



City of Culver City

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Staff Report Details (With Text)

File #: 23-925 **Version:** 1 **Name:** Communications & Social Media Consultant Services
Type: Minute Order **Status:** Consent Agenda
File created: 4/28/2023 **In control:** City Council Meeting Agenda
On agenda: 5/8/2023 **Final action:**
Title: CC - CONSENT ITEM: (1) Approval of a New Three-Year Professional Services Agreement with Tripepi Smith for Communications and Social Media Support in an Amount Not-to-Exceed \$149,690 Annually; and (2) Authorization to the City Manager to Approve Amendments to the Agreement for Two Additional One-Year Terms.

Sponsors:

Indexes:

Code sections:

Attachments:

Date	Ver.	Action By	Action	Result
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Meeting Date: May 8, 2023

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

Phone Number: (310) 253-6000

Fiscal Impact: Yes ☒ No ☐ **General Fund:** Yes ☒ No ☐

Attachments: Yes ☐ No ☒

Public Notification: (E-Mail) Tripepi Smith; Meetings and Agendas - City Council (05/03/23)

Department Approval: John M. Nachbar (05/03/23)

RECOMMENDATION

Staff recommends the City Council (1) approve a new three-year professional services agreement with Tripepi Smith (TS) for communications and social media support in an amount not-to-exceed \$149,680 annually; and (2) authorize the City Manager to approve amendments to the agreement for two additional one-year terms.

BACKGROUND

In 2016, TS conducted a Communications Assessment of the City. In 2018, TS was selected through the Request for Proposals (RFP) process for communications services. Subsequently, the City entered into a multi-year agreement with TS to provide communications support for the City. Over the last five years, TS has been focused on social media management, posting to social media three to five times per day, and monitoring social media questions and comments. TS provides a monthly detailed metrics report to the City on the overall outreach numbers for the City. This data helps to ensure clear and high-quality content in addition to the overall distribution of that content to members of the community. Additional work has entailed press release and news article writing, webpage development, editorial calendar creation and maintenance, media relations, strategic messaging, and ballot measure outreach and education. The agreement will expire on June 30, 2023.

DISCUSSION

On April 6, 2023, the City released an RFP in search of a firm to provide communications and social media consulting services to the City. A total of five proposals were received by the April 27, 2023 submission deadline. The proposers are listed below in alphabetical order:

- Ciano Designs
- Del Richardson & Associates
- Global Urban Strategies, Inc.
- RG Pacific
- Tripepi Smith (TS)

The proposals were evaluated based on their qualifications and experience of the firm and proposed team; questions/responses to the scope of services; and total project costs. Staff determined TS to be the best qualified.

TS demonstrated a deep knowledge of a multitude of communications services in their proposal. The proposed team shares the City's goal to continue to provide a wide range of communications services and the desire to continue to increase the City's public engagement. The proposed project team has led communication projects and programs for over 180 local government agencies. TS is a full-service company and has a qualified, experienced team of professionals.

Staff recommends the City Council approve the professional services agreement for TS to provide the City's communications and social media consultant services.

FISCAL ANALYSIS

The first year of the agreement with TS, will be for an amount not-to-exceed \$149,680 beginning in Fiscal Year 2023-2024. The Proposed Budget for Fiscal Year 2023-2024 includes \$132,580 for these services in Account #10110100.619800 (City Manager's Office - Other Contractual Services). The remaining \$17,100 is being requested as a budget enhancement in the Proposed Budget. Funding

for future years of the agreement will be included in future fiscal year budgets.

ATTACHMENTS

None.

MOTIONS

That the City Council:

1. Approve a three-year professional services agreement with Tripepi Smith and Associates in amount not -to-exceed \$149,680 for Fiscal Year 2023-2024; and
2. Authorize the City Manager to approve two additional one-year terms; and
3. Authorize the City Attorney to review/prepare the necessary documents; and,
4. Authorize the City Manager to execute such documents on behalf of the City.