

Legislation Text

File #: 23-0337, **Version:** 1

Item Description:

Amd 1 to Agmt PL00000269 with Metre LLC for media planning, media procurement, and limited creative services to advance County's strategic priorities, no change to dates, incr NTE by \$500,000

Resolution:

BE IT RESOLVED, that Amendment 1 to Agreement PL00000269 with Metre LLC to provide strategic media planning, media procurement, and creative services to advance the County's pandemic recovery and Disparity Reduction strategic priorities be approved to increase the not to exceed amount by \$500,000 for a new total not to exceed amount of \$3,500,000, and to increase the maximum payments for hourly agency fees to \$500,000; that the Chair of the Board be authorized to sign the amendment on behalf of the County; and that the Controller be authorized to disburse funds as directed.

Background:

Board action request 220388, adopted in October 2022, authorized negotiation of an agreement with Metre LLC for media planning and ad buying services in support of Hennepin County's paid media campaigns.

This BAR requests a \$500,000 increase to the NTE in anticipation of projected demand and response to known approved funding for media services through the end of the contract term, December 31, 2024. A detailed memo and campaign results report have been provided as background. The partnership with Metre, particularly in supporting pandemic response initiatives has proven highly successful.

Working with Metre, Hennepin County is better positioned to:

- Analyze and increase the efficacy of ad campaigns
- Effectively reach priority populations
- Align media buying activity across the organization
- And reduce costs

Highlighted outcomes to date include:

- 15 campaigns currently in-flight or completed
- 101 million impressions
- 163,031 digital clicks
- \$650,000+ spent in BIPOC-owned/BIPOC targeted media outlets
- \$507,000 total added value negotiated in media buying

Recommendation from County Administrator: Recommend Approval