

**REPORT TO THE
CITY COUNCIL**
City of Salinas, California

DATE: August 16, 2016

FROM: Ray E. Corpuz, Jr., City Manager

BY: Patricia M. Barajas, City Clerk

SUBJECT: **BOOTS ROAD GROUP, LLC PROFESSIONAL SERVICES AGREEMENT
AMENDMENT NO. 2**

RECOMMENDATION:

It is recommended that the City Council approve a resolution authorizing the City Manager to execute Amendment No. 2, Professional Services Agreement between the City of Salinas and Boots Road Group, LLC, to provide strategic communication consulting, production and training services.

DISCUSSION:

In May 2012, under the authority of the City Manager, the City began consulting with Boots Road Group LLC, for strategic media communication and consulting services and training. 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, the City Council approved an amendment to the Professional Services Agreement with Boots Road Group, which extended the existing retainer and included website redesign, communications strategy, and a supplement to the existing retainer fees.

With the direction of the City Manager and following recommendation from the City Council, Boots Road Group has submitted Amendment No. 2 to continue providing strategic communication consulting, website development, social media management, production, and training services for the City outlined in Exhibit A of the Agreement in the amount of \$11,600 per month. This amount may be amended by the City Manager through the term of the Agreement as the services rendered change.

It is recommended that the City Council approve the attached Amendment No. 2 to the Professional Services Agreement between Boots Road Group and the City of Salinas as Boots Road Group has demonstrated its capacity and success by promoting numerous City sponsored events that have garnered additional positive publicity for the City.

ISSUE:

Shall the City Council approve the attached Professional Services Agreement Amendment No. 2 between the City of Salinas and Boots Road Group, LLC?

FISCAL IMPACT:

Consultant services rendered to the City of Salinas shall not exceed \$139,200 under this agreement, and are projected to cover retainer cost for consultant work outlined in Exhibit A of the agreement. The FY 2016-17 budget includes an allocation for these services in account 1000.80.8005-63.5900 and 1000.80.8005-63.6010.

TIME CONSIDERATIONS:

Approving the agreement will allow City staff and Boots Road to continue providing media communications and consulting services as needed.

ALTERNATIVES/IMPLICATIONS:

City Council may elect not to approve the Agreement and provide direction to staff.

CITY COUNCIL GOALS:

The recommended action is in line with the City Council Goal of Effective, Sustainable Government. During the Council's Strategic Planning Session in 2015/2016, 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.

CONCLUSIONS:

Staff recommends that the City Council approve Amendment No. 2 to the Professional Services Agreement between the City and Boots Road Group, LLC.

Backup:
Resolution
Agreement

RESOLUTION NO. _____ (N.C.S.)

**RESOLUTION AUTHORIZING THE CITY MANAGER TO EXECUTE AN AGREEMENT
BETWEEN THE CITY OF SALINAS AND BOOTS ROAD GROUP, LLC, IN THE AMOUNT
OF \$139,200**

WHEREAS, in May 2012, the City of Salinas entered into a professional services agreement with Boots Road Group, LLC to perform special communications services; and

WHEREAS, in October 2015, the City Council approved Amendment No. 1 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; and

WHEREAS, the City Council had directed staff to continue to develop customer service employee training, consistent and effective communication with the community, a comprehensive communications plan, website redesign, and retention of a Public Information Officer; and

WHEREAS, staff has determined there is a need to continue to consult with Boots Road Group, LLC, to complete the aforementioned services due to the level of expertise required; and

WHEREAS, the City Manager has negotiated an agreement with Boots Road Group, LLC herein attached as Exhibit A in an amount of \$139,200.

**NOW, THEREFORE, BE IT RESOLVED THAT THE SALINAS CITY COUNCIL
HEREBY:** authorizes the City Manager to execute a Professional Services Agreement with Boots Road Group, LLC consistent with the City's financial policies and the City Council Goal of Effective, Sustainable Government.

PASSED AND APPROVED this 16th day of August 2016, by the following vote:

AYES:

NOES:

ABSTAIN:

ABSENT:

APPROVED:

Joe Gunter, Mayor

ATTEST:

Patricia M. Barajas, City Clerk