



# Detroit Water and Sewerage Department

735 Randolph Street  
Detroit, Michigan 48226  
(313) 224-4704 Office  
dwsd.legistar.com

## Legislation Text

---

**File #:** 21-0581, **Version:** 1

---

The Board of Water Commissioners for the City of Detroit, Water and Sewerage Department authorizes the Director to approve **DWSD Contract 6003816 which piggybacks the City of Detroit Contract 6002397 with Emerald Media LLC to purchase and place Media including Billboards, Radio and Print for Public Affairs for a term of two (2) years and a total contract not-to-exceed amount of \$1,000,000.** This also authorizes the Director to take such other action as may be necessary to accomplish the intent of this vote.

### Agenda of September 15, 2021

#### Item No. 21-0581

**Contract No.:** 6003816

**Contractor:** Emerald Media LLC **(DBB)**

**Address:** 440 Burroughs, Suite 134, Detroit, MI, 48202

**Proposed Contract Amount:** \$1,000,000

**Proposed Current Contract Term:** 9/01/21 - 8/30/23 (2 years)

**TO:** The Honorable  
Board of Water Commissioners  
City of Detroit, Michigan

**FROM:** Gary Brown, Director  
Detroit Water and Sewerage Department

**RE:** Proposed Contract 6003816  
New contract for the Buying and Placement of Media including Billboards, Radio and Print for Public Affairs

### MOTION

Upon recommendation of Mamata Burgi, Procurement Manager, the Board of Water Commissioners for the City of Detroit, Water and Sewerage Department, authorizes the Director to approve **DWSD Contract 6003816 which piggybacks the City of Detroit Contract 6002397 with Emerald Media LLC to purchase and place Media including Billboards, Radio and Print for Public Affairs for a term of two (2) years and a total contract not-to-exceed amount of \$1,000,000.** This also authorizes the Director to take such other action as may be necessary to accomplish the intent of this vote.

## **BACKGROUND / JUSTIFICATION**

Since February 2018, DWSD has budgeted \$500,000.00 annually for a media buy to educate customers and stakeholders on water and sewer programs, bill assistance, system upgrades, and other department information to complement multi-faceted marketing information campaigns. The media buy has included the cost to secure advertising placement on radio, television, GSTV (gas station pumps) and streaming services. This is coordinated strategically at the advisement of the PR and Marketing Services contractor under the leadership of the DWSD Public Affairs Director with approval from the DWSD Director. The message and audience are chosen specific to each campaign strategy. The content is either produced by the PR and Marketing Services contractor or in-house at DWSD. Originally included in the PR and Marketing Services contract of Feb 2018 through January 2021, DWSD is now aligning with the City's media buyer in order to reduce cost thus increase the placement of the advertising, and also not to compete with other City advertising initiatives. The \$500,000.00 media buying services specific to DWSD through Emerald Media will be for FY22 and FY23 for a total of \$1,000,000 and will piggyback the existing City contract with the vendor.

## **PROCUREMENT METHOD**

DWSD Public Affairs Department is requesting to piggyback on an existing City of Detroit contract no. 6002397. The Office of Contracting and Procurement issued a Request for Proposals (RFP) #19MA3318 for a Media Strategist for Planning and Buying (MSPB). The award to the lowest equalized bidder, Emerald Media, was initially approved by City Council on 12/5/19 and subsequently amended and approved by City Council on 2/16/21. This vendor has CRIO certifications as a Detroit Based Business, Detroit Headquartered Business, Detroit Small Business and Women-Owned Business.

This DWSD contract was initiated through requisition #489684 which was approved on 8/12/21. The vendor's insurance is current, clearances expire May 21, 2022 and a formal contract is not required. Per DWSD procurement protocol, the Mayoral review has been completed by OCP and so, no other approvals are required.

DWSD Procurement has confirmed that the vendor has agreed to the request to piggyback off the City's contract and also confirmed that the DWSD work will not significantly change, alter or remove from their ability to provide services to the City of Detroit.

## **SUMMARY**

- A. Contract No.: 6003816
- B. Contractor: Emerald Media LLC
- C. Contract Amount: \$1,00,000
- D. Contract Term: 9/01/21 - 8/30/23
- E. Funding Source: O&M Funds
- F. GL String(s):
  - 5720-20168-483421-661600-000205-10790-0000-000000 - 30% Water
  - 5820-20179-493421-616100-000227-15805-0000-000000 - 70 % Sewer

G. Fiscal Year Breakdown: FY 21-22: \$500,000  
FY 22-23: \$500,000

This proposed contract was presented to the DWSD Finance Sub Committee on September 1, 2021. Per the DWSD Procurement protocols, no additional approvals are required.