



Item:

Interlocal Agreement - Opioid Awareness Campaign

Requested Action:

1. The Trust is asked to authorize staff to negotiate an administration fee to cover the cost and time to manage/dispense funds and manage the procurement of an advertising firm for the Opioid Awareness Campaign.

Background:

Local Governments within Alachua County are creating an awareness campaign to educate the public regarding the opioid crisis, opioid addiction, and treatment. The awareness campaign will be supported financially with funds from participating Governments. An Awareness Campaign Committee, comprised of one member from each participating Government, will decide how and when to disburse funds of the Awareness Campaign.

At the February Board meeting, Mayor Marlowe introduced the interlocal agreement and asked the Trust to serve as the fiscal agent. CTAC would manage and dispense the funds at the discretion of the Awareness Campaign Committee. In addition to serving as the fiscal agent, the Trust has been asked to assist with vetting an advertising firm to create the awareness campaign. This could potentially include creating an RFP, evaluation criteria, recruiting review team members, scheduling and facilitating a bidder conference, website updates, etc.

The Awareness Campaign Committee has full discretion as to the use of the funds, with the understanding that the intent of the Awareness Campaign is to raise awareness regarding the opioid crisis and educate the public regarding opioid addiction and treatment.

Attachments:

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Programmatic Impact:

N/A

Fiscal Impact:

N/A

Recommendation:

Staff recommends approval contingent upon admin fee approval and the timeline of the procurement for the advertising firm.