



City of Santa Clara

1500 Warburton Avenue
Santa Clara, CA 95050
santaclaraca.gov
@SantaClaraCity

Agenda Report

20-133

Agenda Date: 5/12/2020

REPORT TO STADIUM AUTHORITY BOARD

SUBJECT

Action on Agreement with Singer Associates, Inc. for Communications Consulting Services [Board Pillar: Enhance Community Engagement and Transparency]

BACKGROUND

The City Manager's Office communication team is the hub of communications for the City, including the Santa Clara Stadium Authority (SCSA). Through a matrix environment, the communications team leads Citywide communications, establishes standard operating procedures and policies for communications, develops strategies for internal and external communications, and drives the use of technology and digital media to further enhance community and stakeholder relationships. The team consists of a Director of Communications, a Communications and Outreach Manager, a Communications Coordinator, and an as-needed multimedia services team.

Consulting services enhance staff's ability to continue to implement the City Council's and SCSA's communication priorities.

DISCUSSION

On January 14, 2020, the Santa Clara City Council authorized the City Manager to execute agreements with 3fold Communications, LLC, Circlepoint, and Singer Associates, Inc., to provide marketing and communications consulting services for the City of Santa Clara following a competitive selection process. The City conducted a robust procurement process. More information on the selection process may be found in that [Council Report](#). The City decided to enter into agreements with three firms to provide the City with greater depth, both in areas of expertise and staffing, to better address specific requirements.

It was also noted at the January 14, 2020 Council Meeting that the procurement would also serve to provide communication services for the Stadium Authority.

To that end, staff recommends entering into an agreement with Singer Associates for marketing and communications services related to Stadium Authority activities. The scope of work for this contract includes providing public affairs and media relations services such as:

- Public Information and Outreach
- Public Relations
- Public Affairs
- Community Outreach
- Media and New Media Relations
- Media Monitoring

- Spokesperson Activities
- Internal Communications
- Coalition Building
- Reputation Management
- Litigation Support
- Advertising and Marketing

Singer Associates, Inc. currently has a contract with the Stadium Authority, which expires in June 2020 and has a remainder of \$70,000. Due to the coronavirus pandemic, there's been a slowdown in stadium activity, resulting in the lack of use for these services as well as other priorities over the last fiscal year.

The unspent funds from the current contract with Singer Associates, Inc. are recommended to be carried over to a new contract, which will be in the amount of \$170,000. Staff is also recommending that the term of the agreement be extended until March 2022, to be consistent with the Stadium Authority's fiscal year and to streamline future agenda reports. The FY 2020/21 Adopted Budget includes \$100,000 funding for the recommended consultant services. The extension of time through March 2022 based on the pace of expenditures for past fiscal years and staff's projection that these funds will be sufficient to fund through March 2022 (FY 21/22).

ENVIRONMENTAL REVIEW

The action being considered does not constitute a "project" within the meaning of the California Environmental Quality Act ("CEQA") pursuant to CEQA Guidelines section 15378(b)(4) in that it is a fiscal activity that does not involve any commitment to any specific project which may result in a potential significant impact on the environment.

FISCAL IMPACT

The FY 2020/21 Adopted Budget includes funding for Stadium communications and the recommended consultant services contract. As noted above, due to the coronavirus pandemic, there's been a slowdown in stadium activity, resulting in the lack of use for these services as well as other priorities over the last fiscal year. Unspent funds from the current contract with Singer & Associates, Inc. - approximately \$70,000 - are recommended to be carried over to a new contract, which will be in the amount of \$170,000. The term of the contract extends through the FY 2021/22. Funding in future years is subject to appropriation of funds and would be presented in FY 2021/22 as part of the budget process, if needed.

COORDINATION

This report has been coordinated with the Stadium Authority Counsel's Office.

PUBLIC CONTACT

Public contact was made by posting the Council agenda on the City's official-notice bulletin board outside City Hall Council Chambers. A complete agenda packet is available on the City's website and in the City Clerk's Office at least 72 hours prior to a Regular Meeting and 24 hours prior to a Special Meeting. A hard copy of any agenda report may be requested by contacting the City Clerk's Office at (408) 615-2220, email clerk@santaclaraca.gov <<mailto:clerk@santaclaraca.gov>>.

RECOMMENDATION

1. Authorize the Executive Director to execute an agreement with Singer Associates, Inc. to provide

communications and marketing services for an initial 21-month term ending on March 31, 2022, with maximum compensation not to exceed \$170,000; and

2. Authorize the Executive Director to exercise up to three, one-year options to extend the agreement with the last option year ending on March 31, 2025 provided all three option years are exercised, and subject to the appropriation of funds.

Reviewed by: Lenka Wright, Director of Communications

Approved by: Deanna J. Santana, Executive Director

ATTACHMENTS

1. Agreement between Santa Clara Stadium Authority and Singer Associates, Inc.