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Action**

Communications Contract Extension

Supporting Document

Overview:

On December 3, 2007 (Item 9), the Commission approved the award of a contract to MJE Marketing Services, Inc. (MJE) to develop and implement a strategic communications plan. The first phase of First 5 San Diego's public education campaign was launched in August of 2008 to reach the greatest proportion of parents with children under 5 that are eligible for First 5 funded services. In November of 2009, the Commission launched the second phase of the public awareness campaign. Both campaigns utilized Public Service Announcements (PSA) and artwork to highlight the Healthy Development Services program.

The requested contract amendment will allow First 5 San Diego the opportunity to follow through on existing outreach efforts to promote First 5 programs and services. The Commission has invested in 8 PSA's (4 Spanish and 4 English) that focus on Positive Parenting and Oral Health. The extension of the contract will allow the Commission to reach parents of young children with targeted messages on the importance of oral health in young children, and the power of positive parenting.

A one-year amendment will allow First 5 to explore utilizing an upcoming Request for Service Qualifications (RFSQ) procurement that will be released by the County of San Diego. The RFSQ will establish a listing of qualified Communications firms for the County's use.

Staff Recommendation:

- 1) Find that the proposed contract extension with MJE Marketing Services is consistent with the Commission's Strategic Plan, furthers the support and improvement of early childhood development within the County and provides a public benefit.
- 2) Authorize the Executive Director or her designee to execute and negotiate a contract amendment with MJE Marketing Services, Inc. for a total of up to \$120,000. The contractor will also administer Parent and Public Education services funding per the FY 2011-12 Operating Budget.

Fiscal Impact:

Up to \$120,000 from the Administration Expenses line for FY 2011 – 12 in the Commission's approved 10-Year Financial Spending Plan.

**Executive Director
Jiménez**

**Lauren Chin
Community
Engagement and
Planning Manager**