



Legislation Text

File #: 24-2430, **Version:** 1

Department: Purchasing

Department Head/Elected Official: DeWight Dopslauf

Regular or Supplemental RCA: Regular RCA

Type of Request: Contract - Renewal

Project ID (if applicable): 220263

Vendor/Entity Legal Name (if applicable): Spitfire Strategies, LLC

MWDBE Contracted Goal (if applicable): 5%

MWDBE Current Participation (if applicable): 0%

Justification for 0% MWDBE Participation Goal: N/A - Goal is not 0% and is listed above

Request Summary (Agenda Caption):

Request for approval of a renewal option with Spitfire Strategies, LLC for communications support training for Precinct 1 & 4 through February 20, 2025, at a cost of \$631,500 (220263), MWDBE Contracted Goal: 5%.

Background and Discussion:

The purpose of these efforts is to assist Harris County Commissioner Precinct 1 in fulfilling its responsibility to provide transparent, inclusive and accessible information to constituents related to public services, programs, and public policy. The selected firm(s) shall furnish training, and support to help advance the goals and objectives of the Precinct. The services to be performed by the firm includes, but are not limited to: Working with Precinct leadership to gain a deeper understanding of the Precinct's strategic goals; communication objectives; programmatic, service, and public policy priorities; and the Precinct's constituencies and demographics. Working with Precinct to understand and identify priority programmatic, service, and public policies for the development of message guides, communications material (fact sheets, etc), toolkits and strategic communication plans. Scanning and analyzing existing messaging, social media commentary, press coverage, and print and digital communications from Precinct 1 and other stakeholders around Precinct 1's priority policies, programs, and services to develop an understanding of the current Harris County landscape related to pressing issues facing county government and its constituents. Working with Precinct to develop an understanding of Precinct 1 constituents' perception of and knowledge about key public policies, services, and programs and identify the most effective ways to communicate accurate and engaging information to constituents and other stakeholder audiences.

Expected Impact:

N/A

Alternative Options:

N/A

Alignment with Goal(s):

- ☐ Justice and Safety
- ☐ Economic Opportunity
- ☐ Housing
- ☐ Public Health
- ☐ Transportation
- ☐ Flooding
- ☐ Environment
- ☒ Governance and Customer Service

Prior Court Action (if any):

Date	Agenda Item #	Action Taken
2/21/2023	320	Agreement Approved
3/29/2023	369	First Amendment Approved

Location: N/A

Address (if applicable): N/A

Precinct(s): Precincts 1 & 4

Fiscal and Personnel Summary

Service Name					
			Current Fiscal Year Cost		Annual Fiscal Cost
			Labor	Non-Labor	Total
			Recurring Expenses		
Funding Sources					
Existing Budget					
Choose an item.	\$	\$	\$	\$	\$
Choose an item.	\$	\$	\$	\$	\$
Choose an item.	\$	\$	\$	\$	\$
Total Current Budget	\$	\$	\$	\$	\$
Additional Budget Request (<i>Requires Fiscal Review Request Form</i>)					
Choose an item.	\$	\$	\$	\$	\$
Choose an item.	\$	\$	\$	\$	\$
Choose an item.	\$	\$	\$	\$	\$
Total Additional Budget Request	\$	\$	\$	\$	\$
Total Funding Request	\$	\$	\$	\$	\$
Personnel (Fill out section only if requesting new PCNs)					
Current Position Count for Service	-	-	-	-	-
Additional Positions Request	-	-	-	-	-

Total Personnel	-	-	-	-
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Anticipated Court Date: 4/23/2023

Anticipated Implementation Date (if different from Court date): N/A

Emergency/Disaster Recovery Note: Not an emergency, disaster, or COVID-19 related item

Contact(s) name, title, department: Derek Darnell, Director of Communications, Precinct 1; Matthew McGarrity, Senior Buyer, Purchasing

Attachments (if applicable): Letter