

AUTHORIZE NEW AGREEMENT WITH LOPEZ MARTIN AND ASSOCIATES, INC. D/B/A PURPLE GROUP TO PROVIDE A PUBLIC EDUCATION MARKETING PLAN FOR HEALTHY CPS INITIATIVE

THE CHIEF EXECUTIVE OFFICER REPORTS THE FOLLOWING DECISION:

Authorize an agreement with Lopez Martin & Associates Inc. d/b/a Purple Group to provide a public education marketing plan for the Healthy CPS initiatives to the Office of Student Health and Wellness (OSHW) at a total cost not to exceed \$250,000.00. Vendor was selected on a competitive basis pursuant to Board Rule 7-2. A written agreement for Vendor's services is currently being negotiated. No services shall be provided by Vendor and no payment shall be made to Vendor prior to execution of the written agreement. The authority granted herein shall automatically rescind in the event a written agreement is not executed within 90 days of the date of this Board Report. Information pertinent to this agreement is stated below.

Contract Administrator : Knowles, Miss Demetra / 773-553-3256
CPOR Number : 13-1002-CPOR-1590

VENDOR:

- 1) Vendor # 37296
LOPEZ MARTIN & ASSOCIATES, INC DBA
PURPLE GROUP
2724 NORTH SACRAMENTO AVE.
CHICAGO, IL 60647
Laritza Lopez
773 394-9660

USER INFORMATION :

Contact: 14050 - Office of Student Health & Wellness
125 South Clark Street
Chicago, IL 60603
Sulayman, Ms. Nadia
773.553.1886

TERM:

The term of this agreement shall commence on November 1, 2013 and shall end September 30, 2014. This agreement shall have two (2) options to renew for periods of one (1) year each.

EARLY TERMINATION RIGHT:

The Board shall have the right to terminate this agreement with 30 days written notice.

SCOPE OF SERVICES:

Vendor will develop and execute public education marketing to support the Healthy CPS initiative. The marketing plan developed by Vendor will use a paid media buy strategically to:

1. Encourage healthy school environments as a part of social norms;
2. Promote changes in school environments that contribute to healthy lifestyles and support academic achievement for CPS students;
3. Address social and health inequities; and
4. Increase visibility and value of the Healthy CPS initiative and the Office of Student Health and Wellness.

DELIVERABLES:

The Vendor will produce the following:

1. A Public Education Initiative work plan: Vendor will outline the goals, objectives, strategies, tactics, research approaches and evaluation indicators for the public education initiative.
2. New and/or adaptive advertisements: Vendor will place advertisement on healthy school environments (i.e. healthy eating, physical activity, tobacco free living and social emotional wellness) in multiple formats on a limited budget for radio, print, outdoor, online etc.
3. Media placement plan: Vendor will outline strategies to secure paid media placements on a limited budget, through channels reaching targeted populations of all or most participating school communities, facilitate pooled media buys both from Healthy CPS funded partners and national organizations, and leverage unpaid media (with assistance from CPS Communications Office) as a match for paid placements.
4. Media evaluation: Vendor will create plan and conduct data collection, including a media assessment worksheet for assessing changes in public awareness, attitudes and intended behaviors related to the public education initiative.
5. Reporting: Vendor will provide progress reports and, in particular, public education initiative output measures (number of ads produced and/or adapted; number of ads with talent rights acquired). Vendor will submit quarterly reporting outcome measures: leveraged media buys, news media coverage, aided and unaided public education initiative awareness, complete a media assessment worksheet attitudes toward healthy school environments, behavior-change intentions.

OUTCOMES:

The vendor will promote the developed Healthy CPS brand to at least 500,000 individuals in the Chicagoland media market. The vendor will increase visibility and value of Healthy CPS and the Office of Student Health and Wellness to the general public.

COMPENSATION:

Vendor shall be paid as follow: quarterly invoices based on completion of deliverables, not to exceed the sum of \$250,000.00.

REIMBURSABLE EXPENSES:

None.

AUTHORIZATION:

Authorize the General Counsel to include other relevant terms and conditions in the written agreement. Authorize the President and Secretary to execute the agreement. Authorize Chief Officer of Teaching and Learning to execute all ancillary documents required to administer or effectuate this agreement.

AFFIRMATIVE ACTION:

This agreement is exempt from MBE/WBE review, as it was awarded through the District's CPOR Process and was not assigned any MBE/WBE participation requirements.

LSC REVIEW:

Local School Council approval is not applicable to this report.

FINANCIAL:

Funds: 324, Unit 14050 Office of School Health and Wellness
FY 14 not to exceed \$250,000.00

CFDA#: Not Applicable

GENERAL CONDITIONS:

Inspector General - Each party to the agreement shall acknowledge that, in accordance with 105 ILCS 5/34-13.1, the Inspector General of the Chicago Board of Education has the authority to conduct certain investigations and that the Inspector General shall have access to all information and personnel necessary to conduct those investigations.

Conflicts - The agreement shall not be legally binding on the Board if entered into in violation of the provisions of 105 ILCS 5/34-21.3 which restricts the employment of, or the letting of contracts to, former Board members during the one year period following expiration or other termination of their terms of office.

Indebtedness - The Board's Indebtedness Policy adopted June 26, 1996 (96-0626-PO3), as amended from time to time, shall be incorporated into and made a part of the agreement.

Ethics - The Board's Ethics Code adopted May 25, 2011 (11-0525-PO2), as amended from time to time, shall be incorporated into and made a part of the agreement.

Contingent Liability - The agreement shall contain the clause that any expenditure beyond the current fiscal year is deemed a contingent liability, subject to appropriation in the subsequent fiscal year budget(s).

Approved for Consideration:



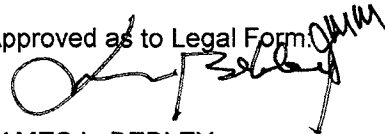
SÉBASTIEN de LONGEAUX
Chief Procurement Officer

Approved:



BARBARA BYRD-BENNETT
Chief Executive Officer

Approved as to Legal Form:



JAMES L. BEBLEY
General Counsel