

Empowerment through Information Committee Report
January 24, 2014-May 15, 2014
(continued)

The final proposal discussed came from Urias Communication. They have 15 years of international marketing experience and extensive advertising and public relations experience. They are fully Spanish language bilingual and bicultural. Collectively, their team has more than 100 years of direct experience in marketing strategies, branding, advertising, creative direction, graphic design, public and media relations, event management and community relations in Arizona and throughout the region. They create culturally sensitive, linguistically appropriate and strategically thorough outreach campaigns. Their focus was to deliver the right messages to the right audience at the right time within the right mediums. They have experience in working with the Hispanic, Native American, African American and Asian communities. The staff also requested further information from them.

Based on the need for additional review of materials to be submitted from the vendors, it was suggested that two representatives from the Empowerment Committee form a sub-committee with the staff to review and make a final recommendation of a vendor to the Executive Committee for approval. Ray Morris and John Eckhardt agreed to be members on the sub-committee.

Conference Sponsorship RFGA \$100,000

The request to issue another Conference Sponsorship RFGA in the amount of \$100,000 with a maximum award amount of \$10,000 per conference was discussed. Some modifications have been made to the Scope of Work including:

Expanded conference themes that will be given preference.

Expansion of the evaluation component of the conference to now include a 'Post Conference Evaluation Survey' to be conducted within the 3 months following the conference with the first 9 months to be dedicated to preparing for and conducting the conference.

Providing a stipulation that previously funded conferences may be eligible for award if they are able to make significant changes in one or more of the following areas:

Expanded geographic outreach and involvement of participants with a special emphasis on unserved or underserved populations;

Adapted and multiple topic presentations that demonstrates a clearly defined and new focus on previously unaddressed subject matter that is of importance to persons with developmental disabilities and their families;

New methods of presenting information that will expand outreach to new populations who previously have not had the ability or capacity to participate.

3. Ad-Hoc Communication Plan Selection Sub-Committee

There was discussion surrounding the strengths of the proposals submitted by both Moses and Urias Communications. Moses is one of the largest agencies in Arizona with many years of experience and multiple established state contracts. Urias Communications is a minority owned agency that has a multicultural focus. There was further discussion around the rates for both vendors and what they proposed to do for the council. There was a question regarding what the Council was expecting the vendor to accomplish. The discussion then referred back to the RFQ and the need for the Council to have greater exposure in delivering the materials that have already been developed. Both Ray and John liked the multi-cultural approach that Urias Communication proposed and the breakout of hours for the various projects that was presented.

The discussion then turned to the Council's current contract with On Advertising, as they currently provide the design work for the printed materials created. The remaining tasks and budget with On Advertising were discussed along with the expiration of the PO on June 30, 2014 and who should proceed with the design work for printed materials for the Council in the future. It was mentioned that it might be good if the new vendor did the design work as well as the Communication Plan.

The Committee approved Urias Communication as the vendor for the Communication Plan with their maximum projected 565 hours at a cost of \$67,800 with a provision to carryover dollars from On Advertising and to add funds for design work for printed materials.