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Title: CONSIDER AWARDING A PROFESSIONAL SERVICES AGREEMENT BETWEEN THE CITY OF CARSON AND RAFTELIS FINANCIAL CONSULTANTS, INC. DBA RAFTELIS FOR THE DEVELOPMENT OF CITYWIDE STRATEGIC COMMUNICATIONS AND MARKETING IMPLEMENTATION PLANS (CITY COUNCIL)

Sponsors:

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Attachments: 1. Proposed professional services agreement with Raftelis, 2. Request for Proposals No. 22-014, 3. Proposal from Raftelis, 4. Itemized List of Bidders/Scoring Sheet

Date	Ver.	Action By	Action	Result
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Report to Mayor and City Council

Tuesday, August 02, 2022

Consent

SUBJECT:

CONSIDER AWARDING A PROFESSIONAL SERVICES AGREEMENT BETWEEN THE CITY OF CARSON AND RAFTELIS FINANCIAL CONSULTANTS, INC. DBA RAFTELIS FOR THE DEVELOPMENT OF CITYWIDE STRATEGIC COMMUNICATIONS AND MARKETING IMPLEMENTATION PLANS (CITY COUNCIL)

I. SUMMARY

This item transmits a recommendation for the City Council to award a professional services agreement to Raftelis Financial Consultants, Inc. dba Raftelis with a total not-to-exceed amount of \$49,975.00 for developing two comprehensive Strategic Communications and Marketing Implementation Plans: one for the City’s Public Information Office and another for the Carson Event Center.

The scope of work consists of a preliminary research phase that will be followed by the development of the two Plans. The research phase of the project will include a comprehensive evaluation of the current communication and public information programs in the City.

The final Plan for the City of Carson Public Information Office will focus on implementation

and function as a blueprint for refining our branding and communications program with the intention of being evaluated periodically to measure the effectiveness of City's efforts. The Plan will include the development of new logos and wayfinding signage that will be approved by the City Council; the identification of outreach strategies and tactics that will help secure input and support from a broad spectrum of stakeholders for our programs and initiatives; an analysis of accessibility and visibility across the City's diverse communities; recommendations to increase awareness of the City's brand locally and regionally; recommendations for our messaging platforms and communication timelines; and distribution plans to provide clear, compelling, and consistent messages that are adaptable and flexible to accompany our outreach.

The final Plan for the Carson Event Center will be similar to the Public Information Office Plan and will have a focus on increasing revenue to the Carson Event Center through impactful branding and marketing. Specifically, the Plan will include findings from the research phase of this project as well as insights from and aspects of the overall strategic communications and marketing implementation plan, branding, and style guide. The Carson Event Center branding will be designed to complement and fit with the City's overarching brand.

Staff will provide ongoing status updates on this project and seek direction from the City Council as needed, including consideration of the final Plans.

II. RECOMMENDATION

1. APPROVE the proposed contract services agreement with Raftelis Financial Consultants, Inc. dba Raftelis for a total not-to-exceed amount of \$49,975.00; and
2. AUTHORIZE the Mayor to execute the Agreement following approval as to form by the City Attorney.

III. ALTERNATIVES

TAKE another action the City Council deems appropriate and that is consistent with applicable laws.

IV. BACKGROUND

Selection Process

Staff received bids from five firms to develop comprehensive strategic communications and marketing implementation plans for the City. The bids were reviewed by a panel of staff from the City Manager's Office and the Public Information Office. The panel scored the firms, identified the top two candidates, conducted interviews and selected Raftelis as the best candidate based on their experience and qualifications.

The firms that provided bids are listed below in alphabetical order:

- Del Richardson & Associates, Inc.
- Global Urban Strategies, Inc.
- Raftelis Financial Consultants, Inc.
- Tripepi Smith & Associates, Inc.
- WeUsThem, Inc.

The recommendation of Raftelis is based on value of the depth of experience possessed by the project team, including previous experience working as public information staff in other public agencies, being accredited in public relations from the Public Relations Society of American and holding certificates in public participation. The cost proposal from Raftelis includes \$49,975. Of the top-ranking bids received by the City for this project, Raftelis offered the lowest cost.

Procurement Standard

Carson Municipal Code Section 2611(c) provides that the procurement of professional services shall be based on demonstrated competence, the professional qualifications necessary for satisfactory performance of the required services, and a fair and reasonable price, after notice to a number of potential offerors adequate to permit reasonable competition consistent with the nature and requirements of the procurement. The proposed services that Raftelis would provide are professional services, so any award is required to be made in accordance with Section 2611(c). Award of the contract to Raftelis is consistent with this procurement standard.

V. FISCAL IMPACT

The proposal as provided by Raftelis includes a total not-to-exceed amount of \$49,975. Funding for this agreement has already been designated by the City Council under the City of Carson American Rescue Plan Act (the “ARPA”) allocation under account 299-52-540-999-6503.

VI. EXHIBITS

1. Proposed professional services agreement with Raftelis (pgs. 4 - 36)
2. Request for Proposals No. 22-014 (pgs. 37 - 75)
3. Proposal from Raftelis (pgs. 76 - 122)
4. Itemized list of Bidders/Scoring Sheet (pg. 123)

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