

Public Education & Outreach Six-month Time-Only Extension

Summary of Request

This request is for approval to add six-months to the existing The Rogers Group agreement, at no additional cost, to give staff time to develop a Request for Proposal (RFP) for a new public relations contract, should the State Commission agree to do so. We ask for this extension because it will give us time to continue to develop First 5 California's Signature Programs, and asking for approval to proceed with a public relations RFP would be premature until the process is approved. This extension is allowed per the State Contracting Manual, Section 5.80B.2.a. If approved, the contract term will be June 1, 2005, through November 30, 2010.

Background

The contract between First 5 California and The Rogers Group currently expires May 31, 2010. At the March 2008 commission meeting, commissioners approved a two-year extension and an additional \$7.4 million for this contract. At that time, we were involved in developing a RFP for a media contractor for our public education and outreach efforts. It would have been extremely difficult and time-consuming to have staff engaged in two RFP processes at the same time, so the State Commission approved the extension. This contract was competitively bid in 2005 through an open and fair process.

This contract helps us meet our statutory mandate for public education and outreach efforts and our strategic goal of broadening public awareness about the importance of early childhood development on a child's ability to succeed in school and life.

In addition, we have taken a reasonable approach to streamline and consolidate services, and thus reduce expenses, under this contract. We will maintain that approach under the six-month extension and will continue to provide the core features to meet First 5 California's important proactive public outreach needs, including strategic planning and counsel; media relations assistance in general and ethnic markets; continued grassroots outreach, including a statewide tour of the popular *Hands-on Health Express* mobile van; networking with hard to reach community organizations; technical assistance for county commissions; updating our social networking sites; and coordinating activities with our media contractor.

Staff Recommendation

Staff recommends the Commission approve a six-month, no-cost, time-only extension of the Public Education and Outreach contract with The Rogers Group. If approved, the contract term would be June 1, 2005 through November 30, 2010.

Pros

- Continue public education and outreach efforts with no break in support services from public relations contractor.
- The delivery of First 5 California messages and information for parents and caregivers about the healthy development of children through age 5 will continue uninterrupted.
- Allows First 5 California staff time to develop and issue an RFP and select a new public relations contractor, if approved by the State Commission.
- No additional cost to First 5 California

Cons

- Public relations support under the existing contract will end before a new contract is in place, jeopardizing continuity in First 5 California's public education and outreach efforts after May 31, 2010.
- Fewer First 5 California messages and information for parents and caregivers about the healthy development of children through age 5.