



CITY OF SALINAS COUNCIL STAFF REPORT

DATE: SEPTEMBER 5, 2017

DEPARTMENT: ADMINISTRATION

FROM: RAY E. CORPUZ, JR., CITY MANAGER

BY: JIM PIA, ASSISTANT CITY MANAGER
PATRICIA M. BARAJAS, CITY CLERK

TITLE: BOOTS ROAD GROUP, LLC, PROFESSIONAL SERVICES AGREEMENT

RECOMMENDED MOTION:

A motion to approve a Resolution authorizing the City Manager to execute a Professional Services Agreement between the City of Salinas and Boots Road Group, LLC, in the amount up to a total of \$151,580.00.

RECOMMENDATION:

It is recommended that the City Council approve the attached Professional Services Agreement between Boots Road Group, LLC and the City of Salinas.

EXECUTIVE SUMMARY:

The City has contracted with Boots Road Group, LLC since 2012 to provide media relations and communication services. The current contract for such services expired on August 31, 2017, and in the absence of a dedicated Public Information Officer, there is an ongoing need to provide media and communication support to City departments. Approval of this Professional Services Agreement in an amount not to exceed \$151,580 will allow the City to retain Boots Road Group thru August 2018.

BACKGROUND:

In May 2012, under the authority of the City Manager, the City began consulting with Boots Road Group LLC, so that strategic media communication and training could be addressed. Services provided by Boots Road include, but are not limited to, media relations, communications planning and management, community meeting outreach, online outreach, surveys and online town halls, social media management, website content maintenance, graphic design, photography, videography, in-house communications and media relations trainings.

On October 13, 2015, and then again on August 16, 2016, the City Council approved an amendment to the Professional Service Agreement with Boots Road Group, which extended the existing retainer and included website redesign, communications strategy, and a supplement to the existing retainer fees.

The City also has current contracts with Boots Road Group, LLC for special projects that run through FY 2017/18. These contracts have been administratively approved, via individual department budgets and/or grant funding. Agreements referenced include the Salinas Public Library website redesign thru October 2017 in the amount of \$25,000; the Community Alliance for Safety and Peace For Our Future website development thru March 2018 for \$18,000, and the Salinas Police Department recruitment campaign recently completed for \$50,000.

With the direction of the City Manager, Boots Road Group has submitted an updated scope of services outlined in Attachment A of the Agreement in the amount of \$11,000 per month for general consulting services. The agreement also includes an amount of \$19,580 per year in vendor charges that will be incurred by the Consultant and reimbursable as a part of the provisions in the agreement. Vendor charges include Zignal® media monitoring, Constant Contact®, Rev translation and subtitling service, Cloudflare®, and webhosting. The agreement may be modified by the City Manager, as necessary, through the term of this Agreement, to meet the needs of the City but shall not exceed \$151,580.00.

CEQA CONSIDERATION:

Not a Project. The City of Salinas has determined that the proposed action is not a project as defined by the California Environmental Quality Act (CEQA) (CEQA Guidelines Section 15378).

STRATEGIC PLAN INITIATIVE:

The recommended action is in line with the City Council Goal of Effective, Sustainable Government. The Council identified Priority Initiatives/Objectives that included customer service employee training, consistent and effective communication with the community, staff and Council via a comprehensive communications plan and crisis communication plan.

FISCAL AND SUSTAINABILITY IMPACT:

Consultant services rendered to the City of Salinas shall not exceed \$151,580 under this agreement, and are projected to cover retainer cost for consultant work outlined in Attachment A within the Agreement.

As an alternative, the City Council can opt not to approve the Agreement and authorize staff to proceed with hiring a full time Public Information Officer with the FY 2017/18 budgeted amount of \$139,200. The City Council has expressed the need for a dedicated Public Information Officer in both the Strategic Planning process and the Communications Strategy. Due to budgetary constraints and increasing benefits costs, the City has chosen to utilize Boots Road Group for these services. If the Council's desire is to move forward with hiring a Public Information Officer, the majority of the services currently provided by Boots Road Group will be administered in-house.

ATTACHMENTS:

Resolution

Agreement

Retainer Projection