Procurement Review Comprehensive Checklist
Procurement Services Division
This form must accompany all Purchase Order Requisitions

SECTION 1: DESCRIPTION

General Tracking		*Contract Terms*	
FILE ID#: 25-2248	RFP, BID, QUOTE OR RENEWAL #: 25-088-FM	INITIAL TERM WITH RENEWALS: OTHER	INITIAL TERM TOTAL COST: $60,000.00
COMMITTEE: ENVIRONMENTAL	TARGET COMMITTEE DATE: 10/07/2025	PROMPT FOR RENEWAL:	CONTRACT TOTAL COST WITH ALL RENEWALS: $60,000.00
	CURRENT TERM TOTAL COST: $60,000.00	MAX LENGTH WITH ALL RENEWALS: TWO YEARS	CURRENT TERM PERIOD: INITIAL TERM
Vendor Information		*Department Information*	
VENDOR: Güd Marketing, Inc.	VENDOR #:	DEPT: Environmental	DEPT CONTACT NAME: Joy Hinz
VENDOR CONTACT: Zack Krieger	VENDOR CONTACT PHONE: 517-267-9800	DEPT CONTACT PHONE #: 6304076753	DEPT CONTACT EMAIL: Joy.hinz2@dupagecounty.gov
VENDOR CONTACT EMAIL: gudbusiness@gudmarketing.com	VENDOR WEBSITE:	DEPT REQ #:	

Overview

DESCRIPTION Identify scope of work, item(s) being purchased, total cost and type of procurement (i.e., lowest bid, RFP, renewal, sole source, etc.).
Recommendation for the approval of a contract to Güd Marketing, Inc., to provide marketing services in support of the Chicagoland Recycling Education Marketing Campaign for the Environmental Division of Facilities Management for the period October 14, 2025, through June 1, 2027, for a total contract amount not to exceed $60,000.00, per RFP #25-088-FM. Funded through the US EPA REO Grant.

JUSTIFICATION Summarize why this procurement is necessary and what objectives will be accomplished
DuPage County requires the assistance of a marketing firm that can utilize the most effective communication/outreach channels to maximize reach to low-recycling communities, especially multilingual audiences within those areas. These may include, but not be limited to, social media boosts, advertisements, flyers, email marketing, streaming media, geofencing, etc.

SECTION 2: DECISION MEMO REQUIREMENTS

DECISION MEMO NOT REQUIRED	Select an item from the following dropdown menu to identify why a Decision Memo (Section 3) is not required.
DECISION MEMO REQUIRED RFP (REQUEST FOR PROPOSAL)	Select an item from the following dropdown menu to identify why a Decision Memo (Section 3) is required.

SECTION 3: DECISION MEMO

SOURCE SELECTION	Describe method used to select source. RFP#25-088-FM was released to the public on 08/01/25. Six vendors submitted proposals and those proposals were evaluated in four categories. Gud Marketing, Inc. met the criteria and was rated the highest points.
RECOMMENDATION AND TWO ALTERNATIVES	Describe staff recommendation and provide justification. Identify at least 2 other options to accomplish this request, including status quo, (i.e., take no action). 1) Approve a contract to Gud Marketing, Inc. due to their experience and expertise in this matter. 2) Do not approve a contract to Gud Marketing, Inc.

SECTION 4: SOLE SOURCE MEMO/JUSTIFICATION	
JUSTIFICATION	Select an item from the following dropdown menu to justify why this is a sole source procurement.
NECESSITY AND UNIQUE FEATURES	Describe the product or services that are not available from other vendors. Explain necessary and unique features or services. Attach letters from manufacturer, letters from distributor, warranties, licenses, or patents as needed. Be specific.
MARKET TESTING	List and describe the last time the market has been tested on the applicability of the sole source. If it has not been tested over the last 12 months, explain why not.
AVAILABILITY	Describe steps taken to verify that these features are not available elsewhere. Included a detailed list of all products or services by brand/manufacturer examined and include names, phone numbers, and emails of people contacted.

SECTION 5: Purchase Requisition Information			
Send Purchase Order To:		*Send Invoices To:*	
Vendor: Gud Marketing, Inc.	Vendor#:	Dept: Facilities Management	Division: Environmental
Attn: Zack Krieger	Email: gudbusiness@gudmarketing.com	Attn:	Email: FMAccountsPayable @dupagecounty.gov
Address: 1223 Turner Street, Suite 101	City: Lansing	Address: 421 N County Farm Road	City: Wheaton
State: MI	Zip: 48906	State: IL	Zip: 60187
Phone: 517-267-9800	Fax:	Phone: 630-407-6767	Fax: 630-407-5701
Send Payments To:		*Ship to:*	
Vendor:	Vendor#:	Dept:	Division:
Attn:	Email:	Attn:	Email:
Address:	City:	Address:	City:
State:	Zip:	State:	Zip:
Phone:	Fax:	Phone:	Fax:
Shipping		Contract Dates	
Payment Terms: PER 50 ILCS 505/1	FOB: Destination	Contract Start Date (PO25): Oct 14, 2025	Contract End Date (PO25): Jun 1, 2027

Purchase Requisition Line Details

LN	Qty	UOM	Item Detail (Product #)	Description	FY	Company	AU	Acct Code	Sub-Accts/ Activity Code	Unit Price	Extension
1	1	LO		Recycling Marketing Services	FY25	5000	1106	53801	REO-PY24	15,000.00	15,000.00
2	1	LO		Recycling Marketing Services	FY26	5000	1106	53801	REO-PY24	25,000.00	25,000.00
3	1	LO		Recycling Marketing Services	FY27	5000	1106	53801	REO-PY24	20,000.00	20,000.00
FY is required, ensure the correct FY is selected.										Requisition Total	$ 60,000.00

Comments	
HEADER COMMENTS	Provide comments for P020 and P025. Recycling Marketing Services
SPECIAL INSTRUCTIONS	Provide comments for Buyer or Approver (not for P020 and P025). Comments will not appear on PO. Send PO to Cathie Figlewski, Joy Hinz, Clara Gomez
INTERNAL NOTES	Provide comments for department internal use (not for P020 and P025). Comments will not appear on PO. ENV: 10/07/2025 CB:10/14/25
APPROVALS	Department Head signature approval for procurements under $15,000. Procurement Officer Approval for ETSB.