**Project Worksheet**

**Small Business Development Division**

**MARKETING, PUBLIC RELATIONS, AND COMMUNITY ENGAGEMENT POOL**

**Funding Source:** COMMUNITY INFORMATION AND OUTREACH GENERAL FUNDS

**Received Date:** 04/14/2016

**Project/Contract Title:** MARKETING, PUBLIC RELATIONS, AND COMMUNITY ENGAGEMENT POOL

**Project/Contract No:** RQGI1600003

**Department:** COMMUNITY INFORMATION AND OUTREACH

**Estimated Cost of Project/Bid:** $500,000.00

**Description of Project/Bid:** Marketing, Public Relations, and Community Engagement Pool

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**Contract Measures Recommendation**

<table>
<thead>
<tr>
<th>Measure</th>
<th>Program</th>
<th>Goal Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Set Aside (Up To 100k)</td>
<td>SBE/GS</td>
<td>100.00%</td>
</tr>
<tr>
<td>Bid Preference</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**Reasons for Recommendation**

SBE/GS SET-ASIDE (UP TO 100K): Request For Quotes will be Set-Aside for small business participation when the work orders amount is $100K or less and there are 3 or more certified SBE/GS firms available in the established pre-qualification pool.

BID PREFERENCE Certified Micro SBE/GS firms will receive a 10% bid preference on contracts up to $100K.

***All work orders over $100K must be submitted to SBD for review for the determination for SBE/GS measures***

Commodity Code: 91876-Marketing Consulting; 96153-Marketing Services (Incl. Distribution, Research, Sales Promotions, Etc.)

**Small Business Contract Measure Recommendation**

<table>
<thead>
<tr>
<th>Subtrade</th>
<th>Cat.</th>
<th>Estimated Value</th>
<th>% of Items to Base Bid</th>
<th>Availability</th>
</tr>
</thead>
<tbody>
<tr>
<td>Marketing Consulting</td>
<td>SBE/GS</td>
<td>$500,000.00</td>
<td>100.00%</td>
<td></td>
</tr>
</tbody>
</table>

**Total** $500,000.00

**Living Wages:**

- [ ] YES
- [x] NO

**Responsible Wages:**

- [ ] YES
- [x] NO

Responsible Wages and Benefits applies to all construction projects over $100,000 that do not utilize federal fund. For federally funded projects, unless prohibited by federal or state law or disallowed by a governmental funding source, the HIGHER wage between Davis Bacon and Responsible Wages and Benefits shall apply.

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**REVIEW RECOMMENDATION**

<table>
<thead>
<tr>
<th>Tier 1 Set Aside</th>
<th>Tier 2 Set Aside</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**Set Aside**

- Level 1
- Level 2
- Level 3

**Trade Set Aside (MCC)**

- Goal
- Bid Preference

**No Measure**

- Deferred

**CWP**

Signed:

SBD Director: [Signature]

Date: 5/6/16

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