



Legislation Details (With Text)

File #:	K-1920-108	Version:	1	Name:	Contract - Census Marketing Materials & Public Education
Type:	Contract	Status:	Passed		
File created:	1/10/2020	In control:	City Council		
On agenda:	1/14/2020	Final action:	1/14/2020		
Title:	CONTRACT K-1920-108: A CONTRACT BY AND BETWEEN THE CITY OF NORMAN, OKLAHOMA, AND THE GOODEN GROUP, INC., IN THE AMOUNT OF \$112,000 FOR THE DEVELOPMENT OF MARKETING MATERIALS AND PUBLIC EDUCATION FOR CITY OF NORMAN'S 2020 CENSUS COMPLETE COUNT CAMPAIGN.				

Sponsors:

Indexes:

Code sections:

Attachments: 1. City Council Staff Report, 2. K-1920-108

Date	Ver.	Action By	Action	Result
1/14/2020	1	City Council		

CONTRACT K-1920-108: A CONTRACT BY AND BETWEEN THE CITY OF NORMAN, OKLAHOMA, AND THE GOODEN GROUP, INC., IN THE AMOUNT OF \$112,000 FOR THE DEVELOPMENT OF MARKETING MATERIALS AND PUBLIC EDUCATION FOR CITY OF NORMAN'S 2020 CENSUS COMPLETE COUNT CAMPAIGN.

BACKGROUND: Census data has an impact on everything from federal funding to economic development. The federal government uses Census data to determine where to spend federal money for things like federal grants, transportation projects, non-profit funding, school funding, etc. Census data is also used to determine a state's representation in the U.S. House of Representatives. Businesses also use Census data and tract information to determine where to grow.

The City of Norman is committed to ensuring that all residents of the City understand the importance of participating in the 2020 Census. Some residents know what it is in theory, but do not have a full understanding of its importance and future impact. A complete understanding of the US Census is low within certain neighborhoods and socio-economic groups. The agency will focus on demographics with historic low response rates as identified by Response Outreach Area Mapper (ROAM) maps provided by the Census Bureau.

DISCUSSION: The Communications Division of the City Manager's Office received four proposals outlining campaign management strategy. A Selection Committee was formed consisting of Darrel Pyle-City Manager; Shawn O'Leary-Public Works Director, Jane Hudson-Planning Director, and Annahlyse Meyer-Chief Communication Officer.

All four of the submitting consultant firms were interviewed on Wednesday, January 8, 2020. Each proposal was scored independently by each member of the selection committee using criteria listed in the Request for Proposal (RFP-1920-45). At the end of the process, the Selection Committee chose Gooden Group as the most qualified because of their experience, composition of the team,

and approach to the project.

The City Manager has approved a transfer in the amount of \$120,000 from Youth Sports Temporary Salaries (10770422-42003 to Consultant/Other Account (10110113 44009). The campaign development and management services will begin immediately.

RECOMMENDATION: Staff recommends approval of Contract K-1920-108 with The Gooden Group, Inc. in the amount of \$112,000 for the 2020 Census marketing campaign management for the City of Norman.