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REPORT TO ECONOMIC DEVELOPMENT, COMMUNICATIONS, AND MARKETING COMMITTEE

SUBJECT

Verbal Update on Communications Consultant Statement of Qualifications Process

BACKGROUND

On March 3, 2019 the Economic Development, Communications and Marketing (EDCM) Committee (Committee) directed staff to select and hire a City communications consultant. The scope for the consultant was further refined at the June 2, 2019 Committee meeting.

DISCUSSION

Statement of Qualifications (SOQ 19-20-12) "*Communications and Marketing Consulting Services*" was released on September 11, 2019. The City received a total of seven proposals. Three firms were interviewed on November 14 and 15, 2019.

Procurement staff is currently conducting reference checks and anticipates bringing forward the appropriate action to the City Council when contract negotiations are complete. At this time, based on the schedule, it is either in late December or January 2020. The selected firm will be introduced and engage with the Council at the upcoming January 2020 Priority Setting Session.

Staff will provide a verbal update on the status of the Communications Consultant SOQ process.

ENVIRONMENTAL REVIEW

This is an information report only and no action is being taken by the City Council and no environmental review under the California Environmental Quality Act ("CEQA") is required.

FISCAL IMPACT

There is no fiscal impact to the City other than administrative staff time.

PUBLIC CONTACT

Public contact was made by posting the Economic Development, Communications, and Marketing Committee 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>> or at the public information desk at any City of Santa Clara public library.

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