

AUTHORIZE NEW AGREEMENT WITH LOPEZ MARTIN AND ASSOCIATES, INC. D/B/A PURPLE GROUP TO PROVIDE A PUBLIC EDUCATION MARKETING PLAN FOR HEALTHY CPS INITIATIVE

THE CHIEF EXECUTIVE OFFICER REPORTS THE FOLLOWING DECISION:

Authorize an agreement with Lopez Martin & Associates Inc. d/b/a Purple Group to provide a public education marketing plan for the Healthy CPS initiatives to the Office of Student Health and Wellness (OSHW) with total cost not to exceed \$250,000. Vendor was selected on a competitive basis pursuant

to Board Rule 7-2. A written agreement for Vendor's services is currently being negotiated. No services

DELIVERABLES:

The Vendor will produce the following:

1. A Public Education Initiative work plan: Vendor will outline the goals, objectives, strategies, tactics,

2. New and/or adaptive advertisements: Vendor will place advertisement on healthy school environments

GENERAL CONDITIONS:

Inspector General - Each party to the agreement shall acknowledge that, in accordance with 105 ILCS

~~5/94-10-4, the Inspector General of the Chicago Board of Education has the authority to conduct certain~~

investigations and that the Inspector General shall have access to all information and personnel necessary to conduct those investigations.

~~Conflicts - The agreement shall not be legally binding on the Board if entered into in violation of the~~