

**DETERMINATION AND FINDING
FOR A SOURCE PROCUREMENT**

AGENCY: District of Columbia Public Schools
Office of the Deputy Chancellor for Operations
CAPTION: Strategic Enrollment Campaign
PROPOSED CONTRACTOR: 270 Strategies
CONTRACT NO. RQ882913

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 Deputy Chancellor for Operations has an immediate need to procure the services of 270 Strategies to conduct a strategic enrollment campaign, including research, messaging, targeting and outreach.

3. ESTIMATED COST:

The estimated cost is \$95,500 from date of award to September 30, 2015.

3. FACTS WHICH JUSTIFY A SOLE SOURCE PROCUREMENT:

The District of Columbia Public Schools, Office of the Deputy Chancellor for Operations recommends 270 Strategies to provide strategic campaign consulting services in an ongoing effort to re-enroll over 48,000 families during summer 2015.

Background and History

During 2014, DCPS experienced the largest single percentage enrollment growth in over 40 years. This was in no small part due to the efforts of DCPS to train and encourage principals to engage their families at the neighborhood level, including door-knocking and street canvassing. For 2015, with an even more ambitious enrollment goal, DCPS desires the expertise of a proven campaign consultant to help the organization implement a system-wide enrollment message and strategy. Done correctly, this project will enable the school district to directly appeal to an even wider array of parents and families to enroll in DCPS, given the exciting things happening in DCPS.

The Proposed Vendor's Unique Qualifications:

270 Strategies is led by highly successful campaign operatives with experience winning local, state and national campaigns. The organization also has deep experience running issue campaigns and working with non-profit and other government organizations, including those in the education space in Washington, DC. The vendor has used their experience to offer a unique set of service offerings, including campaign consultancy, training, and research techniques, including surveys and polls. The organization's 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. 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 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