

Public Hearing: YES NO

Department: Voter Registration & Elections

SUBJECT:

Commission District(s): All Districts

Profile Marketing Communication Services

Information Contact: Erica Hamilton

Phone Number: 404.298.4040

PURPOSE:

Provide ongoing support and suggestions for DeKalb Voter Registration and Elections in communications, media relations, social media management, stakeholder engagement, public education, website revisions and graphic design professional services.

NEED/IMPACT:

Using an integrated marketing communication approach, Profile will create an updated communication plan for DeKalb VRE that will guide general communications activities, establish key objectives, and identify top priorities related to educating DeKalb voters about SB 202 and upcoming elections.

Profile Marketing will continue providing these services as an extension of their successful participation and support in the challenging 2020 elections. Profile Marketing will utilize the experience, familiarity, and knowledge from the 2020 election cycle to work on an expedited basis to help ensure a successful 2021 election cycle, including assisting with challenges from the ongoing pandemic, communicating with and educating diverse voters in DeKalb, and educating voters about recent changes in state law

FISCAL IMPACT:

The cost of Profile Marketing Services is \$350,000.00. This amount includes retainer professional services of \$37,5000.00 a month through December 2021 plus up to \$150,000.00 to cover the cost of printing, collateral, advertising, outreach and engagement, translation services and miscellaneous communication needs. This amount is currently reserved in the Voter Registration and Elections Budget Allocations.

RECOMMENDATION:

To express the Governing Authority's support of this expenditure from the BRE's budgeted operating expenses as a part of the ongoing support effort by the Governing Authority in the BRE's continued and consistent efforts for the benefit of the voters of DeKalb County.