



URBAN REDEVELOPMENT AUTHORITY  
AWARD JUSTIFICATION FORM

PROFESSIONAL SERVICES

PROJECT NAME: Communications Strategy

SERVICES REQUESTED: Communication Analysis and Recommendations

CONTRACT DURATION: January 1, 2010 – June 30, 2010

DATE OF RFP: N/A

PROPOSAL DUE DATE: N/A

PROPOSALS REQUESTED: 1  
(Number)

PROPOSALS RECEIVED: 1  
(Number)

PROPOSERS SUBMITTING: Action Media  
(Name)

PROPOSER SELECTED: Action Media

CONTRACTED AMOUNT: \$10,000

CRITERIA FOR SELECTION: Action Media was selected to work with the Urban Redevelopment Authority because of their in-depth knowledge of the agency and approach to community development. Action Media was retained by the CD Collaborative to do similar work around the Market Value Analysis discussion and they were able to provide the tools necessary for the CD Collaborative to have productive and effective communications with each community in the City of Pittsburgh.

REJECTED PROPOSALS: N/A

DEPARTMENT/AUTHORITY RECOMMENDING AWARD: Executive/Marketing

WAS AWARD MADE TO LOWEST QUALIFIED PROPOSER? YES  NO  NOT APPLICABLE

IF NO, DEPARTMENT AND/OR AUTHORITY MUST PROVIDE EXPLANATION: