

Paradise Valley Unified School District

Memorandum

DATE: January 27, 2022

TO: Jill Barragan, Assistant Superintendent for Business Operations

FROM: Eva Calles, Director of Purchasing

TYPE: Consent Agenda Items – Award of PV Contract

RE: **Public Affairs and Government Relations Consulting
RFP 22-06PV**

It is the recommendation of Jill Barragan, Assistant Superintendent for Business Operations and the Purchasing Department that the Public Affairs and Government Relations Consulting contract be awarded to the firms determined to have submitted the most advantageous offers as indicated below:

Awarded Firms (alpha order)

Amber Integrated
DeMenna Public Affairs
FirstStrategic Communications and Public Affairs LLC
HighGround, Inc.
Public Policy Partners

Vendor names in bold identify current PVUSD vendors being procured under this particular contract

Paradise Valley Unified School District took the lead on this procurement through 1Government Procurement Alliance (1GPA). The contracts resulting from solicitation 22-06PV shall be for the use of all eligible 1GPA consortium members.

The purpose of this contract is to establish long-term contracts with qualified consultants to provide public affairs, government relations, legislative representation, and consulting services on local, state, and federal issues.

The District received a total of six (6) responses to this Request for Proposal (RFP). Firms were evaluated and based on the evaluation criteria set forth in the RFP. A Best and Final Offer was also issued to all susceptible firms after discussions were held. The evaluation committee determined a single award is not advantageous. Contract award is recommended to the least number of offerors who submitted the most advantageous proposals. The above-listed top five firms offer consultants and lobbyists with diverse backgrounds, qualifications, and extensive experiences.

This is a multi-term contract beginning on date of award for one year. The contract may be extended up to a maximum of four (4) additional years on a year-to-year basis. Annual renewals would be based solely on the determination of the District and 1GPA.

The District alone anticipates spending approximately \$50,000 annually on lobbyist services.

Funding Source: Maintenance and Operations

Place this item on the February 10, 2022 Governing Board meeting agenda.