



# City of Culver City

## Staff Report

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**File #:** 18-01038, **Version:** 1

**Item #:** C-10.

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**CC - Authorization to Release a Request for Proposals for Communications Consulting Services.**

**Meeting Date:** March 26, 2018

**Contact Person/Dept:** Shelly Wolfberg/City Manager's Office

**Phone Number:** 310-253-6000

**Fiscal Impact:** Yes  No

**General Fund:** Yes  No

**Public Hearing:**  **Action Item:**  **Attachments:**

**Commission Action Required:** Yes  No  **Date:**

**Public Notification:** (E-Mail) Meetings and Agendas - City Council (03/21/18)

**Department Approval:** John M. Nachbar (03/20/18)

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### **RECOMMENDATION**

Staff recommends the City Council authorize the release of a Request for Proposals (RFP) for communications consulting services.

### **BACKGROUND**

On June 6, 2016, the City entered into an agreement with Tripepi Smith and Associates (TS) to conduct a Communications Assessment, which was completed in November 2016. On August 2, 2016, the City Council approved an Agreement with TS to implement a Public Communications Program for Measure CW, the City's Stormwater Parcel Tax Measure on the November 8, 2016 ballot. On January 1, 2017 the City Council approved an Agreement with TS for communications consulting services and subsequently approved an Amendment to the Agreement with TS on June 26, 2017. The current term of the Agreement will expire on June 30, 2018.

Notable accomplishments during this fiscal year include a tremendous growth in the City's social media communications. TS has coordinated efforts related to identifying content with staff and distributing the City's announcements with social media. TS has also produced high quality videos for the City Manager's Office and to promote Culver City Bus's 90<sup>th</sup> Anniversary. Additionally, the

graphic designers at TS have produced materials for the Inglewood Oil Field Specific Plan Project educational effort and Kindness posters for local businesses.

## **DISCUSSION**

Staff has enjoyed a successful engagement with TS for a wide range of communications services. Staff wishes to continue consulting with a communications firm to further the City's communication goals. Staff's recommended scope of work for the next term of the Agreement will include the following services:

1. Monitor local and national publications and online alerts for stories about Culver City, monitor and report on communications metrics on a monthly basis;
2. Develop and manage a monthly calendar for city communications and a related plan for executing on that plan and conduct quarterly, two-hour, on-site strategy/training session with senior staff or staff focused on communication matters from each department;
3. Advise identified City social media managers on use of their social media platforms including responses to inquiries on social media and provide City staff with guidance on email marketing best practices and emails as a key source for social media content. Identify appropriate imagery to use, where possible to aid the work impact and reach of social media posts;
4. Spearhead, manage, and monitor the use of all forms of communication including social media platforms, the city's website, the city's media channels, print materials, surveys, and other communication methods that are available or might become available in the future.
5. Prepare three Press Releases per month and one Vision Pulse information webpage per month, working with staff to develop content.
6. Advise the City Leadership team during crisis management when responding to emergencies, including coordinating communications efforts with key external stakeholders and be available on-call for the staff to answer questions and develop strategies for time sensitive issues which may need assistance;
7. Perform potential ad hoc work, which may include: additional press releases beyond the scope identified above, photography services, video production services, newsletter development and assembly, graphic design support, writing speeches and letters to the editor, presentation preparation, media training session, drafting or reviewing policies and procedures, organizing press conferences or writing articles for the websites or other publications, marketing campaigns and the strategies, tactics and resources necessary to support the strategic mission of the City. Campaigns may be developed in conjunction with external consultants.

Once the RFP process is complete for the communications consultant, Staff will return to the City Council with a recommendation for approval of a contract.

## **FISCAL ANALYSIS**

There is no fiscal impact to release the RFP for Communications Consulting Services. Staff will return to the City Council during the Fiscal Year 2018-19 Budget process for funding authorization for the Agreement.

**ATTACHMENTS**

None.

**MOTION**

That the City Council:

Authorize the release of a Request for Proposals for a communications consultant.