



City of Huntington Beach

File #: 20-1989

MEETING DATE: 11/2/2020

REQUEST FOR CITY COUNCIL ACTION

SUBMITTED TO: Honorable Mayor and City Council Members

SUBMITTED BY: Oliver Chi, City Manager

PREPARED BY: Travis K. Hopkins, Assistant City Manager

Subject:

Approve and authorize the Mayor and City Clerk to execute Professional Service Contracts with FSB Public Affairs and Barrios & Associates, LLC, for On-Call Public Affairs Services

Statement of Issue:

The City recently completed an RFQ process to retain the services of on-call public affairs services. Based on the results of the assessment, staff is requesting authorization to execute two on-call professional service contracts with FSB Public Affairs and Barrios & Associates, LLC. The specialists may provide various services, such as developing content for the City's media platforms, including print, website, social media, and community cable television channels, along with other projects as needed. The term for each contract is one year, with an option to renew annually for two successive years.

Financial Impact:

There is no additional appropriation requested at this time. If the on-call contracts are approved, services would be provided on an as-needed basis, subject to annual City Council budget appropriation authority. Any work performed will be funded through both the General Fund and the Surf City "3" Cable Channel Fund.

Recommended Action:

A) Approve and authorize the Mayor and City Clerk to execute "Professional Services Contract Between the City of Huntington Beach and FSB Public Affairs, Inc."; and,

B) Approve and authorize the Mayor and City Clerk to execute "Professional Services Contract Between the City of Huntington Beach and Barrios & Associates LLC."

Alternative Action(s):

Do not approve the recommended action and direct staff accordingly.

Analysis:

Staff is seeking approval of on-call contracts with public affairs specialists, FSB Public Affairs and Barrios & Associates, to provide community outreach and public affairs services. These services

would be provided on an “as-needed” basis to supplement the City’s efforts to distribute information to residents and the media, generate multimedia content, and assist with various special outreach projects.

Staff issued a Request for Qualifications and received 15 responses. Following an evaluation of all responses and interviews with the top three candidates, staff is recommending that on-call contracts be approved with FSB and Barrios.

Both firms are uniquely qualified to provide services to the City, due to their extensive resources, staffing, and experience working with other agencies and corporations. Pursuant to the proposed agreements, work will only be performed on an as-needed basis, with each contract containing a not-to-exceed amount of \$150,000 year. The term of the agreements is for one year, with the option to renew annually for two successive years.

Environmental Status:

Not applicable.

Strategic Plan Goal:

Non-Applicable - Administrative Item

Attachment(s):

1. Professional Services Contract Between the City of Huntington Beach and FSB Public Affairs for On-Call Public Affairs Services
2. Professional Services Contract Between the City of Huntington Beach and Barrios & Associates, LLC, for On-Call Public Affairs Services