



# City of Huntington Beach

File #: 21-742

MEETING DATE: 10/19/2021

## 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 Amendments No. 1 to Professional Services Contracts with Dakota Communications and Barrios & Associates, LLC, for On-Call Public Affairs Services**

**Statement of Issue:**

In November 2020, the City entered into on-call professional service contracts with Dakota Communications and Barrios & Associates, LLC for public affairs services that would support the City's community engagement efforts. In their initial year, Dakota and Barrios have successfully generated digital and written content to inform the community about the City's programs and policies. Both contracts are set to expire on November 16, 2021. In order for both firms to continue their work, staff recommends extending each contract by three year.

**Financial Impact:**

There is no additional financial appropriation requested at this time. If the amended on-call contracts are approved, services would be engage on an as-needed basis, subject to annual City Council budget appropriation authority, and capped at no more than \$150,000 annually. Any work performed will be funded through both the Surf City "3" PEG Fund and General Fund.

**Recommended Action:**

A) Approve and authorize the Mayor and City Clerk to execute "Amendment No. 1 to Agreement Between the City of Huntington Beach and Dakota Communications for On-Call Public Affairs Specialists to Support the Public Information Office;" and

B) Approve and authorize the Mayor and City Clerk to execute "Amendment No. 1 to Agreement Between the City of Huntington Beach and Barrios & Associates, LLC. for On-Call Public Affairs Specialists to Support the Public Information Office."

**Alternative Action(s):**

Do not approve one or more recommended actions and direct staff accordingly.

**Analysis:**

Staff is seeking a three year contract extension for on-call public affairs contracts with Barrios & Associates (Barrios) and Dakota Communications (Dakota). Both firms were initially awarded a one-year contract in November 2020, following a Request for Qualifications selection process. The one-year contracts are set to expire on November 16, 2021, and the proposed amendments would extend the term of each contract through June 30, 2024 (in order to align with the fiscal year budget cycle) for a not-to-exceed amount of \$150,000 per fiscal year.

During the initial one year contract period, staff has worked extensively with both firms, which have delivered a diverse range of services in a timely and professional manner. Dakota has served as the City's primary web designer for offshoot websites including HBReady.com and HBHomelessSolutions, provided high quality drone and video footage for projects like the Navigation Center, and currently leads other efforts to make city news more accessible to the public.

Barrios has provided extensive written and digital content that includes but is not limited to livestreaming 15 virtual town hall events, developing FAQ sheets for recent City initiatives, developing a branding guide that has begun shaping the City's visual content, and graphic designs such as the "My HB is" banners in downtown Huntington Beach.

Both firms have provided services on an as-needed basis and have not exceeded their budgets. At this time, all other terms of their original agreement remain unchanged.

**Environmental Status:**

Not applicable

**Strategic Plan Goal:**

Non Applicable - Administrative Item

**Attachment(s):**

1. Amendment No. 1 to a Professional Services Contract Between the City of Huntington Beach and Dakota Communications
2. Professional Services Contract Between the City of Huntington Beach and Dakota Communications
3. Amendment No. 1 to a Professional Services Contract Between the City of Huntington Beach and Barrios & Associates, LLC
4. Professional Services Contract Between the City of Huntington Beach and Barrios & Associates, LLC