



Legislation Text

File #: 2024-0112, Version: 1

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 Barrio & 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.

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