



# City of Culver City

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## Staff Report

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**File #:** 20-553, **Version:** 1

**Item #:** C-11.

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**CC - Approval of a Professional Services Agreement with Tripepi Smith and Associates to Develop and Implement a Public Communications Program for the Continuation of the City Services Transactions and Use Tax on the March 3, 2020 Ballot in an Amount not-to-exceed \$30,370.**

**Meeting Date:** December 9, 2019

**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 (12/03/19); Tripepi Smith and Associates (12/03/19)

**Department Approval:** John M. Nachbar, City Manager (11/25/19)

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### **RECOMMENDATION**

Staff recommends the City Council approve a professional services agreement with Tripepi Smith and Associates (TSA) to develop and implement a Public Communications Program for the continuation of City Services Transactions and Use Tax on the March 3, 2020 Ballot in an amount not-to-exceed \$30,370.

### **BACKGROUND /DISCUSSION**

On October 28, 2019, City Council approved Resolution 2019-R082, calling and giving notice of the holding of a Special Municipal Election to be held in the City on Tuesday, March 3, 2020, for the submission of one (1) question to the voters relating to one (1) tax measure.

**TEXT OF MEASURE QUESTION:**

**Continuation of City Services Transaction and Use Tax.**

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Shall the measure to maintain 911 emergency response services by retaining firefighters/police officers/paramedics; addressing homelessness; fixing potholes/streets; maintaining storm drains, parks, after-school programs, senior services, and other general fund services, by continuing the voter approved one-half cent sales tax, generating approximately 9.8 million dollars annually, until March 31, 2033, requiring independent annual audits, all funds used locally, with no tax rate increase, be adopted?

Staff recommends the City Council consider retaining the services of TSA to develop and implement a public communications program to inform and educate the community about the Continuation of City Services Transactions and Use Tax. Such services will include messaging, collateral material development, and other communications support to assist the City in conducting an effective public education program.

TSA is a provider of marketing, technology, and public affairs consulting services, and the firm's team members have a wide range of skills. The firm has experience with outreach campaigns, video production, content writing, messaging, graphics, technology infrastructure, and websites. TSA has been working with the City in recent years and would begin its communications work on the Continuation of City Services Transactions and Use Tax immediately.

### **FISCAL ANALYSIS**

The cost of TSA's services is an amount not to exceed \$30,370. Adequate funding is available in the Adopted Budget for Fiscal Year 2019/2020.

### **ATTACHMENTS**

None

### **MOTION**

That the City Council:

1. Approve a professional services agreement with Tripepi Smith and Associates to develop and implement a Public Communications Program for the Continuation of City Services Transactions and Use Tax on the March 3, 2020 Ballot in an amount not-to-exceed \$30,370;
2. Authorize the City Attorney to prepare the necessary documents; and
3. Authorize the City Manager to execute the documents on behalf of the City.