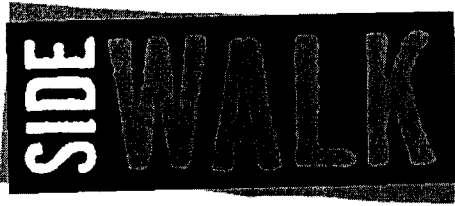


MEETING DATE: November 26, 2007

AGENDA ITEM : Approval of a Professional Services Agreement with Sidewalk Strategies, A Division of Tramutola LLC, to Provide Public Education Advisory Services Relating to Proposed Modernization of the City's Utility Users' Tax, and Approval of Additional Appropriation of \$20,000 for the Implementation of the Public Education Program.

ATTACHMENTS

	<u>Pages</u>
1. Sidewalk Strategies' Proposal	1 – 3



S T R A T E G I E S

A Division of TRAMUTOLA LLC

November 15, 2007

Mr. Nick Kimball
Senior Management Analyst
Budget & Finance Division
City of Culver City
9770 Culver Boulevard
Culver City, CA 90232

Via email: nick.kimball@culvercity.org

RE: Proposal for Communications Planning and Public Information Services

Dear Nick:

Thank you for your interest in TRAMUTOLA and for taking the time to discuss how we may be able to assist the City in addressing your upcoming communications needs. **Sidewalk Strategies**, a division of our firm established to work with public agencies on non-electoral planning and public information projects, is well suited to provide communications assistance relating to updating the City's Utility Users Tax.

We are aware that Culver City is in the process of updating and modernizing its Utility Users' Tax. Despite the fact that the UUT provides indispensable funding for vital city services, it has been our experience that this issue is not widely understood by residents.

To develop a public information program that accurately informs and educates Culver City voters on the UUT update measure, we believe a more in-depth level of service will be required. Accordingly, we have provided an overview of proposed services here and we would be happy to address any questions you may have.

OVERVIEW OF THE PROCESS

As you know, the City has an obligation to INFORM voters and the public of issues impacting the quality of life in your community, and in that context you may provide factual information, presented in a fair, balanced and unbiased way to voters and the public. Our role is to help the City develop and execute an appropriate public information program.

Our scope of work will focus on two key phases: first a *Communications PLANNING* phase; and second, a *Public Information IMPLEMENTATION* phase.

PHASE I – Communications PLANNING (November 2007 – December 2007)

Here our focus is RESEARCH & PLANNING. Our priority tasks in this phase could include:

Research

- Historical UUT conditions: review of the history of your UUT in Culver City.
- Existing UUT conditions: a review of existing conditions—what the UUT funds today.
- Future UUT scenarios: a review of most likely scenarios for the future including analysis of the City's proposed measure and specific services to be funded by a renewed UUT as well as an accurate accounting of the services that will be lost if it is not renewed.
- An analysis of the community—to assist in communications planning.
- A review of Los Angeles' UUT measure on the Feb 5th, 2008 Ballot—to assist in communications planning.
- Review existing city communications channels to determine how they could be utilized in the City's public information program. These might include newsletters, regular newspaper columns, and printed materials distributed throughout the City.

Plan Development

- Develop a written Public Information Plan including recommendations to the City to inform residents on its UUT update measure, a budget and a suggested timeline for implementation.
- Provide recommendations for specific communications tools to assist the City in communicating with local press, citizens, stakeholders, and the public at large.

PHASE 2: Public Information IMPLEMENTATION (January 2008 – April 8th, 2008)

Here our focus is IMPLEMENTATION. Specific objectives during this phase could include:

- Work with City Staff to provide an effective, accurate communications response to all UUT related inquiries
- Work with City Staff to implement the City-funded public information program to inform and educate voters. Sidewalk Strategies will write, design, develop and coordinate production and mailing (within established City guidelines and protocols) for the following public information work products:
 1. **A Fact Sheet** to be available for public distribution and use.
 2. **Direct Mail:** 2-3 public information mailers (pending City resources) to educate/inform the community on City needs, what exactly the existing UUT helps fund, and the impact on specific city services if the UUT is not renewed.
 3. **A recorded phone message** with information-ONLY about the UUT, broadcast to Culver city residents
- Assist City Staff in executing community outreach efforts that may include community meetings to ensure local residents are informed on the City's plan and have an opportunity to provide input and feedback.
- Assist City Staff in communicating with the local press

SIDEWALK STRATEGIES CONSULTING FEES

We have organized our fee structure to reflect the two-phase approach outlined in the above scope of services. However, we strongly recommend the City move forward with both Phase I and Phase II in order to ensure that the measure's most critical points are communicated to Culver City residents.

A specific project budget will be developed if we are selected to work with the City on this project. We build client projects and budgets collaboratively *with* our clients and exercise as much flexibility as we possibly can to address their unique needs and requirements.

We propose the following SIDEWALK STRATEGIES professional fees for this project:

Phase I - Communications PLANNING Services

\$10,000 plus approved expenses
not to exceed 15% of total budget

Phase II - Public Information IMPLEMENTATION Services

\$10,000 plus approved expenses
not to exceed 15% of total budget

NEXT STEPS

Obviously time is of the essence. Very quickly we need to agree on the priority tasks and total budget for the project and then develop the necessary materials. We are excited at the prospect of working with you on this important project and look forward to getting started as quickly as possible.

In the meantime, on behalf of all of us on the Sidewalk Strategies and TRAMUTOLA team, thank you for your consideration. Please contact me to discuss next steps. I can be reached at (510) 658-7003, via cell phone (with voice mail) at 510-757-9023, or via email at bonniem@tramutola.com. We look forward to hearing from you at your earliest convenience.

Sincerely,

A handwritten signature in cursive script that reads "Bonnie J. Moss".

Bonnie J. Moss
Executive Vice President &
Chief Operating Officer