



## CITY OF COMMERCE AGENDA REPORT

**TO:** Honorable City Council **Item No.** \_\_\_\_\_

**FROM:** City Administrator

**SUBJECT:** Adoption of a Resolution Approving On-Call Professional Services Agreements for Public Relations and Marketing

**MEETING DATE:** August 6, 2018

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### **RECOMMENDATION:**

Adopt a resolution approving the On-Call Professional Services Agreements for Public Relations and Marketing.

### **BACKGROUND:**

On May 15, 2018, the City Council authorized staff to issue a Request for Statement of Qualifications (RFQ) for On-Call Professional Services for Marketing and Public Relations Professional Services. City staff is recommending that an on-call list relating to Marketing and Public Relations be created. In light of potential projects and matters that require professional public relations in order to engage all stakeholders including residents, businesses and government agencies to deliver the correct campaign or information regarding certain matters, it is recommended that the City maintain professional highly qualified companies that could provide assistance to existing Public Information office and City Departments to deliver the desired appropriate message. Examples of such services engaged would be for construction or project impacts outreach, ballot measure outreach, or outreach on proposed city policies such as the regulation of cannabis. Graphics and Public Information Staff is currently tasked with recurring projects and public relations firms will be used on an infrequent basis for specialized outreach projects or temporary outreach projects that arise from time to time. Door to door outreach or surveying, professional services may be utilized on case by case basis.

Staff issued an RFQ on May 16, 2018 with the dues date of June 21, 2018. The City received eight statements of qualifications in response to the RFQ. Based on the established criteria, the submittals were ranked based on consistent and objective criteria.

Public relations and Marketing Professional Services staff recommends the following firms for approval:

Agency ETA  
Blue Icon Communications  
Cerrell  
Lee Andrews Group  
Summit Consulting & Engineering, Inc

The above recommended firms will be on the eligibility list for three years upon award of the contract. Any of these firms may be awarded an on-call contract and will be contacted when there is a project or contract opportunity.

**ALTERNATIVES:**

1. Approve staff recommendation.
2. Reject staff recommendation.
3. Provide further direction to staff.

**FISCAL IMPACT:**

There are no fiscal impacts at this time. When there is a need for a service, scope will be provided, and a task proposal will be negotiated. The task proposal, along with the selected consultant, will then be brought to City Council for approval.

**RELATIONSHIP TO STRATEGIC GOALS:**

The issue before the Council is generally applicable to the following Council's strategic goal, *Implement city business processes and operational efficiencies to streamline the cost of government including the examination and identification of cost of services*, as identified in the 2016 Strategic Plan.

Recommended by: Lena Shumway, Director of Administrative Services and City Clerk  
Reviewed by: Vilko Domic, Finance Director  
Approved as to form: Noel Tapia, City Attorney  
Respectfully submitted: Edgar P. Cisneros, City Administrator

**ATTACHMENTS:**

1. Resolution
2. Professional Service Agreement
3. On-Call Eligibility List
4. Criteria