

Frankel:

Invitation to Negotiate

Children's Trust of Alachua County
Invitation to Negotiate - Listening Project
RFP Number: 2022-05

JULY 15, 2022

: Cover Letter

Hello.

First and foremost, it is a tremendous honor to be considered for such an important mission that will serve the children and families of Alachua County. As a company that's headquartered here in Gainesville and has been part of the community for over 17 years, we are big believers in your mission. And with our long history of working for the county and UF/IFAS, as well as forging deep relationships with county board members, we understand the sensitivities surrounding your project.

Developing winning strategies through diligent, comprehensive research is our core strength. The proprietary research and analysis tools we employ, and the skill of our local team, has proven effective and aligns perfectly for this engagement. We also take pride in our ability to move quickly, jump on opportunities, get results and provide great value to our clients.

The experience we have in this area working with clients across different industries is vast. From community listening to insights gathering to sentiment analysis and more, we will take the pulse of residents from rural and urban populations alike to deliver for Children's Trust of Alachua County. Again, thank you for this exciting opportunity. We look forward to working with you.

Sincerely,



Ryan Frankel

Frankel:

: Executive Summary

The Children's Trust of Alachua County (CTAC) listening project is a critical component to support the needs of children in our community. All voices will be heard across all nine county municipalities using a comprehensive set of data gathering tools, including Artificial Intelligence, to determine an effective and efficient use of funds. The CTAC is about making a positive impact on the lives of children from birth to 18 years old, and this research will help create it.

FORMS

FORM 1 - Prospective Contractor Certification

By submitting this proposal, the prospective contractor certifies the following:

1. The contractor representative who signs below certifies that they have carefully read and understand the provisions of the solicitation and associated documents attached thereto, and hereby submits the attached proposal to perform the work specified therein, all in accordance with the true intent and meaning thereof.
2. The contractor representative further understands and agrees that by signing this certification all of the following information in the certification is true and accurate to the best of their knowledge. If this certification cannot be made unequivocally, a written description of all instances wherein the prospective contractor cannot unequivocally make this certification is provided with this proposal.
3. Prospective Contractor is:
 - Sole Proprietor
 - Partnership
 - Corporation* if yes, what state? Florida
 - Joint Venture
 - Other (Specify)
4. Other entities or individuals shall not be allowed to perform work or take contracted-related information or data outside the United States without advance written authorization from the CTAC's Project Manager. All personnel provided for work under this contract, who are not United States citizens, will have executed a valid I-9 form, Employment Eligibility Form, and presented valid employment authorization documents.
5. This proposal is signed by a representative who is authorized to commit the prospective contractor.
6. The entity identified below is the prime contractor.
7. The prospective contractor's insurance carrier(s) can provide insurance certificates as required within ten calendar days following notice of award.
8. The proposed prices have been arrived at independently, without consultation, communication, or agreement for the purpose of restricting competition as to any matter relating to such process with any other organization or with any competitor.
9. Unless otherwise required by law, the prices proposed have not been knowingly disclosed by the prospective contractor on a prior basis directly or indirectly to any other organization or to any competitor.
10. No attempt has been made, or will be made, by the prospective contractor to induce any other person or firm to submit or not to submit a proposal for the purpose of restricting competition.
11. The price and availability of all equipment, materials, and supplies associated with performing the services described, including associated indirect costs and profit, herein have been determined and included in the proposed price. All labor costs, direct and indirect, and profit have been determined and included in the proposed price. The incremental costs expected to be incurred by the CTAC, should it enter into this contract, have also been estimated to the best ability of the prospective contractor. It is understood that the life cycle cost includes the total of the contract price plus the estimated costs to be incurred by the CTAC should it enter into this contract.
12. The prospective contractor can and shall provide the specified performance bond or alternate performance guarantee (if applicable) at no added cost to the CTAC.
13. In submitting its proposal, the prospective contractor agrees not to discuss or otherwise reveal the contents of the proposal to any source outside of the using or contracting CTAC, government or

private, until after the award of the contract. Prospective contractors not in compliance with this provision may be disqualified, at the option of the CTAC, from contract award. Only discussions authorized in advance and in writing by the contracting CTAC are exempt from this provision.

14. The prospective contractor hereby certifies that it and all of its affiliates collect appropriate taxes and remits them as provided by law.
15. The prospective contractor certifies that all insurance policies required by this contract shall remain in full force and effect during the entire term of this contract. All insurance policies and any extensions or renewals thereof, shall not be cancelled or amended except with the advance written approval of the CTAC. The Contractor agrees to submit certificates of insurance, which indicate coverage and notice provisions as required by this contract, to the CTAC upon execution of this contract. The insurance certificates shall be subject to approval by the CTAC. The insurance certificates shall include a statement in the certificate that no cancellation of the insurance shall be made without at least thirty calendar days' prior written notice to the CTAC. Approval of the insurance certificates by the CTAC shall not relieve the contractor of any obligation under this contract.
16. The prospective contractor has read and understands the conditions set forth in this ITN and agrees to them with no exceptions. (If exceptions are taken, attach a written description of each exception to this certification.)
17. The prospective contractor warrants, represents, and certifies that no elected or appointed official or employee of the CTAC has, or will, personally or indirectly benefit financially or materially from this contract.
18. In the event any part of this Agreement or work is to be funded by federal, state, or other local agency monies, the Contractor hereby agrees to cooperate with the CTAC in order to assure compliance with all requirements of the funding entity applicable to the use of the monies, including providing access to and the right to examine relevant documents related to the work and as specifically required by the federal or state granting agency, and receiving no payment until all required forms are completed and submitted.
19. Any contract and/or award arising from this ITN may be terminated for default by the CTAC if it is determined that gratuities of any kind were either offered to, or received by, any of the aforementioned officials or employees, or their close relatives or friends, from the prospective contractor, the prospective contractor's agent(s), representative(s), or employee(s). Any contract and/or award arising from the ITN may also be terminated for default if it is determined that the contract and/or award was obtained by fraud, collusion, conspiracy, or other unlawful means, or if the contract and/or award conflicts with any statutory or Constitutional provision of the State of Florida or of the United States.
20. Prohibition Against Contingent Fees. The Contractor warrants that it has not employed or retained any company or person other than an employee working solely for the Contractor to solicit and secure this Agreement and that it has not paid or agreed to pay any person, entity, company, or firm any fee, commission, gift, or other consideration contingent upon or resulting from award or making of this Agreement.
21. Therefore, in compliance with this Invitation to Negotiate, and subject to all conditions herein, the undersigned offers and agrees, that if this proposal is accepted within 90 days from the date of the opening, to furnish the subject services for a Not-to-Exceed Contract Price of \$ 88,000.000_____.

The following addenda have been received, and considered in the preparation of this proposal:

Addendum 1

Addendum 2

I affirm and certify that: neither I, nor to the best of my knowledge, information, and belief, the entity identified below, or any of its officers, directors, partners, or any of its employees directly involved in obtaining or performing contracts with public bodies has been convicted of, or has had probation before judgment imposed pursuant to criminal proceedings, or has pleaded nolo contendere to a charge of bribery, attempted bribery, or conspiracy to bribe in violation of any state or federal law, except as indicated on the attachment [indicate the reasons why the affirmation cannot be given and list any conviction, plea, or imposition of probation before judgment with the date, court, official or administrative body, the sentence or disposition, the name(s) of the person(s) involved, and their current positions and responsibilities with the business]:

Prospective Contractor Name: Frankel Media Group, LLC (DBA Frankel Agency)

Business Street Address: 5001 Celebration Pointe Ave, Suite 520

City, State, & Zip + 4: Gainesville, FL, 32608

Payment Address (if different): Same address as above.

Payment City, State, & Zip + 4: _____

Federal Employer ID Number: 20-5957319

E-mail Address: aflanders@frankelagency.com

By: 
(Signature)

Title: President & CEO

Name: Ryan Frankel
(Typed or Printed)

Unsigned certifications may result in a determination that the proposal is non-responsive.

Section 1

**: Record of
Past Experience**

: Alachua County

Animal Resources & Care

Audience Research and Stakeholder Listening Ahead of Marketing Campaign

- **In Depth Interviews**
- **Stakeholder Interviews**
- **Digital Surveys**
 - Adopters
 - Volunteers
- **Marketing Plan Development**

Frankel was hired to support Alachua County Animal Resources & Care (formerly Alachua County Animal Services) by identifying areas of opportunity to effectively build awareness and strengthen perception, primarily amongst potential adopters and those who volunteer with the organization. Before building a campaign, Frankel analyzed existing research and industry trends to uncover valuable target audience characteristics. Then, we conducted primary research inclusive of one-on-one interviews with staff, commissioners and key partners. We also created and sent digital surveys to recent adopters and volunteers to determine what messages stand out, where there may be gaps in knowledge and where they find information - all in an effort to inform a strategic marketing and communications plan for the department.

Resource Recovery Park - EcoLoop

Community Research to Inform Branding and Communications Ahead of Park Development

- **Digital Survey Among County Residents**
- **Marketing Plan Development**
- **Individual Interviews**

Frankel has worked with Alachua County Waste Alternatives and Waste Collection for several years conducting research and launching initiatives concerning recycling, trash collection and more. Recently, we developed the name and logo for the new EcoLoop industrial park where companies turn recycled materials into thriving businesses. Through our research with county officials and the general public we uncovered the benefits of the Circular Economy and used those insights for naming and branding purposes.



ECOLOOP

: FCL Timber, Land & Cattle

Community Listening Ahead of Real Estate Development

- Digital Survey Among County Residents
- Marketing Plan Development
- Social Media Listening
- Stakeholder Interviews
- Community Hearings

Frankel was retained to represent FCL Timber, Land & Cattle, which owns approximately 4,067 acres of land in Western Alachua County. Our role is to handle client communications, government relations, crisis management and strategy while options are explored for the property's future, which represents billions of dollars in development over the next 20 years. We have also been meeting with the community and conducting ongoing research among local constituents and stakeholders to hear their concerns and better understand the needs of all audiences. This information has helped form strong and effective strategic communications.

Frankel:

FCL Timber, Land & Cattle, LLLP FCL Special Area Study Report Fact Sheet



AT A GLANCE

PROPERTY OWNER
FCL Timber, Land & Cattle, LLLP

PROPERTY LOCATION
SW 122nd Street/Parker Road

PROPERTY SIZE
±4,067 Acres

EXISTING USES
Large-scale Silviculture, Pasture and Rangeland

FCL Timber, Land & Cattle, LLLP, a local family-owned entity, which has owned approximately ±4,067 acres of land in western Alachua County since the 1950's, is exploring options for the future of its property. FCL has been working closely with Alachua County on a Special Area Study (SAS) to identify potential future uses for the property. FCL takes great pride in the land and some of the limited partners still reside on site.

The six square-mile study area consists of 14 parcels west of and 12 parcels east of Parker Road, on which agricultural and silvicultural activity has occurred for the past 100 years. FCL maintains the land, its cattle, and silviculture operations. This planning effort is part of a multi-year effort to evaluate short- and long-term plans for the property as a whole.

QUESTIONS OR COMMENTS? CONTACT OUR TEAM:

GERRY DEDENBACH, AICP
Executive Vice President
CHW Professional Consultants
gerryd@chw-inc.com
(352) 331-1976

PATRICE BOYES, ESQ.,
Land Use Attorney
Patrice Boyes, P.A.
pboyes@boyeslaw.com
(352) 372-2684

Media Contact:
RYAN FRANKEL
Frankel Agency
ryan@frankelagency.com
(352) 331-5558



frankelagency.com

: First Solar - Archer Solar Project

Community Listening, Stakeholder Engagement and Strategic Communications

- In Depth Interviews
- Stakeholder Interviews
- Community Hearings
- Social Listening

We were hired to conduct community listening, coordinate community engagement, PR, web and digital reputation monitoring and management for an industrial scale solar project in Alachua. Part of our role was to hear concerns from the community and then work with experts to explain solar energy and its benefits. Then we adapted that information and distributed it to audiences ranging in elementary to advanced understandings - all in an effort to educate the community.

: Social Media Listening Dashboard

Archer Solar Digital Monitoring

Top 5 Posters

USERNAME	ADDRESS	POST
John Duffusa	17121 SW 83rd Ave, Archer FL, 32018	5
Tara Quirella	8817 120th Pl, Archer, FL 32018	1
David A. Sloan	17820 103rd Pl, Archer, FL 32018	1
Jean White	304 Church St, Archer, FL 32018	1
Stacey Swanson Hc	8809 141st Ave, Archer, FL 32018	1

Individuals by Address

Top 5 Commenters

USERNAME	ADDRESS	COMMENT
Jean White	304 Church St, Archer, FL, 32018	34
David A. Sloan	17820 103rd Pl, Archer, F., 32018	22
Raneshia Owens	18442 128th Ave, Archer, FL, 32018	21
Linda Moore	8014 120th St, Archer, FL, 32018	19
Lugan McElhat	4003 143rd St, Archer, FL, 32018	16

Project Information:

- AT A GLANCE:** First Solar, a leading provider of comprehensive photovoltaic (PV) energy solutions, is developing Archer Solar, a 74.9-megawatt (MW) advanced technology (AT) solar project located in approximately 600 acres near Archer, Florida. Archer Solar will be constructed using First Solar's tandem-junction photovoltaic (PV) solar modules.
- 74.9 MW AC:** When fully operational, the project will generate enough clean solar energy to serve the needs of approximately 12,000 homes per year, displacing approximately 95,000 metric tons of carbon dioxide (CO₂) annually—the equivalent of taking about 11,000 cars off the road. The project will connect to the transmission grid via two 230 kVAC output lines.
- Ground-Mount PV:** The availability of land near existing electrical transmission facilities, the amount of sunlight, and benefits to the local community have engineers concentrating on ground-mount solar.
- 200 acres:** Archer Solar is currently going through the environmental permitting process for the project location.
- 23,000 acres:** Archer Solar is currently going through the environmental permitting process for the project location.
- 86,000 more tons:** Archer Solar is currently going through the environmental permitting process for the project location.
- 31,500 cars:** Archer Solar is currently going through the environmental permitting process for the project location.

PROJECT BENEFITS:

- Generates 74,900 kW or other power
- No water used to generate electricity
- No air-pollutants or toxic substances
- Low visual impact
- Creates jobs and benefits for the community
- Generates 200 full-time jobs
- Generates 200 full-time jobs
- Generates 200 full-time jobs

PROJECT TIMELINE:

2019: Planning | 2020: Construction | 2021: Operations

: First Solar Educational Toolkit

This comprehensive informational packet was used to educate the public at large and stakeholders about the benefits, the preparation in place and the future positive environmental impact of the solar project.



: Nutrition Program (SNAP-Ed)

Audience Research and Community Listening Ahead of Marketing Campaign

- **Target Audience Analysis**
 - Geographic Heat Mapping
 - Age + Demographic Analysis
- **Secondary Research**
 - Audience Motivation Analysis
 - Barriers + Challenges
- **County Focus Groups**
 - Dixie/Gilchrist/Levy
 - Orange
 - Osceola

The Family Nutrition Program, a subsidiary of the University of Florida Institute of Food and Agricultural Sciences (UF/IFAS), asked us to conduct research in rural and urban markets across 5 different counties in order to inform a future campaign promoting healthy eating among SNAP-eligible residents. A strong recruitment approach was important for this research project since we wanted to get a good mixture of qualitative and quantitative data and an even representation of county residents (urban v. rural; male v. female; variety of age ranges). Additionally, we are developing a pilot marketing campaign with test messaging rooted in research to help create better nutritional outcomes.

Frankel:

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352.331.5558
info@frankelagency.com
FrankelAgency.com

UF/IFAS Snap-Ed Focus Group Moderator Guide

NOTE: Please keep in mind this won't be read verbatim, it is just a guide to be made conversational and adapted to the interviewee.

Introduction-Explanation of the Project

Hello everyone, I'm Ryan Frankel with Frankel Agency. We are conducting research on behalf of the Family Nutrition Program, a University of Florida IFAS Extension, and the Department of Children and Families. Thank you for taking the time to participate in this focus group.

Simply put, the goal of this research is to learn how to motivate more people to eat more fruits and vegetables. We want to understand what types of fruit and vegetables you currently buy, where you buy them from, how frequently you buy them. Also, if you don't purchase much fruit or vegetables, we want to understand why.

Additionally, we are hoping to uncover what you think would be the best platform for messages about fruits and vegetables to be found (Facebook, Email, TV, Schools, etc.)

During this conversation, we want you to know that we value your honest opinions. We encourage you to speak candidly. Also, we want to encourage you to ask any questions that may arise during the process, at any time.

Directions

We will be recording today's discussion. Please be assured that all of your responses will be kept confidential. You will not be identified at any point in any report or deliverables, and your statements will remain anonymous.

Before we begin, does anyone have any questions or concerns?

[Start Recording]

Ice Breaker

To start off, I'd like to go around the group and have everyone introduce themselves.

Setting the Stage

As I mentioned before, we're here to understand a little more about the food you buy and how we can convince you in the future to eat more fruits and vegetables (and buy them for your family!) But we don't know what we don't know. Before we make any presumptions or ask any questions, we'd like you to candidly tell us what you think would make you, your friends, and



: References

Alachua County EcoLoop

Name: Sean McLendon, Strategic Initiatives Manager

Org: Alachua County BOCC

Email: smclendon@alachuacounty.us

Mailing Address: 12 SE 1st St. Gainesville, FL 32601

Telephone: 352-548-3765

Alachua County

Name: Gina Peebles, Assistant County Manager - Chief of Staff

Org: Alachua County BOCC

Email: gpeebles@alachuacounty.us

Mailing Address: 12 SE 1st Street • Gainesville • FL • 32601

Telephone: 352-337-6279 (office) • 352-538-8265 (mobile)

FCL Timber, Land & Cattle

Name: Patrice Boyes

Org: Boyes Law

Email: pboyes@boyeslaw.com

Mailing Address: 5700 SW 34th St Suite 1120, Gainesville, FL 32608

Telephone: (352) 372-2684

First Solar (Archer Solar Project)

Name: Patrice Boyes

Org: Boyes Law

Email: pboyes@boyeslaw.com

Mailing Address: 5700 SW 34th St Suite 1120, Gainesville, FL 32608

Telephone: (352) 372-2684

Nutrition Program (SNAP-Ed)

Name: Karla Pagan Shelnett

Org: UF IFAS Family Nutrition Program, Associate Professor and Extension Nutrition Specialist

Email: kpagan@ufl.edu

Mailing Address: UF, Institute of Food + Agricultural Sciences, 3028-A McCarty D, PO Box 110310, Gainesville, FL ZIP

Telephone: (352) 273-3535

Section 2

: Project Plan

: Our Approach to the Project

Hearing the voices of those who have previously interacted with CTAC or who might have future contact with the organization is critical to the project’s success. We will engage in meaningful conversations across Alachua County’s nine municipalities in order to help build bridges for future engagement and strong future communication.

Achieving that will involve a comprehensive and systematic research effort to ensure all residents have a say. Therefore we will take a qualitative approach designed to capture individual experiences as well as a quantitative approach to yield statistically significant data responses capable of being analyzed by geography or demographic.

It is our aim to identify key themes, trends and common issues from a wide range of people. We want the input of key stakeholders and elevate voices that have not often been heard. We will also facilitate a channel to share opinions on CTAC’s programs and approaches.

Frankel will use a comprehensive suite of data gathering and analytical tools in order to reach all audiences and stakeholders.



:Phase 1

In this phase we will assess the situation, align on our approach, develop the game plan, and hire appropriate 3rd party vendors.

Phase 1: Planning & Secondary Research - 1 MONTH

Assess Market Dynamic

- Establish a theoretical framework for how we have arrived at this point
- Formulate a hypothesis of what the listening project might uncover

Develop + Finalize Project Plan (Refine the Research Approach)

- Hone in on our audience and define them more specifically
- Evaluate additional staffing needs/3rd party vendors
 - Add research and recruitment specialist to the team
 - Recruit community partner volunteers in Gainesville and surrounding cities; include English, Spanish and Creole-speaking individuals
 - Contract with phone survey organization
- Confirm research incentives being used
- Primary research preparation
 - Create focus group moderator & coding guide
 - Survey tool development

Document + Data Review

- Community needs assessments
 - UF Health
 - UF HealthStreet
 - Alachua County - WellFlorida
 - Alachua County Health Department
 - School Board of Alachua County
- Peer reviewed research review

Observation + Preliminary Research

- Stakeholder & board interviews to determine future state and goals of the Alachua County Children's Trust and confirm assessment measures
- Develop framework for assessing key priorities
- Set up social listening + sentiment dashboard
 - Key phrases to track
 - Key accounts to follow

: Phase 2

This phase is the longest of the engagement and focuses on information gathering through a wide range of tactics intended to reach specific audiences.

Phase 2: Data Collection (Remote, Phone + In Person) - 4 MONTHS

In-Depth Interviews

- Recruitment through 1:1 outreach
- Board members, key informants
- Phone/Zoom

Oral Histories With:

- Those who helped establish CTAC and set up the initial campaign
- Long-standing partners + program participants

Focus Groups (In Person + Via Zoom)

- Recruit using panel service to ensure response rate and demographic mix of parents and caregivers
- Use AI data to read participant sentiment on Zoom focus groups
- In person for audiences without internet access

Conduct Intercept Surveys at Community Events

County-wide Phone Surveys

- Recruitment through UF Survey Research Center to achieve representative sample of urban and rural, etc.

County-wide Digital Surveys

- Recruitment through provided list by CTAC or panel service for broad representation of urban and rural, etc

Online Tracking

- Place cookies on CTAC and partner webpages to track consumer journey through website content

Social Media Listening

- Sentiment analysis
- Key themes + commentary
- Identification of supporters and opponents

Quality Control/Validity

- Variety of data collection points includes:
 - All audiences can be reached
 - All geographics within the county can be reached
- Ensure accessibility and inclusion
- Ensure key questions are asked of each group
- Ensure proper documentation of findings

: Audiences By Tactics

The following is a breakdown of audiences we need to reach and tools we will employ to reach them. Our goal is to use tactics appropriate for meeting each audience where they are.

Parents + Caregivers:

- In Person and/or Zoom Focus Groups
- Digital Surveys
- Intercept Surveys
- Social Media Monitoring
- County-Wide Phone Surveys*

Children*:

- In Person and/or Zoom Focus Groups
- Intercept Surveys

Service Providers (Current + Potential):

- Digital Surveys

Partners (Current + Potential):

- Digital Surveys
- Online Tracking
- Oral Histories

Key Informants (Community Leaders, Pediatricians, Faith Groups, Etc.):

- In Depth Zoom and/or Phone Interviews
- Oral Histories

**Phone surveys will only be conducted if participation through the digital and intercept surveys is low*

: Audiences By Tactics

Participant Recruitment

Careful consideration has been given to how to best recruit each audience to ensure a strong methodological approach, yield a representative sample, and ensure ease of participation.

- Audiences composed of a finite list of people with busy schedules (e.g. key informants) will be contacted individually to talk during a time that would be convenient for them.
- Parents and caregivers will be reached through a number of avenues. They will be comprehensively contacted via telephone interviews, focus groups, and digital and intercept surveys.
- Recruitment for focus groups will take place through community partners (e.g., Partnership for Strong Families, Boys + Girls Club).
- Digital survey participation will be through Facebook recruitment, or through an email list that the CTAC provides, a voter registration list, or a panel service* (if a list is not available).
- Intercept surveys will reach this audience directly when they drop off/pick children up from school or after-school programs or at other community events. Intercept surveys will be kept short to encourage response.
- For time and cost efficiency, Zoom focus groups will be utilized. For audiences that do not have access to technology and the Internet (e.g., rural areas of the county), we will hold our focus groups in person.
- Partners and service providers will be reached by digital survey since they have an existing relationship and are more likely to respond.
- Children** under the age of 18 years old account for approximately 20% of the Alachua County population. Broken into age group bands, this audience will be reached via school and after-school partner programs to ensure parents have visibility and are able to provide consent.

We recommend incentives be used to encourage participation; every focus group participant should receive an incentive for their time. For cost efficiencies, participants in phone interviews, intercept interviews and digital surveys should be entered to win an incentive.

**The questions asked of children would be designed to assess the needs and areas of opportunity for CTAC. Zoom would only be used for high-school-aged children who have written parental permission. Otherwise, all intercept surveys and focus groups would be conducted in person, with appropriate oversight.*

***Panel services will be enlisted and phone interviews will be conducted if there is a lower than anticipated participation rate. Costs for these services are not included in the Pricing section as they are a contingency option.*

: Phase 3 & 4

Here, we will compile and sort through all gathered data, analyze it and develop clear, cohesive next steps.

Phase 3: Analysis - 2 MONTHS

Preliminary Data Processing + Analysis

Oral Histories

- Recordings* and/or notes

Interview Notes

- Coded + summarized
- Key themes identified

Focus Groups

- Coded + summarized
- Key themes identified

Intercept Survey Analysis + Reporting

Digital Survey Analysis + Reporting

Phone Survey Analysis + Reporting

Needs + Gap Analysis

Phase 4: Next steps for strategic communications - 1 MONTH

In this phase we will communicate our findings through a comprehensive presentation with recommendations.

Develop Board Presentation

- Overview of listening project
- Analysis of findings
- Key themes + what they mean
- Inclusive of charts/graphs to digest data set

Recommend a Course of Action for Strategic Communications

Package Raw Notes and Files from Data Collection Sources

*Recordings provided if participant allows us to record

: Leadership Resumes



Ryan Frankel
President & CEO

With an endless imagination, inherent skill for marketing and an intense passion for each client's success, Ryan's the big-picture guy with an emphasis on creating big ideas to grow great brands. No matter what the challenge or circumstance happens to be, he guides clients through it.

Ryan lives and breathes creativity and brand development, using a lifetime of business experience to create campaigns, strategies and communications for a wide range of organizations including Mack Trucks, Nextran Corporation, REV Group, E-ONE, Hospital Corporation of America (HCA), University of Florida, Florida State University, and many others.



Ashleigh Flanders
Vice President

Ashleigh, who holds a Ph.D from the University of London, brings many years of marketing and advertising management experience to the Frankel team, with the bulk of those years being in the agency world. In the past two years alone, she has worked closely with several Frankel clients responding quickly to manage crisis situations brought on by COVID; helping them to adjust their business models to successfully navigate economic uncertainty.

Her work creating and executing fully-integrated campaigns designed to build memorable brands and deliver a strong return on investment has been acknowledged with multiple FPRA Image and ADDY awards. Notable client experiences include: Kellogg's, Hendrick's Gin, Lexus, Pure Barre, and Gold's Gym.

: Staff Resumes

The Frankel Team servicing the CTAC's project is composed of research experts with previous experience on Alachua County initiatives. Their hours are carefully considered to ensure costs are kept manageable.

Megan MacPherson

Senior Brand Manager and Research Strategy Lead



EDUCATION
B.A. in Business Administration
University of Florida

:Responsibilities

Strategy, planning, questionnaire writing, analysis and reporting

:Experience

- Senior Brand Manager, Frankel
- Associate Director of Communications, UF Clinical & Translational Science Institute
- Communications Manager, UF College of Medicine
- Communications Director, Interdisciplinary Center for Biotechnology Research & Genetics Institute
- Referral Coordinator, UF College of Veterinary Medicine
- Marketing Assistant, Fetching Communications
- Account Director, 352 INC.
- Project Manager & Traffic Manager, 352 INC.

Julia Slawek

Project Manager



EDUCATION
B.A. in PR & Advertising
UNC Chapel Hill
B.A. Women and Gender Studies

:Responsibilities

Project timeline creation, scheduling and reporting

:Experience

- Project Manager, Frankel
- Account Manager, Liquid Creative
- Account Support Intern, 3 Birds Marketing
- Account Management Intern, Cramer-Krasselt
- Ticket Services Coordinator, Carolina Performing Arts

Katrina Alber

Social Media Manager



EDUCATION
B.S. in Political Science
Florida State University

:Responsibilities

Social listening setup and management, analysis and recommendations

:Experience

- Social Media Manager, Frankel
- Development Director, Arthritis Foundation
- Sales Manager/Associate Director, Keiser University
- Senior Sales Counselor, Keiser University
- Sales Counselor, Keiser University

Nick Frye

Digital Marketing Specialist



EDUCATION
BBA, Business Management
Colorado Mesa University

:Responsibilities

Digital survey programming and distribution

:Experience

- Digital Marketing Specialist: Frankel
- Digital Advertising Specialist: McFadden/Gavender Advertising
- Administrative Assistant: Advance Title Company

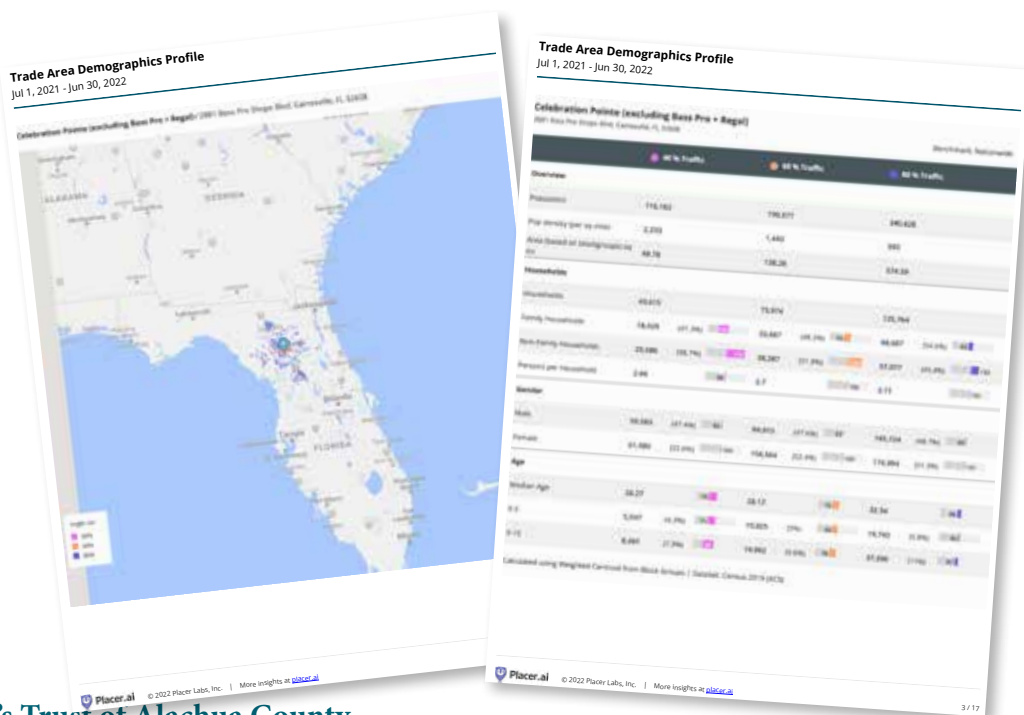
: Sample Data Collection Tools

AI with Zoom Focus Groups



Frankel:

Audience Segmentation Data Via Placer.AI



frankelagency.com

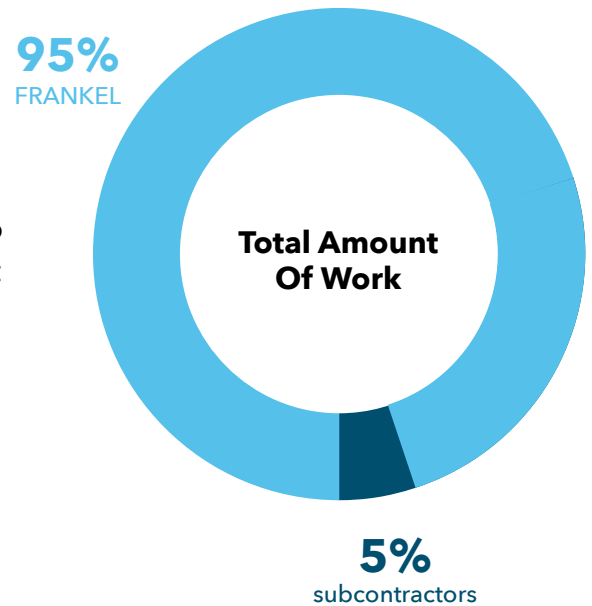
Section 3

: Subcontracting

: Subcontracting

The vast majority of the work, 95%, will be performed by current Frankel employees, headquartered in Gainesville, Florida. The other 5% will be subcontracted resources. We intend to partner with a research and recruitment specialist (consultant) and a phone survey researcher in subcontracted roles.

None of the work will be performed out of the United States.



: Subcontractor Profiles

Elizabeth Flood-Grady Ph.D

About: Visiting Assistant Professor, STEM Translational Communication Center Manager, Clinical Translational Science Institute Recruitment Center (UF College of Journalism). An interdisciplinary, mixed-methods, health communication scientist who studies translational health communication in clinical, online, and family decision-making contexts.

Role: Research recruitment, message development and compliance advisor. Will provide guidance on question design and overall methodological approach.

Perks:

- Local to Alachua County
- Strong qualitative and quantitative research background
- Expert in strategic message design for research participation and recruitment
- Expert in recruitment of research participants, particularly on digital platforms (Email, social media, etc.)

: Subcontractor Profiles

UF Survey Research Center

About: One of the largest university-based survey programs in the country and one of only two currently accredited by the National Center for Quality Assurance for conducting HEDIS health care surveys. The UFSRC is also a member of the Association of Academic Survey Research Organizations.

Project Role: Conduct telephone surveys among local constituents to ensure broad audience participation in the listening project

Perks:

- Local to Alachua County
- Record Calls for Quality Control + Data Collection: Use a state-of-the-art voice-over-Internet protocol (VOIP) telephone system that uses Asterisk open source technology. This allows them to record 100% of the phone calls for quality and control purposes.
- Speedy Data Capture: 200+ interviewers on staff, with 20-30% fluent in Spanish and English. Open 7 days a week, 9a-9p.
- Strong Answer and Call-Back Rates: Use a toll-free phone number in place for more than a decade (1-888-536-2434) and rings straight to the supervisor desk. Incoming calls can be quickly turned over to an interviewer to conduct the appropriate interview for a particular study (even if the caller doesn't remember the survey name, any sample phone number can be looked up in our Scheduler software).
- Guaranteed Productivity: Project managers can directly access and edit survey sample, specifications, and questionnaires to determine survey productivity and identify the status of particular projects.

This subcontractor will only be used if phone surveys are needed as a result of lower than anticipated participation in the digital and intercept surveys.



Memorandum of Understanding

THIS MEMORANDUM OF UNDERSTANDING (the “Document”) made as of this 15th day of July, 2022 (the “Execution Date”),

BETWEEN:

Frankel Media Group, LLC, DBA Frankel of 5001 Celebration Pointe Ave, Ste 520, Gainesville, FL 32608

(the “Client”)

- AND -

Elizabeth Flood-Grady, Ph.D. of 2042 Weimer, College of Journalism, University of Florida, Gainesville, FL 32611

(the “Contractor”)

BACKGROUND:

- A. The Contractor is available for hire to perform certain services.
- B. The Client wishes to hire the Contractor to perform services.

This Document will establish the basic terms used in a future service agreement between the Contractor and the Client. The terms contained in this Document are not comprehensive and it is expected that additional terms may be added, and existing terms may be changed or deleted. The basic terms are as follows:

Non-Binding

- 1. This Document does not create a binding agreement between the Client and the Contractor and will not be enforceable. Only the future service agreement, duly executed by the Client and the Contractor, will be enforceable. The terms and conditions of the future service agreement will supersede any terms and conditions contained in this Document. The Client and the Contractor are not prevented from entering into negotiations with third parties with regard to the subject matter of this Document.

Transaction Description

- 2. The Services for hire are described as follows:

p. 352.331.5558 | 5001 Celebration Pointe Ave | Ste 520 | Gainesville, FL 32608 | frankelagency.com

Frankel:

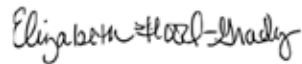
- Research consultancy, review of the questionnaire, methodological guidance, and recommendations on recruitment strategy for Children’s Trust of Alachua County Listening project.

Purchase Price

3. The Contractor will charge the Client a flat fee of \$8,750 USD for the services (the “Compensation”).
4. The Client will pay to the Contractor the deposit amount of \$4,375 USD (the “Deposit”) on or before the 15th day of August, 2022 (the “Deposit Date”).
5. The Client will pay to the Contractor the balance amount of \$4,375 USD on or before the 19th day of December, 2022 (the “Closing Date”) as final payment in full for the services.

This Document accurately reflects the understanding between the Contractor and the Client, signed on this 15th day of July, 2022.

Per:  (Seal)
Frankel Media Group, LLC, DBA Frankel (Client)



Elizabeth Flood-Grady, Ph.D. (Contractor)

Section 4
: Price

: Price Breakdown

Personnel Costs

- Job Titles: President and Vice President, Brand Manager + Research Lead, Project Manager, Social Media Manager, Digital Marketing Specialist
- Hourly Rate (Blended)
 - \$185/hr
- Total Hours: 188
- Personnel Costs: \$34,780

Travel Expenses

- Mileage from Frankel HQ to each focus group location (round trip)
 - *Estimated at 300 miles @ \$.585*
- Total Travel: \$175.50

Other Costs

- Social Advertising for Digital Survey Recruitment = \$2,500
- Focus Group Participant Incentives
 - *Focus Groups (\$50 pp, 10 ppl per group, 18 groups in total) = \$9,000*
 - *Digital Surveys (Enter to Win Drawing for \$500)*
- Tech Fees
 - *AI for Focus Group Theme and Sentiment Analysis = \$15,000*
 - *Social Listening + Sentiment Dashboard = \$2,500/month for 4 months = \$10,000*
 - *Audience Segmentation via Placer.AI = \$5,000*
- Research Consultant Subcontractor = \$2,200/month for 5 months = \$11,000

FINAL FIXED PRICE = \$88,000

: Thank You

Ashleigh Flanders, Vice President
aflanders@frankelagency.com
(352) 331-5558