



DANIEL P. McCOY
COUNTY EXECUTIVE

COUNTY OF ALBANY
DEPARTMENT OF GENERAL SERVICES
PURCHASING DIVISION
112 STATE STREET, ROOM 820
ALBANY, NEW YORK 12207-2021
(518) 447-7140 - FAX (518) 447-5588

DAVID M. LATINA
COMMISSIONER OF GENERAL SERVICES

PAMELA O NEILL
PURCHASING AGENT

MEMORANDUM

TO: Kristen A Navarette, MD, MPH
Commissioner of Health

FROM: Pamela O Neill *Pamela*
Purchasing Agent

DATE: September 26, 2025

RE: RFP # 2025-120 Opioid Public Awareness Campaign

I am in receipt of your recommendation to award the aforementioned to Impact Marketing + Communications, Inc in the amount not to exceed \$150,000.00

I believe that you have performed a thorough evaluation of the proposal(s) submitted. I have no objection to the selection of Impact Marketing + Communications, Inc.

Please obtain the necessary contract approval of the County Legislature, so that we may issue a Notice of Award.