



Community Engagement and Communications Contract

May 10, 2022

Background



- Pre-K 4 SA relies heavily on engagement and communication to drive enrollment and awareness of program/program benefits
- Primary means of engaging three key audiences: families, educators, community.
- Compliments Pre-K 4 SA Staff
- Previous contract held by Creative Noggin since July 2021 – expires June 30.

Procurement Process



COSA procurement led process and panel

- Alex Lopez, COSA CMO
- Mary Worth, Marketing Manager Baptist Health System
- Michael Mitchell, Impact Manager United Way
- Sarah Baray
- Eryanne Taft
- Paul Chapman

Procurement Process



- Five Submissions Received
- Two Finalist Interviews Conducted

Timeline	
RFP Released	Sept. 10, 2021
Proposals Due	Nov. 17, 2021
Finalist Interviews	March 18, 2022
Contract/Recommendation to Board	May 10, 2022
If approved, Contract Begins	June 1 2022

Procurement Process



Scoring Criteria

Experience, Background and Qualifications	35
Proposed Plan	30
Price	10
SBEDA	5
WMBE Prime	5
Local Preference	10
Veteran Owned	5

Successful Proposal



- Full Service Agency, Dedicated Staff by Discipline
- Client Service/Strategy, Creative/Production, Media Planning/Buying, PR, Digital, Social
- FTE Staffing (non-consultant)
- Higher % dedicated staff on Pre-K 4 SA Account
- School Experience, Early Childhood Education (including Pre-K 4 SA)
- Developed custom team for Pre-K 4 SA and hired best-in-class staff
- Sophisticated Media Optimization (maximize spend/reach)

Contract



- Up to 8yr Contract
- 2/3 of contract dollars for media buys
- Flexible spending
- Can be cancelled at any time
- Built in transition time (1 month)

Cost Summary of Proposed Contract

Initial Term (years 1-4)	\$2,600,000
1 Yr Incremental Renewal	\$650,000
1 Yr Incremental Renewal	\$650,000
1 Yr Incremental Renewal	\$650,000
1 Yr Incremental Renewal	\$650,000
TOTAL	\$5,200,000

Recommendation



Staff recommends board approval of the contract with The DeBerry Group, LLC D/B/A Talk Strategy for professional management services related to community engagement, marketing outreach and public relations for Pre-K 4 SA in an amount not to exceed \$5,200,000.00 for a term from June 1, 2022 through May 31, 2026 with four (4) additional one-year renewal periods.



QUESTIONS?