



**Agenda Action Form Overview**

The Board is requested to approve an amendment to the contract with Relate Advocacy. The amendment is to extend the services for the 2018-2019 fiscal year to an amount not to exceed \$62,500.00

**Background/Justification**

Relate Advocacy is an advertising and public relations organization that will assist the Tax Administration Office in communicating efficiently with the public on all aspects of the upcoming county-wide revaluation.

**Policy Impact**

The action does not require BOCC policy changes.

**Procurement Background**

**Type of purchase**

- ☐ Goods
- ☒ Services
- ☐ Architect, Engineer or Surveyor Services
- ☐ Construction and Repair

**Did this request for purchase go through a bid process? Yes ☐ No ☒**

*Goods: Bids required if  $\geq \$30,000$ , BOCC approval if  $\geq \$90,000$*

*Services: Bids required if  $\geq \$30,000$ , BOCC approval if  $> \$40,000$*

*Construction/Repair work: Bids required if  $\geq \$30,000$ , BOCC approval if  $\geq \$500,000$*

If yes, attach a copy of bid tab and the minority and women business enterprise (MWBE) compliance review form provided by the Purchasing Division.

If no, why?

- ☐ Sole source exemption
- ☐ Cooperative purchasing program exemption
- ☐ State and federal contract exemption
- ☒ Contract is an amendment to an existing contract
- ☐ Other (please explain)

**If exempted from bidding, has this request been reviewed and approved by the Purchasing Division in the agenda Legistar system? Yes ☐ No ☐**

If no, why?



This request is to extend the term of an existing contract. Durham County Tax Administration has worked with Relate Advocacy for a couple of years and feels that this vendor is the most capable of continuation of exemplary services performed in the past.

**Fiscal Impact**

The contract with Relate Advocacy will ensure continued public relations assistance to support the upcoming 2019 General Reappraisal. Working with this vendor ensures that the public will be kept informed of all aspects that are of concern to Durham County citizens during the countywide reappraisal. If the contract is not supported then the public may not be as informed as possible about property values, the appeals process, any extended hours of operation, etc. Relate Advocacy will enable us to communicate effectively with various areas of the population.

**Recommendation**

The County Manager recommends that the Board approve an amendment to a contract with Relate Advocacy through fiscal year 2018/2019 in an amount not to exceed \$62,500.00.