

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