



City of Culver City

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Staff Report

File #: 16-526, **Version:** 1

Item #: C-5.

CC - (1) Approval of a Professional Services Agreement with Tripepi Smith and Associates to Provide Communications Support in an Amount Not-to-Exceed \$34,000; and (2) Approval of a Related Budget Amendment (Requires a Four-Fifths Vote).

Meeting Date: January 23, 2017

Contact Person/Dept: Shelly Wolfberg/Assistant to the City Manager
Phone Number: (310) 253-6000

Fiscal Impact: Yes ☒ No ☐

General Fund: Yes ☒ No ☐

Public Hearing: ☐ **Action Item:** ☒ **Attachments:** ☐

Commission Action Required: Yes ☐ No ☒

Public Notification: (E-Mail) Meetings and Agendas - City Council (01/18/17); Tripepi Smith and Associates (01/18/17).

Department Approval: John M. Nachbar, City Manager (01/17/17)

RECOMMENDATION

Staff recommends the City Council: (1) approve a professional services agreement with Tripepi Smith and Associates (TSA) for Communications support in an amount not-to-exceed \$34,000, and (2) approve a related budget amendment in the amount of \$34,000.

A budget amendment requires a 4/5 affirmative vote.

BACKGROUND

TSA began working with the City in July 2016. Initially, TSA's scope of work commenced with its Communications Assessment, which included a comprehensive review and analysis of departmental communications. Subsequently, TSA was retained to develop a community education and outreach campaign for Measure CW, the Clean Water, Clean Beach Parcel Tax on the November 8, 2016 ballot, which was approved by Culver City voters. Both of these engagements with TSA have provided the firm with an opportunity to not only build its knowledge of Culver City's programs and projects but also to achieve a better understanding of the City's growing need to enhance its public information and communications efforts.

DISCUSSION

TSA has provided a proposal for Communications Support to the City. The proposal is comprised of a wide range of services, including strategic planning, media outreach, media monitoring, social media coordination, and communication calendar planning for \$6,800 per month from February 1 to June 30, 2017.

Specifically, as part of this agreement, TSA will do the following:

- Monitor and report on communications metrics on a monthly basis
- Develop a 12-month calendar for city communications and a related plan for executing that plan
- Revisit the 12-month calendar on a quarterly basis, with a two hour on site strategy session with senior staff or staff focused on communication matters from each department
- Draft and distribute up to three news releases per month, as local stories and events require
- Proactively engage with the media to establish relationships and familiarity and report on the progress and results of those efforts
- Connect with other leaders and communication staff in partner agencies and organizations that serve Culver City residents
- Monitor traditional and digital media for Culver City coverage and mentions and notify the City Manager's Office of stories that should receive its attention
- Develop content to add to the City's website, particularly the "City News" page (up to three stories a month on top of the press releases)
- Co-Manage and monitor the various social media platforms for the City
- Set up, manage, and monitor the Nextdoor 'Agency' account for the City
- Support staff in stakeholder outreach and communication efforts
- Strategize on the effective use of the GovDelivery platform and related segmentations of the email list

With the proposed agreement, TSA is offering additional services at a discounted ad hoc rate, should additional communications work be required that is not in the scope for the baseline retainer agreement. Any advertising costs would be handled separately from this agreement.

FISCAL ANALYSIS

The cost of services is an amount not-to-exceed \$34,000. A budget amendment in the amount of \$34,000 from General Fund Reserves is required. Staff will include sufficient funding in the Fiscal Year 2017/18 Proposed Budget for future services.

ATTACHMENTS

None.

MOTION

That the City Council:

1. (A Four-Fifths Affirmative Vote Required) Approve a budget amendment in the amount of \$34,000 to appropriate funds from General Fund Reserves; and
2. Approve a professional services agreement with Tripepi Smith and Associates to provide Communications Services in an amount not-to-exceed \$34,000;
3. Authorize the City Attorney to review/prepare the necessary documents; and
4. Authorize the City Manager to execute the documents on behalf of the City.