



MEMORANDUM

Council Agenda
Item No. IX. C
7/30/2024

The City of OKLAHOMA CITY

TO: Mayor and City Council

FROM: Craig Freeman, City Manager

Professional Services Agreement with Gooden Group, Inc. (COKC00607) to provide professional public relations and engagement services for the 2025 Bond Election and Education Campaign, \$225,000, July 30, 2024 through July 29, 2025.

Purpose:

To provide professional public relations and engagement services for a coordinated community outreach and education campaign for the 2025 bond election. The consultant will work with the Public Information Office and oversee every level of engagement and education, including planning, designing, implementing, monitoring, and managing the campaign.

Background:

On May 22, 2024 (Item No. IX. N.), the City Council approved a Request for Proposals (RFP25306) for the provision of a consultant to oversee every level of engagement and education, including planning, designing, implementing, monitoring, and managing communications for the 2025 bond election. A mandatory pre-proposal meeting was held on May 14, 2024. The RFP was advertised in the Journal Record and posted in the electronic bidding system. Five agencies attended the meeting and three proposals were received.

The RFP evaluation committee reviewed and evaluated the three proposals and determined The Gooden Group's proposal best met the RFP's requirements. Based on the evaluation committee's recommendation, staff was approved to negotiate a Professional Services Agreement with Gooden Group. This agreement is for one year with the option of a one-year renewal.

Staff is requesting Council approval of a Professional Services Agreement with Gooden Group, Inc. (COKC00607) to provide professional public relations and engagement services for the 2025 Bond Election and Education Campaign, \$225,000, July 30, 2024 through July 29, 2025.

Professional Services Agreements:

(COKC00607)

Gooden Group, Inc.

Professional Services as proposed.

Cost:

\$225,000

Source of Funds

OCITY-CAPITAL IMPROVEMENT>CIPCITYMGR> Fee Assessment Consultant> Consulting Service (1611-1403900-C20161-52040022)

Review:

Finance Department

Recommendation: Professional Services Agreement be approved.