CITY OF JOPLIN
COUNCIL AGENDA ITEM

ITEM
Council Bill 2025-617 – Approving an agreement with Affirm Agency to complete the EPA REO Grant Marketing and Development Services.

MEETING DATE
September 02, 2025

ORIGINATING DEPT
City Manager Office

ATTACHMENTS
CB 2025-617 Ordinance; Affirm Bid Response; City of Joplin 2025-RFP-20; Agreement; Summary of Scores

REVIEWED BY
Department Head: Finance Director: Leslie Haase; Marketing and Communications Director: Drew Douglas; City Attorney: Peter Edwards; Assistant City Manager: Tony Robyn; City Manager: Nick Edwards

SUMMARY
This Council Bill approves a contract with Affirm Agency to complete Marketing and Development Services for the Recycling and Education Outreach Grant.

BACKGROUND
The City of Joplin received a Recycling and Education Outreach Grant from the Environmental Protection Agency for a marketing campaign focused on further expanding recycling awareness and encouraging behavioral changes through educational programs. The majority of the expenditures will be creating marketing media and supporting materials and placing them in market outlets.

Summary of Bid Process:
The City advertised for services and received thirteen responses from a mix of local and national firms. A city staff team was assembled to assess the qualified bids as set forth in the RFP.

Company Profile: (10 Points)

Experience: (25 Points)

Approach Strategy: (25 Points)

References: (10 Points)

Cost Proposal: (30 Points)

Each staff member independently evaluated the bid responses, scored them based on the above criteria, and whether they submitted a complete response and bid document. A summary of the scores is attached. Staff selected Affirm Agency as the lowest, best, and most comprehensive bid. Affirm's bid response was $125,000.

FUNDING SOURCE

This item is included in the 2026 city council budget and is funded by the EPA Recycling Education Outreach Grant.

RECOMMENDATION

Staff recommends approval of this council bill on an emergency basis is an emergency within the meaning of section 2.12 (4) of the HOME RULE CHARTER of the City of Joplin, Missouri, as this ordinance is dealing with a general appropriation continuing the day-to-day operations of the City.

Furthermore, approval of this council bill will allow the consultant to complete the proposed marketing plan in timely matter to meet the EPA grant deadline.