



City of Culver City

Mike Balkman
Council Chambers
9770 Culver Blvd.
Culver City, CA 90232
(310) 253-5851

Staff Report

File #: 16-1177, **Version:** 1

Item #: C-19.

CC - (1) Approval of an Amendment to the Existing Professional Services Agreement with Tripepi Smith and Associates (TSA) for Communications Support in an Amount Not-to-Exceed \$100,000.

Meeting Date: June 26, 2017

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) Ryder Smith/Tripepi Smith and Associates; Meetings and Agendas - City Council (06/21/17);

Department Approval: John M. Nachbar, City Manager (06/20/17)

RECOMMENDATION

Staff recommends the City Council approve an amendment to the existing professional services agreement with Tripepi Smith and Associates (TSA) for Communications Support in an amount not-to-exceed \$100,000.

BACKGROUND

Since TSA's engagement started with the City in late January 2017, the City has experienced a noticeable increase in the posting activity on City social media channels. Monthly Facebook Page posts have risen from 29 to 152, Tweets from 42 to 135, and Nextdoor from 0 to 26. This increased presence has increased the Facebook Page Reach from 9,452 in January to 110,312 in April - supported by some Boosted Post (paid advertisement) activity. Twitter impressions have risen from 27,300 in January to 62,171 in April. The monthly number of engaged GovDelivery recipients has increased from 15,870 to 16,603.

TSA has also worked with City staff on the "In the News" articles on the City website and Press

Releases. TSA has routinely participated in strategy sessions with City Staff as requested to review issues that have arisen, offer guidance on how to communicate on those issues, and aid in the development of communications plans for those stories. TSA has also conducted trainings for City staff and facilitated planning sessions to raise stories and awareness of future story options for consideration by all City Staff.

DISCUSSION

TSA has provided a proposal to extend its work with the City. Over the past several months, during the current agreement, TSA has taken the opportunity to revisit the scope of work the TSA team is executing and is proposing adjustments or changes to best match the needs of the City. Therefore, Tripepi Smith proposes the following new scope:

- Execute two weekly strategy discussions with designated City contact(s). (TSA Principal will participate in every other strategy discussion);
- Read the Council Meeting Agendas;
- Monitor local and national publications and online alerts for stories about Culver City;
- Monitor and report on communications metrics on a monthly basis;
- Develop a 12-month calendar for city communications and a related plan for executing on that plan (effort will be led by TSA Principal);
- Revisit the 12-month calendar every quarter with a two-hour, on-site strategy/training session with senior staff or staff focused on communication matters from each department (effort will be led by TSA Principal);
- Connect with other leaders and communication staff in sister agencies and organizations that serve Culver City residents (utility agencies, school district, community service groups, etc.);
- Monitor traditional and digital media for Culver City coverage and mentions and notify the City Manager's Office of stories that should receive their attention;
- Co-Manage and monitor the key City social media platforms including Nextdoor, Facebook and Twitter;
- Advise identified City social media managers on use of their social media platforms;
- Provide City Staff with guidance on email marketing best practices, using 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;
- Provide City Staff with advice on stakeholder outreach, communication efforts and public engagement initiatives; and
- TSA Principal Ryder Todd Smith will be available on call for the City Manager and Assistants to the City Manager to answer questions, develop strategies or otherwise aid in efforts related to the scope of the retainer.

To accomplish the goals and strategies of this engagement, TSA proposes a monthly retainer of \$7,500 for FY 2017-18. This amount represents an increase from \$6,800 per month. TSA also provides ad hoc work for services that are out of scope for the monthly retainer. TSA Rates are reduced from the firm's standard rates, reflecting TSA's discounts for retainer customers. Examples TSA's potential ad hoc work include: writing press releases, photography services, video production services, newsletter development and assembly, graphic design support, writing speeches for elected

officials, media training session, drafting or reviewing policies and procedures, organizing press conferences or writing articles for the websites or other publications. Ad hoc work would be approved by the City in advance and is proposed to be in an amount not to exceed \$10,000 annually. In total, TSA's agreement for FY 2017-18 would be in an amount not to exceed \$100,000.

FISCAL ANALYSIS

Should the City Council adopt the Budget for Fiscal Year 2017-18, there are sufficient funds available for this Agreement.

ATTACHMENTS

None

MOTION

That the City Council:

1. Approve an amendment to the existing professional services agreement with Tripepi Smith and Associates in amount not-to-exceed \$100,000;
2. Authorize the City Attorney to review/prepare the necessary documents; and,
3. Authorize the City Manager to execute such documents on behalf of the City