



ERIE COUNTY WATER AUTHORITY

INTEROFFICE MEMORANDUM

August 8, 2018

To: Commissioners Schad, Carney and Jones

From: Terrence D. McCracken, Secretary to the Authority
Daniel J. NeMoyer, Director of Human Resources

Subject: RFP for Public Relations Services

As authorized at the May 17, 2018 ECWA Board meeting, an RFP for Professional Services was forwarded to 12 local firms seeking proposals for Public Relations Services.

Three firms responded to the Authority's invitation and submitted a proposal: Mower (formerly Eric Mower and Associates), E3 Communications, and Roy Gene Cassidy. Each firm was invited to the Ellicott Square Building offices to make presentations and to discuss its qualifications and proposal.

FINDINGS:

Upon our review, the Authority is in a good position to select one among three extremely competent firms. All three firms display a very good understanding of the scope of our needs. Each agency was responsive to all requirements of the RFP.

Mower and E3 Communications have extensive client lists and have been leaders in the industry for many years and Roy Gene Cassidy is somewhat of a startup owned and operated by veteran radio newsman John Zach.

FIRM STRUCTURE:

Mower-
Steve Bell, Account Supervisor
Adam Croggia, Primary POC- Public Affairs
Maura Devlin, PR Director
Maura Duggan, PR
Allie Friedman, PR
Mary Gendron, PR
Doug Bean, Strategic Counsel

E3 Communications-

Earl Wells III, President
Brian Gould, Vice President
Laura E. Jacobs, Senior Account Manager
Brendan Hoare, Public Relations

Roy Gene Cassidy-

John Zach, Owner/PR
Sheila Murphy, PR
Frank Miller, PR
Don Yearke, Production

FEE STRUCTURE:

Each of the respondents had different fee structures.

Mower offered a 3 tiered proposal based on our needs:

Tier 1: 125 hours - \$25,000 monthly
Tier 2: 63 hours - \$12,500 monthly
Tier 3: 38 hours- \$7,500 monthly

After discussion relative to our needs, the Mower team had determined that the Authority would likely be best served by their Tier 2 fee of \$12,500 monthly.

E3 Communications offered a monthly flat fee of \$6,000 monthly.

Roy Gene Cassidy offered a fee range of between \$4,800- \$5,600 monthly

RANKINGS:

The following rankings of the responding firms are based on a comparison of their qualifications as well as cost and fees.

First: E3 Communications
Second: Mower
Third: Roy Gene Cassidy

RECOMMENDATION:

E3 Communications: (E3) was considered to be the strongest candidate to service the needs of the Authority. The experience of Brian Gould as a former employee of the Authority in the position of Public Affairs Officer has proven to be valuable and gives their company a unique advantage. Also, E3 has competently represented ECWA in previous stints with the Authority. Additionally, fees also played into consideration of our recommendation. Their proposal of a monthly flat fee of \$6,000.00 monthly is substantially less than Mower and only slightly higher than that of Roy Gene Cassidy. The firm will need to spend a significant amount of time developing and implementing a strategy to re-brand the Authority, working with our new website design developer, enhancing our social media presence and designing, scripting and producing short informational videos. E3's flat fee arrangement offers the Authority the biggest value for volume of public relations services we are requesting. For these reasons, we recommend to the Board of Commissioners retaining the professional services of E3 Communications.