

6. Contract with **Mercury Public Affairs, LLC** for Strategic Communications Support (**\$216,000**) – Updated 9.18.2024

Action Item - 6

Title: Contract with **Mercury Public Affairs, LLC** for Strategic Communications Support (**\$216,000**) – Updated 9.18.2024

Board of Education Meeting Date: 9/19/2024

Action Under Consideration:

The Administration recommends that the Board of Education authorize The School District of Philadelphia, through the Superintendent or his designee, to execute and perform a contract, subject to funding, as follows:

With:

Mercury Public Affairs, LLC

Purpose:

For support in the development of a comprehensive communications plan for environmental and facilities work

Start date: 9/23/2024

End Date: 9/22/2025

Compensation not to exceed:
\$216,000

Location:

Office Of Communications, Office of Operations

Renewal Option:

Number of Options: 4; Duration of Each Option: 1 year

Maximum Compensation authorized per option period:
\$216,000

Description:

Why is this contract needed?

The District is seeking to engage a strategic communications partner with expertise in the development of messaging focused on environmental and facilities conditions, especially within a school district, to help devise and execute a comprehensive communications plan.

Communicating environmental and facility work accurately requires a specialized and comprehensive communication plan that is responsive to emergent situations and proactively engages the District's key audiences.

How will the success of this contract be measured?

Success will be determined by the Chief Operating Officer and the Chief of Communications based on the quality and timeliness of communications plan deliverables.

Which Goal and/or Guardrail does this Action Item support?

Has this investment been discussed during a progress monitoring session? Which session?

Every school will be a safe, welcoming and healthy place where our students, staff and community want to be and learn each day. This means that our schools will be: 1) environmentally safe and clean; and 2) spaces with inclusive climates that provide students with access to robust social, emotional, and mental health supports.

Does this Action Item support a specific strategy/intervention identified in the Strategic Plan?

Priority Area 5: Deliver efficient, high-quality, cost-effective operations

Funding Source(s)

FY24-25 Operating

FY25-26 Operating

Office Originating Request:

Operations

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