement of professional services. We have received and reviewed a proposal or proposals for professional services in connection with above referenced project or requirement for professional services.

- The contract appropriation or price increase **is** included in this year's budget

- List the Vendor's name, address and proposed sum, of any and all **alternate** quotes/received, if any.

  Day Vision Marketing-7150 Hamilton Street Unit No. 251, Trexlertown, PA- This Bid is based on the greatest value of billboard services provided and not the lowest bid.

- List the name and address of the **recommended** Contractor/Vendor, include the following:

  Lamar Advertising, 7350 William Avenue, Allentown, PA

  Contract Consideration: $49,115.20
  Funding Source: 2021-000-09-0908-0002-50-$24,766.00

2022- 000-09-0908-0002-50-$24,766.00

- Description of project or scope of services to be provided:

  On May 12, 2021, the City advertised a solicitation (BID 2021-11) in order to obtain bids for the Health Bureau's Opioid Billboard Campaign, the billboards will display pre-made media throughout the City from June 2021 through August 2022. The Public Opening was held on June 2, 2021, for which no bids were received. It was decided on that date to re-advertise the Bid again, BID No. 2021-15, and hold the Public Opening on June 10, 2021. The reason this item will need council approval is it is expected to go above the sum of $39,999.99. Additionally, since the advertisement campaign is to commence in June this item needs to be presented to Council on the June 16th date in order to obtain a fully executed contract and start the Campaign in June.

  On June 10, 2021, the City received two (2) bids for this solicitation. This bid is based on the greatest value of billboard services provided and not the lowest bid. Upon review of both proposals, it was decided that Lamar Advertising had the greatest value of billboard service that the City could obtain based on its budget.

- Contract Term:

  The Contract term shall commence on June 17, 2021 and culminate in August 2022 lasting a period of 14 months. The Contractor must accept a Purchase Order in lieu of Contract.

- List any renewal term options and duration of each renewal, if any:

  Upon written notification, this contract can be extended for up to an additional three (3) months beyond the contract expiration period.

- Maximum dollar value of all renewals provided for beyond the original term as if all renewals were exercised:

  n/a

A vote of final approval is requested of the members of Council and by passing the accompanying resolution, this Contract will be deemed approved and awarded.

By: Leonard Lightner, Department Head

Copies To: Mayor
Director of Finance
Purchasing
Controller

Attachment: proposed resolution