

**DETERMINATION AND FINDING
FOR A SOURCE PROCUREMENT**

AGENCY: District of Columbia Public Schools
Office of the Chief of Staff
CAPTION: DCPS Phone Banking Services
PROPOSED CONTRACTOR: 270 Strategies
CONTRACT NO. RQ867243

FINDINGS

1. AUTHORIZATION:

D.C. Code 2-354.04 and 27 DCMR, Section 1304 and 1700

2. MINIMUM NEED:

The District of Columbia Public Schools (DCPS), Office of the Chief of Schools has an immediate need to procure the services of 270 Strategies to conduct data analysis, reporting, and post-program analysis of enrollment outreach calls.

3. ESTIMATED COST:

The estimated cost is \$60,000 from date of award to September 30, 2014.

3. FACTS WHICH JUSTIFY A SOLE SOURCE PROCUREMENT:

The District of Columbia Public Schools, Office of the Chief of Schools recommends 270 Strategies to provide data analysis, reporting and post-program analysis of phone banking.

Background and History

DCPS encourages its schools, students, and families to increase early school enrollment to ensure each school is provided with the resources and time they need to prepare for the coming year. In early summer, DCPS conducted a canvassing training program for DCPS principals and teachers to improve the early enrollment rates of current and future students which will assist early enrollment at DCPS schools allowing both the district and schools more time for planning and suitable funding for the coming year. While this training provided a great deal of value in messaging and persuading parents to enroll earlier, outreach efforts could be improved by knowing which parents to target first. Thus, in addition to the training program, DCPS need a model built to identify parents who are likely to enroll their children late or not at all. This will provide an analytical foundation to current and future outreach efforts and assists in prioritizing assets to the families that need the most help enrolling on time and early.

DCPS and 270 Strategies have worked together over the past four months to incorporate proven campaign strategies into DCPS ongoing effort to re-enroll over 47,000 families during summer 2014. DCPS would like to continue data analysis, reporting and post-program analysis services of enrollment outreach calls to families.

The Proposed Vendor’s Unique Qualifications:

270 Strategies has a unique background as the organization is led by highly successful campaign operatives with experience winning local, state and national campaigns. The vendor has leveraged their subject matter expertise towards creating a set of unique service offerings including micro targeting, canvassing, and training. The organization’s depth of experience is a critical factor in ensuring a successful outcome to the project.

270 Strategies is a next-generation consulting firm that is redefining how companies and organizations build winning campaigns. We believe effective, 21st century campaigns must integrate people-centered, grassroots organizing with smart digital strategies and a data driven approach. We’re changing the way our clients manage their strategies and meet their goals - and changing the world in the process.

270 Strategies provides strategic consulting to help clients determine their path to victory. They work with clients to build grassroots organizations in a structure specific to the client’s goals and needs. 270 Strategies work with clients to build smart, digitally sophisticated campaigns that will lead the field in online strategy. They know that effective programs are grounded in data and work with clients to calculate their quantitative goals and establish accountability systems.

If DCPS were unable to continue to contract this service with 270 Strategies, it would adversely affect the DCPS ability to plan and implement a successful project involving the translation of large amounts of data into proven, effective plans for outreach. Chancellor Henderson made clear that enrollment remains a key priority for the school district and this project serves as the method in which DCPS will look to continue its upward enrollment growth for the next year.

In light of the above findings a sole source award is in the best interest of DCPS and would be the most efficient and cost-effective procurement method to fulfill the professional development requirement immediately and assist DCPS in achieving its goal.

CERTIFICATION BY THE DCPS PROGRAM:

I hereby certify that the above findings are correct and the anticipated cost to DCPS is fair and reasonable.

Date

Deputy Chief, Office of Student Enrollment

CERTIFICATION AND DETERMINATION

Based on the above certified findings in accordance cited authority, I hereby determine that it is not feasible or practical to invoke the competitive bidding process under Section 402 or 403 of the District of Columbia Procurement Practices Reform Act of 2010 (D.C. Law 18-371; DC Code 2-354 and 27 DCMR 1304 and 1700.

Date

Chief Procurement Officer