

*BUSD*  
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**COMMUNITY RELATIONS AND PUBLIC INFORMATION SERVICES  
Request for Proposal  
BERKELEY UNIFIED SCHOOL DISTRICT**

January 25, 1993

**Berkeley Unified School District seeks proposals from firms specializing in community relations and development of public information to assist the District in its implementation of the Measure A school construction program.**

**The main tasks are:**

- to assist the District to encourage and ensure strong community (and parent) participation in BUSD's phased construction program;
- to provide timely and appropriately designed packages and written comprehensive information to diverse communities regarding that program;
- to coordinate outreach, facilitate meetings, and provide essential and innovative structures and methods to assure participation and the maximization of citizen inquiry and suggestions;
- to respond to press and other media.

**As a result of a recent bond election authorizing \$158 million for rehabilitation and replacement of school buildings, BUSD is embarking on a ten-year comprehensive program to reconstruct its facilities. Anticipated projects include demolition and replacement of structures; seismic retrofit projects; and repair and replacement of building systems as necessary in all BUSD schools. The District is also examining such matters as: grade configuration; year-round schools; pre-school and extended day care programs; language-enrichment or other magnet programs; and potentially new integration methods to help re-balance the District's student racial/ethnic composition.**

**Because of the large scale of the Measure A program, and because many major construction projects must be accomplished simultaneously, the District needs assistance with the coordination and accomplishment of community education, public information design and dissemination, and overall coordination of the public information process.**

**Working under the direction of the Associate Superintendent, Business Services, as the coordinator for the Measure A program, the community relations firm will serve a dual function: to impart information (through a variety of media and tools determined by the consultant) to the community about the Measure A program and to solicit input from site committees at BUSD schools.**

**The District seeks a firm that has extensive experience in community participation work, as well as one that has demonstrated expertise in producing public information documents and media appropriate for a school district (or similar public agency) and/or an involved citizenry. The firm will work with a variety of community groups such as site committees at all seventeen BUSD schools, neighborhood groups, the Board of Education and other elected officials, and District professional staff.**

**The community relations functions will include staffing the District school site committees (handle all meeting logistics; work on governance procedures with direction from administrative staff, accomplish effective public outreach and community education work).**

Public information functions include assessment of current level of community understanding and information; development of a plan to ensure access to information; preparation, production and distribution of appropriate, well-written, well-designed newsletters, press releases; media contact; production of meeting calendars and other written and/or electronic media as deemed relevant by consultant and/or District; and translation of materials, where appropriate.

#### INFORMATION AVAILABLE TO APPLICANTS

An informational meeting about the project will be conducted on Monday, February 8, 1993, at 11:00 a.m. in the School Board Meeting Chambers, Old City Hall, 2nd floor, 2134 Martin Luther King Jr. Way, Berkeley, CA 94704. Applicants should plan to attend this meeting.

#### PROPOSAL REQUIREMENTS

1. **Experience.** State the firm's experience in community relations and outreach, especially work with diverse public groups in a broad-based community process. Describe knowledge of the Berkeley community.
2. **Samples of Work.** Provide samples of public education materials the firm has produced. (Describe firm's role -- was material done in-house or subcontracted? What parts were subcontracted?)
3. **Composition of Team.** Provide resumes of principal staff participants for this project and any proposed partnerships, consultants, or new hires anticipated. Describe unique skills of staff and client list citing relevant recent projects. List public sector clients and projects completed.  
  
Verify that the firm will have adequate organizational resources to begin the project by April 1, 1993, and to sustain engagement with the project through June 1994.
4. **Fees.** Provide a proposed budget showing tasks/project components that could be part of a fixed-fee arrangement, and tasks to be billed hourly. State the hourly consultation rate for each member of the community relations team, and identify other associated costs, as estimated at this time.
5. **References.** Describe work your firm has done in the last three years that is most relevant to this project. Provide the five most relevant references of past clients who may be contacted to attest to your firm's ability to perform the described services. (Include current addresses and telephone numbers.)
6. **Affirmative Action.** Describe the team's policies and practices on affirmative action (minorities, women-owned, disabled veteran business enterprises). See affirmative action standards attached.

SELECTION CRITERIA will include, but not be limited to:

1. Experience (40%)
2. Specific knowledge of Berkeley community (40%)
3. Samples of work (10%)
4. Fees (10%)

TIME SCHEDULE

<u>Activity</u>	<u>Date</u>
Issue Request for Proposal	January 25, 1993
Informational Meeting	February 8, 1993, at 11:00 a.m. School Board Meeting Chambers Berkeley Unified School District Old City Hall, 2nd floor 2134 Martin Luther King Jr. Way Berkeley, CA 94704
Request for Proposal Due	February 17, 1993, 3:00 p.m. Anton Jungherr, Associate Superintendent, Business Services Office of the Superintendent Berkeley Unified School District 2134 Martin Luther King Jr. Way Berkeley, CA 94704
Notify Firms of Presentations Schedule	February 22, 1993
Team Presentations	February 23 and 26, 1993
Schedule Team Interviews with Superintendent of Schools	March 1, 1993
Firm's Interview with Superintendent of Schools (A maximum of three firm members can participate in the Superintendent's interview.)	March 9, 1993
Announce Superintendent's Recommendation on Firm Selection	March 12, 1993