



# City of Culver City

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## Staff Report

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**File #:** 23-617, **Version:** 2

**Item #:** C-7.

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**CC - CONSENT ITEM: Approval of an Amendment to an Existing Professional Services Agreement with Tripepi Smith and Associates for a Public Communications Program for Various Environmental Programs in the Public Works Department in an Amount Not-To-Exceed \$40,000 (\$28,635 Base Amount and \$11,365 in Contingency).**

**Meeting Date:** February 13, 2023

**Contact Person/Dept.:** Wallis Nash/Public Works Department - Environmental Programs & Operations

**Phone Number:** 310-253-6445

**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 (02/08/2023)

**Department Approval:** Yanni Demitri, Public Works Director/City Engineer (02/01/2023)

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### **RECOMMENDATION**

Staff recommends the City Council approve an amendment to an existing professional services agreement with Tripepi Smith and Associates (Tripepi) for a public communications program for various environmental programs in the Public Works in an amount not-to-exceed \$40,000 for the 2022/23 fiscal year.

### **BACKGROUND**

The Department of Public Works' Environmental Programs & Operations division manages efforts towards compliance with various State and Local environmental regulations, including state-level organics recycling bills such as SB 1383 and AB 1826 as well as the City's ban on single-use plastics and polystyrene. The Department's goal is to launch an educational outreach program to make residents and businesses aware of the regulations through newsletter and social media campaigns, direct outreach to the public, and workshops that will provide information about best environmental practices. Specifically, regarding SB 1383, beginning January 1, 2024, penalties can be assessed to municipalities whose residents and businesses are not in compliance with these regulations. To

enhance compliance, Tripepi will augment City resources by hosting workshops, creating content for social media and the City's website, and producing a newsletter with news, sustainability tips and other information items about the City's environmental programs and sanitation collection.

Given Tripepi's extensive knowledge about the City of Culver City's outreach efforts, communication campaigns, and local residential and commercial base, Public Works staff reached out to Tripepi to provide a proposal for the services needed. The engagement package, including development of content for City webpages and ongoing updates to content; development of social media graphics/posts of up to eight social media posts per month; monthly content for newsletter; development of newsletter alert template; design of insert and flyer; press releases and corresponding media outreach, is \$28,635. A contingency of \$11,365 is included for add-on services such as in-person workshops.

Pursuant to Culver City Municipal Code (CCMC) Section 3.07.065.A., purchases orders and contracts for professional or general services are exempt from formal bidding requirements.. The purchase order or contract should be based on competitive quotations, wherever practical. The City Council authorized an existing agreement with Tripepi for communications 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. Since an RFP was previously conducted for services of this nature, seeking additional competitive quotations was determined not to be practical for the scope of the amendment.

## **FISCAL ANALYSIS**

The City Council Adopted Budget for Fiscal Year 2022/23 includes sufficient funding in Account 20260400.517310 (Refuse Disposal Fund - Public Notices) to cover the requested \$40,000.

## **ATTACHMENTS**

None.

## **MOTIONS**

That the City Council:

1. Approve an amendment to existing professional services agreement with Tripepi Smith and Associates for educational outreach services for the Public Works Department in an amount not-to-exceed \$40,000 (\$28,635 base amount and \$11,365 in contingency).
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.

