



Board of Education Report

File #: Rep-216-19/20, **Version:** 1

ADOPTED BOARD
REPORT

DEC 12 2019

APPROVED

**Approval of Procurement Actions
December 12, 2019
Procurement Services Division**

Action Proposed:

Staff proposes that the Board of Education (Board) approve Professional Service Contracts (exceeding \$250,000): New Contracts as listed in Attachment "A".

Background:

Procurement Services staff prepares monthly reports for contract actions necessary for the execution of the projects approved by the Board for the educational and operational requirements of the District in accordance with Board delegated authority to the Superintendent.

Expected Outcomes:

Approval of these items will allow the goods and services provided by these contracts furnishing the equipment, supplies, or services to the Los Angeles Unified School District that support Board policies and goals.

Board Options and Consequences:

The Board can approve all actions presented, or postpone selected actions pending receipt of additional information. Postponement of actions presented for approval in Attachment "A" will delay contract award or delivery dates.

Policy Implications:

This action does not change District policy and conforms to *California Education Code section 17604* that permits the Board of Education to delegate authority for Procurement Services (Board Report #444-17/18), which the Board exercised on May 8, 2018.

Budget Impact:

The contract actions presented are within the budget authority previously approved by the Board.

Student Impact:

See attached Board Informative

Issues and Analysis:

There are no policy implications on these agreements. The Business and Government Services Team, Office of the General Counsel, has reviewed and approved the agreements as to form.

Attachments:

Attachment "A" - Request for Approval of Contracts Not Under Delegated Authority

File #: Rep-216-19/20, **Version:** 1

Informatives:

Informative - Various Vendors (Communications and Public Affairs Services),
Contract Nos. 4400007865-7870, 4400007922

Submitted:

12/06/19

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APPROVED BY:

APPROVED

RESPECTFULLY SUBMITTED,

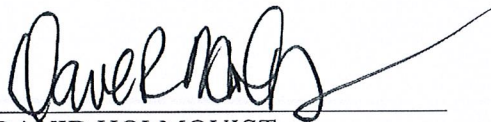


AUSTIN BEUTNER
Superintendent



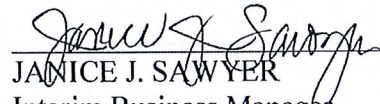
MEGAN K. REILLY
Deputy Superintendent
Business Services and Operations

REVIEWED BY:



DAVID HOLMQUIST
General Counsel


APPROVED & PRESENTED BY:




JANICE J. SAWYER
Interim Business Manager
Office of the Business Manager

Approved as to form.

REVIEWED BY:


TONY ATIENZA
Director, Budget Services and Financial Planning

APPROVED & PRESENTED BY:


JUDITH REECE
Chief Procurement Officer
Procurement Services Division

Approved as to budget impact statement.

ATTACHMENT A

REQUEST FOR APPROVAL OF PROCUREMENT CONTRACTS NOT UNDER DELEGATED AUTHORITY

APPROVED

A. APPROVAL OF PROFESSIONAL SERVICE CONTRACTS

NEW CONTRACTS EXCEEDING \$250,000

<u>CONTRACTOR</u>	<u>IDENTIFI- CATION NO.</u>	<u>DESCRIPTION</u>	ADOPTED BOARD REPORT DEC 12 2019	<u>SOURCE OF FUNDS</u>	<u>AMOUNT</u>
A Very Good Agency, LLC (SBE); Courtney Torres Consulting, Inc. (SBE); Mercury Public Affairs, LLC; Mozaic Media & Communications, Inc.; S. Groner Associates, Inc.; Sensis, Inc. (SBE); Terris Barnes Walters Boigon Heath, Inc.	4400007866 4400007867 4400007865 4400007868 4400007869 4400007870 4400007922 (RFP 2000001883)	Formally competed bench of contracts to provide communications and public affairs services. The authority to increase or decrease the amount of these contracts will be limited to the aggregate value of \$500,000. Contract Term: 09/25/19 through 09/24/24 includes two (2) one-year renewal options Aggregate Five-Year Value for Seven (7) Contracts: \$500,000 Requester: <i>David Holmquist</i> <i>General Counsel</i> <i>Office of the General Counsel</i> <i>Pedro Salcido, Chief of Staff</i> <i>Office of the Superintendent</i>		Various per Requesting School or Office (100%)	\$500,000

Item A

APPROVED

INTEROFFICE CORRESPONDENCE
Los Angeles Unified School District
Office of the General Counsel
Office of the Superintendent

**ADOPTED BOARD
REPORT**

DEC 12 2019

INFORMATIVE

DATE: December 9, 2019

TO: Members, Board of Education
Austin Beutner, Superintendent

FROM: David Holmquist, General Counsel
Pedro Salcido, Chief of Staff

SUBJECT: REQUEST TO AWARD FORMALLY COMPETED REQUEST FOR PROPOSALS FOR COMMUNICATIONS AND PUBLIC AFFAIRS BENCH AGGREGATE NOT-TO-EXCEED VALUE OF \$500,000

OVERVIEW

On August 8, 2019 a Request for Proposals (RFP) (No. 2000001883) was issued to establish a bench of professional firms to provide various communications and public affairs services to assist Los Angeles Unified in achieving outcomes and increasing communications and transparency to the diverse and wide range of communities, constituencies and stakeholders it serves. These communications services may relate to litigation matters, crisis management, public relations, community outreach, labor relations, government relations, legislative affairs, etc.

Proposals were received from seven firms on September 5, 2019. A selection panel of District employees evaluated the proposals based on the following criteria identified in the RFP: qualifications and experience of firm, personnel qualifications and experience, project approach, price proposal, Small Business Enterprise (SBE) participation, and work-based learning partnership (WBLP) plan. The selection panel's evaluation resulted in a recommendation that all seven proposers be awarded a contract and placed on the bench.

CONTRACTOR	CONTRACT NO.
A Very Good Agency, LLC	4400007866
Courtney Torres Consulting, Inc.	4400007867
Mercury Public Affairs, LLC	4400007865
Mozaic Media & Communications, Inc.	4400007868
S. Groner Associates, Inc.	4400007869
Sensis, Inc.	4400007870
Terris Barnes Walters Boigon Heath, Inc.	4400007922

ADOPTED BOARD
REPORT
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CONTRACT TERMS AND SCOPE

The contract term is for five years and includes two one-year options to renew. The total aggregate not-to-exceed value for the bench of contractors is \$500,000. The award of these contract does not guarantee that a task order(s) will be issued to the selected firms. Los Angeles Unified in its discretion may elect not to issue any task order to one or more of the selected firms. Task orders will only be issued as needed.

In collaboration with Los Angeles Unified staff, the bench of selected proposers will provide strategic communications, public affairs and marketing services on a task order basis, over the course of the contract term. Specialized services include, but are not limited to:

- Community/Civic/Stakeholder Engagement and Coalition Building
- Collateral Material and Content Development
- Crisis Communications
- Development and Implementation of Digital Media Strategies
- Event Support and Logistics
- Internal and External Communications
- Issues Management
- Litigation Support
- Public Affairs/Legislative Advocacy/Lobbying
- Reputation and Brand Management and Awareness
- Strategic Communications Development
- Strategic Counsel
- Video Production

The communications and public affairs services will help Los Angeles Unified achieve outcomes and increase communications and transparency to the diverse and wide range of communities, constituencies and stakeholders it serves.

BOARD MEMBER QUESTIONS/CONCERNS

At the December 3, 2019 meeting of the Board of Education (Board), Board Members raised concerns about a United States Department of Justice investigation into Mercury Public Affairs (Mercury) for potentially violating foreign lobbying laws. The concern arose from a July 30, 2018 article in the Daily Beast¹. As reported by NBC News², and Politico³, on September 24, 2019, federal prosecutors ended an investigation into Mercury Public Affairs and former Congressman Vin Weber without filing charges. Representative Vin Weber was a partner at Mercury in its Washington, D.C. office.

1 <https://www.thedailybeast.com/robert-mueller-targeted-two-lobbying-firms-one-is-thriving-in-trumps-dc>

2 <https://www.nbcnews.com/politics/justice-department/justice-department-ends-investigation-tony-podesta-vin-weber-without-charges-n1058306>

3 <https://www.politico.com/story/2019/09/24/weber-podesta-investigation-foreign-lobbying-1509942>

Board Members also expressed support for the District's communications department and Office of Government Relations and questioned the need for the proposed bench of contracts. The RFP was developed in coordination with, and support from these offices. Services to be provided by the selected proposers will supplement, not supplant, existing Los Angeles Unified staff and resources.

If you have any questions or require additional information, please let us know.

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DEC 12 2019

- c: Megan Reilly
- Luis Buendia
- Janice Sawyer
- Judith Reece
- Jefferson Crain
- Patricia Chambers
- Darnise Williams
- Shannon Haber
- Martha Alvarez
- Amanda Wherritt

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