

October 8, 2019

TO: HONORABLE MAYOR AND COUNCIL MEMBERS

FROM: CITY MANAGER

SUBJECT: A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF COMPTON AUTHORIZING THE CITY MANAGER TO ENTER INTO A PROFESSIONAL SERVICES AGREEMENT WITH AND ESTABLISH A PURCHASE ORDER FOR ELEVATE PUBLIC AFFAIRS TO PROVIDE PUBLIC RELATIONS SERVICES (\$78,000)

SUMMARY

Adoption of this resolution will authorize the City Manager to enter into a nine (9) month (i.e. October 2019 through June 30, 2020) professional services agreement, with authority to enter into two (2) additional one-year contract extensions, with and establish a purchase order in the amount of Seventy Eight Thousand Dollars (\$78,000.00) for Elevate Public Affairs for provision of public relations services.

BACKGROUND

The City has a vital need for the services of an experienced and professional Public Information Official/Spokesperson ("PIO") to interface with the media on a variety of municipal issues including, but not limited to public safety, water sanitation, street improvements, recreation programs, business attraction, financial budget status, asset protection, City housing, homeless management, and the like. Additionally, the now ubiquitous and proliferation of social media compels the City to have a professional firm manage its social media community profile.

Since July 2019, City operations have been absent of a central point of contact for public responses; thus, on August 5, 2019, the City solicited proposals from media relations firms and consultants to provide professional assistance and guidance with public and internal communications, governmental brand management and strategic community partnerships. Five (5) written proposals were received. The responding firms described how their respective firm envisions serving as the City's Public Information Official/Spokesperson (PIO) to work with all Elected City Officials and City Management while adding to and developing a comprehensive and unified look, feel and style for public communications material produced and distributed by the City.

- BBPR, INC. — Twenty-three year experienced full-service communications and marketing firm, delivering event planning and promotion, tourism marketing and brand awareness, SEO, digital marketing and advertising, news and featuring writing, social marketing, public education campaigns, and more.

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- CITY PRIDE MAGAZINE — Since 2004 has consistently covered the City of Compton special events in the City Pride Magazine, specializing in print and online community news with strong lines of communications between, churches, schools, business and community organizations, and more.
- ELEVATE PUBLIC AFFAIRS — Experienced in working with municipalities and public agencies on positive and crisis communications, media advisories, press releases, branding collateral, communications protocols handbooks, website, social media, fluent in Spanish media, and more.
- RAMBO HOUSE — Experienced in public relations with municipalities delivering mass press/media, marketing/PR, community outreach, event logistics, PR crisis management, branding-graphics, digital campaigns, strategic alliances, and more.
- THE HUB RADIO — Compton-based public media and Internet radio station with over nine years' experience bringing people together through podcasts, webcasts, community events, civic community clean-ups, topical news articles, and more.

STATEMENT OF THE ISSUE

Staff reviewed the proposals and determined that the proposal presented by Elevate Public Affairs, a local, women-owned firm with offices in northern and southern California possessed the training, experience and professionalism, at a reasonable costs, to provide the services needed and sought by the City. Under the direction of the City Manager's Office, the approved budget provides for funds to engage a qualified PIO to work in the interest of the City for media relations, public information management, social media management, market branding, and all matters dealing with verbal and written public statements.

FISCAL IMPACT

Funding in the amount of \$78,000.00 for services rendered for the remainder of this 2019-2020 Fiscal Year for public information official consulting services is available in the City Manager's Budget (Account #1001-510-000-4269). Should it be decided to exercise one or both of the renewal options, the agreed maximum compensation shall be limited to \$105,000.00 per contract year renewal, which funding will be appropriated in future City budgets.

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RECOMMENDATION

Staff recommends that the City Council adopt the attached Resolution.

**CRAIG J. CORNWELL
CITY MANAGER**