



Agenda Report

20-1456

Agenda Date: 1/14/2020

REPORT TO COUNCIL

SUBJECT

Action on Agreements with 3fold Communications LLC; Circlepoint, and Singer Associates Inc. for Communications Consulting Services [Council Pillar: Enhance Community Engagement and Transparency]

BACKGROUND

At the March 20, 2019 Economic Development, Communications, and Marketing (Committee) meeting, Mayor Gillmor provided a memo (Attachment 1) to the Committee regarding the hiring of a consultant to support proactive communications and marketing of local activities with the goal of more resident awareness of municipal services and activities. That meeting provided an opportunity for the Committee members to begin to discuss interest in augmenting communications resources to improve communications with the community about City activities.

In addition to the memo provided by the Mayor, the City Council as a whole, expressed interest in more proactive communication and increased storytelling consistent with Council's priority of enhancing community engagement and transparency. As a result, the Council approved the Committee's recommendation and approved and directed staff to procure communication services. Funds were appropriated during the FY 2019/20 Budget for this purpose.

The Communications Office, a division within the City Manager's Office, is the hub of communications for the City and maintains consistency, focus and direction across all platforms to share the City's unique story, services and programs. Through a matrix environment, the Communications Office 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 office currently consists of a Director of Communications, a Communications Coordinator and an as-needed multimedia services team. The recruitment for a Communications & Outreach Manager is anticipated to be completed in early 2020.

These new services will enhance staff's ability to continue to implement Council's communication priorities.

DISCUSSION

As a result of the direction received from the Committee, and subsequently City Council, the City released a Statement of Qualifications (SOQ) on September 11, 2019 soliciting proposals from qualified firms to develop, plan, enhance and implement new communications programs. Staff returned to the Committee in the fall and winter of 2019 with updates on the status of the SOQ.

A total of 132 companies viewed the SOQ, and seven proposals were received from the following firms:

- 3fold Communications, LLC (Sacramento, CA)
- Articulate Solutions, Inc. (Gilroy, CA)
- Atomic Dumpling (Beaverton, OR)
- Circlepoint (Oakland, CA)
- PRxDigital (San Jose, CA)
- Riff City Strategies, Inc. (San Francisco, CA)
- Singer Associates, Inc. (San Francisco, CA)

Proposal Evaluation Process

Proposals were evaluated and scored independently by a three-member evaluation with representation from the City Manager and Communications offices against the criteria and weights demonstrated in the table below.

SOQ Evaluation Weights

Evaluation Criteria	Phase 1 Weight	Phase 2 Weight
Firm/Staff Qualifications	40%	//////////
Project Approach	20%	//////////
Portfolio / References	20%	//////////
Fee Structure	20%	30%
Oral Interview	//////////	70%
Total	100%	100%

In Phase 1, factors such as number of years the firm has been providing communications and marketing consulting services, qualifications of key personnel assigned to the project, service delivery approach, quality of previous work, and fee structure were considered. Earning the highest points, 3fold Communications, Circlepoint, and Singer Associates advanced to Phase 2 of the evaluation process.

In Phase 2, the proposed project team members from the three firms were invited to oral interviews to demonstrate how they will ensure communication strategies are tailored to Santa Clara, transform complex topics into easy-to-read communications for target audience, use storytelling to achieve communication objectives, and measure the success of communication strategies.

Conclusion:

The evaluation team recommends entering into agreements with the top three ranked proposers. Three firms will provide the City with greater depth both in areas of expertise and staffing, thus allowing the City flexibility to leverage expertise from different firms and individuals to better address

specific requirements.

The two new firms will be introduced at the second day of the City Council Priority Setting Session on January 31, 2020. They will be prepared to provide an overview of each team and to engage with the Council on upcoming 2020 priorities.

It should be noted that Singer Associates is currently under contract with the City and the Santa Clara Stadium Authority. These agreements will term-out on June 30, 2020 and Singer Associates has agreed that these agreements shall remain in effect through that time.

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)(5) in that it is a governmental organizational or administrative activity that will not result in direct or indirect changes in the environment.

FISCAL IMPACT

The FY 2019/20 Adopted Budget includes \$200,000 for communications consultant services. These funds are allocated to support city-wide communications services and are anticipated to be sufficient to cover expenses from the recommended contracts through FY 2019/20 with savings carried over to FY 2020/21. Funding in future years are subject to appropriation of funds.

COORDINATION

This report has been coordinated with the Finance Department.

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>> or at the public information desk at any City of Santa Clara public library.

RECOMMENDATION

1. Adopt a Resolution authorizing the City Manager:
 - a. To execute agreements with Circlepoint and 3fold Communications, LLC to provide communications and marketing services for an initial three-year term plus two one-year option terms ending on or about January 14, 2025, provided that both one-year option terms are exercisable at the sole discretion of the City.
 - b. To negotiate and execute an agreement with Singer Associates, Inc. to provide communications and marketing services for an initial 30-month term plus two one-year option terms ending on or about January 14, 2025, provided that both one-year option terms are exercisable at the sole discretion of the City.
 - c. To execute amendments to each the agreements approved in this resolution to extend services and add funds as required during the initial term of the agreements and to exercise the two one-year options, subject to the appropriation of funds.

Reviewed by: Lenka Wright, Director of Communications

Approved by: Deanna J. Santana, City Manager

ATTACHMENTS

1. Memo to EDCM Committee March 2019
2. Agreement between City of Santa Clara and 3fold Communications, LLC
3. Agreement between City of Santa Clara and Circlepoint
4. Resolution