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**Title:** CONSIDER APPROVAL OF CONTRACT SERVICES WITH BARIO & ASSOCIATES, LLC FOR STRATEGIC MANAGEMENT COMMUNICATION AND ON-CALL MEDIA SERVICES (CITY COUNCIL).

**Sponsors:**

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**Attachments:** 1. Contract with Bario \_ Associates.pdf

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

Tuesday, February 20, 2024

Consent

**SUBJECT:**

**CONSIDER APPROVAL OF CONTRACT SERVICES WITH BARIO & ASSOCIATES, LLC FOR STRATEGIC MANAGEMENT COMMUNICATION AND ON-CALL MEDIA SERVICES (CITY COUNCIL).**

**I. SUMMARY**

In response to the need for enhanced strategic communication management and media services, the City of Carson issued RFP 23-028. The process involved a comprehensive review of proposals, ranking, and interviews with vendors, leading to the selection of Barrio & Associates LLC.

Barrio & Associates LLC was selected based on their exceptional proposal, which included a detailed Communication Strategic Plan and a cost-effective approach to on-call services. The contract, not to exceed \$100,000, encompasses a timeline extending until June 30, 2025, with the Communication Strategic Plan to be completed by June 30, 2024. This timeline ensures a thorough development of strategies while maintaining momentum for ongoing communication needs.

## **II. RECOMMENDATION**

TAKE the following actions:

1. AWARD and APPROVE a Contract Services Agreement with Bario & Associates, LLC for an amount not to exceed of \$100,000. (Exhibit No. 1)
2. AUTHORIZE the Mayor to execute the Contract following approval as to form by the City Attorney.

## **III. ALTERNATIVES**

TAKE another action the City Council deems appropriate consistent with the requirements of the law.

## **IV. BACKGROUND**

Following the release of RFP 23-028, multiple proposals were received for providing strategic communication and media services. Bario & Associates was selected based on their comprehensive approach and expertise in handling complex communication challenges, particularly in environmental matters.

The contract, not to exceed \$100,000, encompasses a timeline extending until June 30, 2025, with the Communication Strategic Plan to be completed by June 30, 2024. This timeline ensures a thorough development of strategies while maintaining momentum for ongoing communication needs.

## **V. FISCAL IMPACT**

There is no fiscal impact to the General Fund. Public Information Office budget will fund \$30,000 of the contract through June 30, 2024. The remaining \$70,000 will be budgeted in Fiscal Year 2024-2025 budget process.

## **VI. EXHIBITS**

1. Contract Services Agreement with Bario & Associates, LLC.

1.

Prepared by: Tarik Rahmani, Deputy City manager