



# City of Culver City

Mike Balkman Council  
Chambers  
9770 Culver Blvd.  
Culver City, CA 90232

## Staff Report

---

**File #:** 22-1186, **Version:** 1

**Item #:** C-9.

---

**CC - CONSENT ITEM:** Approval of a Professional Services Agreement with Tripepi Smith and Associates for Strategic Communications Support Services for the Transportation Department in an Amount Not-To-Exceed \$50,000.

**Meeting Date:** July 11, 2022

**Contact Person/Dept:** Rolando Cruz/Transportation Department  
**Phone Number:** (310) 253-6545

**Fiscal Impact:** Yes ☒ No ☐

**General Fund:** Yes ☐ No ☒

**Attachments:** Yes ☐ No ☒

**Commission Action Required:** Yes ☐ No ☒

**Public Notification:** (E-Mail) Meetings and Agendas - City Council (07/07/2022); Tripepi Smith and Associates (07/07/2022)

**Department Approval:** Rolando Cruz, Chief Transportation Officer (6/23/2022)

---

### **RECOMMENDATION**

Staff Recommends the City Council approve a new professional services agreement with Tripepi Smith for the Transportation Department to provide strategic communications support services in an amount not to exceed \$50,000 for the 2022/23 fiscal year.

### **BACKGROUND/DISCUSSION**

The ongoing strategic initiatives guiding the Transportation Department require additional support for public relations to assist with messaging to the public. Tripepi Smith will support the Department's new and ongoing programs as well as monitor the Department's media coverage. Additionally, Tripepi Smith will provide targeted consulting services focused on strategic efforts outlined in Transportation's Fiscal Year 2023 Workplan-active transportation, vehicle electrification, and technology. Tripepi Smith will focus efforts on development of brand management strategies, key messaging, ongoing media support, and social media monitoring support. City Council first approved public relations support by Tripepi Smith for the Transportation Department in December of 2021 for \$30,000. This is a continuation and limited expansion of scope to focus on strategic initiatives and operational drivers, and it is recommended a separate agreement be executed with Tripepi Smith

specifically for the Transportation Department public relations support.

Pursuant to Culver City Municipal Code (CCMC) Section 3.07.055.G., purchases are exempt from formal bidding requirements when competitive bid procedures have already been utilized by the City. The City Council authorized an existing agreement with Tripepi Smith for overall City support on June 11, 2018 resulting from a request for proposals sent to firms to perform communications support services for the City Manager's Office. Given the similar nature of the scope and activities of the requested agreement, and that Tripepi Smith will supply the same services at the same or better rate, this procurement meets this requirement.

## **FISCAL ANALYSIS**

The City Council Adopted Budget for Fiscal Year 2022/23 includes sufficient funding in Account 20370100.619800 (Transportation Administration - Other Contractual Services) to cover the requested \$50,000. All services will be paid for with Transportation Department funds, and no general funds will be used.

## **ATTACHMENTS**

None.

## **MOTIONS**

That the City Council:

1. Approve a professional services agreement with Tripepi Smith and Associates for strategic communications support services for the Transportation Department in an amount not-to-exceed \$50,000;
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.