



Board of Commissioners of Cook County

118 North Clark Street
Chicago, IL

Legislation Text

File #: 19-5191, **Version:** 1

PROPOSED CONTRACT

Department(s): Bureau of Economic Development

Vendor: The William Everett Group, Chicago, Illinois

Request: Authorization for the Chief Procurement Officer to enter into and execute

Good(s) or Service(s): Census 2020 Program Administrator Services

Contract Value: \$1,991,200.00

Contract period: 10/1/2019 - 12/31/2020

Potential Fiscal Year Budget Impact: FY 2019 \$350,000.00, FY 2020 \$1,641,200.00

Accounts: 11000.1027.10155.521314.00000.00000

Contract Number(s): 1823-17707

Concurrences:

The vendor has met the Minority- and Women-owned Business Enterprise Ordinance via direct participation.

The Chief Procurement Officer concurs.

Summary: This contract will provide a Program Administrator who will work with the County Commission and the Bureau of Economic Development to manage the County's 2020 Census Complete Count outreach and communications Program which sets out to increase awareness, promote self-response, and improve the response rate in hard-to-count communities with the Cook County's residents during the 2020 Census count. The program includes developing and implementing an integrated community outreach and media plan that includes strategies that are cost effective, focused, and tailored to address barriers that prevent highly likely undercounted demographic populations from completing and returning Census information.

This contract was awarded through a competitive Request for Proposal (RFP) process in accordance with the Cook County Procurement Code. The William Everett Group was selected based on established evaluation criteria.

The contract consists of two components: A Total Management Fee of \$991,200 and Local Complete County Committees (LCCC) and Local Government Complete County Commissions (LGCCC) Fiscal Support Services. The Management Fee is a flat fee that includes all direct and indirect costs associated with the Program Administrator and its team members providing the services related to the Communications and Outreach Plan. To support the Census efforts of the LGCCC's and LCCC's, the County is allocating up to \$1,000,000 which will be distributed to them by the Program Administrator to the extent such amounts are approved by the County Complete County Commission through a competitive application process