

JEFFERSON COUNTY BOARD OF EDUCATION
EQUAL OPPORTUNITY/AFFIRMATIVE ACTION EMPLOYER

COMPETITIVE NEGOTIATION TABULATION

PROPOSAL NO.: 3079

APPROVAL DATE: November 7, 2017

ITEM(S) QUOTED: PUBLIC RELATIONS AND COMMUNITY RELATIONS SERVICES

DATE PROPOSAL RECEIVED: October 18, 2017

CONTRACT PERIOD: From November 7, 2017 through the date of completion of services as determined by the Board.

VENDOR INSTRUCTIONS: No shipments/services are to be made against the contract. Purchase orders will be issued.

RECOMMENDATION: Awarded to Bandy Carroll Hellige as the best evaluated offeror based on the evaluation criteria set forth in the Request for Proposal.

The following prices are those submitted by: BANDY CARROLL HELDIGE

HOURLY RATE QUOTATION

1. Hourly rate for the services listed in the "Scope of Services" \$ 125.00

If the proposer wishes to propose different hourly rates for personnel having different levels of experience and/or responsibility, identify such categories of personnel and provide hourly rates below:

_____ \$ _____

_____ \$ _____

_____ \$ _____

2. Prices for any additional task or tasks that the proposer recommends that the Board has not listed in the scope. **See attached**
3. Schedule of any out-of-pocket expenses that are not included in the proposal cost. Include a plan for progress payments (if any). **See attached**



BANDY CARROLL HELLIGE

JCPS Proposal #3079

Hourly Rate Quotation

As outlined in the RFP, all public relations and community relations services and other agency services (listed in our response on page 23) will be provided in-house, and at a blended hourly rate of \$125 per hour.

Out of Pocket Expenses

The following additional and out-of-pocket expenses are OPTIONAL, and recommended by BCH to supplement the community relations program.

Purpose	Cost	Note
Recruitment of focus group participants	\$1,600 per group	BCH would conduct focus group planning, moderation and analysis in-house, however the recruitment and incentivizing of participants is handled by a third party. BCH recommends 3 focus groups
Quantitative Community-wide survey 300 online surveys	\$15,000- \$18,000	BCH partnering with research firm to implement and analyze a survey
Candidate Profile and Predictive Index modeling	\$5,000	Contract with The Oliver Group to assist in development of Superintendent desired profile and administer Predictive Index analysis tool with candidates
Printing	\$1,500	If JCPS does not have access to an in-house printer, this is estimated expense for printed collateral for public meetings

The following prices are those submitted by: C2 STRATEGIC COMMUNICATIONS

HOURLY RATE QUOTATION

1. Hourly rate for the services listed in the "Scope of Services" \$ _____

If the proposer wishes to propose different hourly rates for personnel having different levels of experience and/or responsibility, identify such categories of personnel and provide hourly rates below:

Senior Management \$ _____ 165.00

Project Leadership \$ _____ 150.00

Project Staff \$ _____ 120.00

2. Prices for any additional task or tasks that the proposer recommends that the Board has not listed in the scope. **See attached**

3. Schedule of any out-of-pocket expenses that are not included in the proposal cost. Include a plan for progress payments (if any). **See attached**

COST SCHEDULE FORM (continued)**Proposal No. 3079****Hourly Rate Quotation**

The following are the proposed hourly rates based on level of experience and responsibilities:

Job Classification	Hourly Rate
Senior Management	\$165
Project Leadership	\$150
Project Staff	\$120

Additional Tasks and Out-of-Pocket Expenses

The following are cost estimates for optional expenses that would increase public engagement, awareness and participation. Some items may be provided through existing JCPS resources or budget areas.

- Social media advertising and boosts \$5,000 to \$8,000
- Other paid advertising (radio, print, etc.) \$8,000 to \$10,000
- Coffee meeting materials (signage, coffee, etc.) \$300 each meeting
- Postcards or handouts (1,500) \$800
- Printed surveys (500) \$100
- Signage for school-based survey events \$1,500

Progress Payments

C2 Strategic and IQS Research typically invoice clients monthly based on hourly work and/or progress toward completion.

The following prices are those submitted by: THE PEPPER GROUP, LTD.

HOURLY RATE QUOTATION

1. Hourly rate for the services listed in the "Scope of Services" \$125.00 (Blended Rate)

If the proposer wishes to propose different hourly rates for personnel having different levels of experience and/or responsibility, identify such categories of personnel and provide hourly rates below:

_____	\$ _____
_____	\$ _____
_____	\$ _____

2. Prices for any additional task or tasks that the proposer recommends that the Board has not listed in the scope. **N/A**
3. Schedule of any out-of-pocket expenses that are not included in the proposal cost. Include a plan for progress payments (if any).

Upon Discussion with JCPS Board, we will determine a budget for out-of-pocket expenses and provide a cost estimate accordingly.