



CITY OF BANNING STAFF REPORT

TO: CITY COUNCIL

FROM: Douglas Schulze, City Manager

PREPARED BY: Holly Stuart, Public Works Program Manager
Arturo Vela, Director of Public Works

MEETING DATE: July 9, 2024

SUBJECT: Consideration of Resolution 2024-115, Awarding a Citywide Professional Services Agreement for As Needed Public Relations and Community Outreach Consulting Services in the amount of \$295,000 for Three (3) Year Agreement with DeGrave Communications Inc.

RECOMMENDATION:

Adopt Resolution 2024-115.

BACKGROUND:

On March 29, 2024, through OpenGov bid platform and advertisement in the local newspaper, City staff released a solicitation for proposals from qualified firms for public relations and community outreach consulting services. The opportunity identified that the City is working to establish a contract with a professional consulting firm(s) that would be responsible for assisting the City with achieving public outreach goals, as well as, have experience and proven successes with projects such as creating unique brand identities, memorable messaging, communication through multimedia formats, crisis communications and Proposition 218 informational campaigns.

The Request for Proposals (RFP) identified that qualified firms would provide, but not be limited to, the following:

- General Written Outreach Material for Public Release
- Strategic and Tactical Messaging and Branding
- Graphic Design and Layout Services
- Design Color Theory and Typography
- Support, Coordination, Promotion & Presentations for Meetings, Workshops, Hotline, etc.
- Emergency Event Support
- Social Media Post & Marketing Including Short Videos
- Conduct Keyword Research and Employ Search Engine Optimization (SEO) Best Practices
- Analyze Web Traffic
- Digital Marketing
- Surveys
- Project Websites
- Advertising & Marketing
- Graphic Design/Infographics/Logos
- Digital Reformatting of Files (Image Retouching/Adjustment of Photos & Videos)
- Stock Footage or Custom Photography
- Video Shooting

- Videography
- Animated Videos
- Other services as needed and to be determined.

The opportunity closed on May 10, 2024 and in response to these efforts a total of 7 proposals were received and validated by Purchasing staff. Subsequently, a committee of three (3) members was assembled to evaluate the proposals based on qualifications, pricing, experience, professional references, approach and methodology. As a result, staff recommends the award of a Professional Services Agreement for Public Relations and Community Outreach Consulting Services to DeGrave Communications, Inc. for a five (5) year period beginning Fiscal Year 2024/2025 through Fiscal Year 2026/2027 with the option to renew two (2) additional years.

JUSTIFICATION:

The City does not have the required staff needed to address all public relations and community outreach needs; therefore, it is necessary to retain a firm that provides these services. Following the City's purchasing policy, DeGrave Communications, Inc., is the firm identified as the highest ranked and most qualified firm to provide Citywide services.

FISCAL IMPACT:

There is no fiscal impact related to this resolution. The funding of this professional service agreement will be determined on a case-by-case bases at the time service needs are identified.

ALTERNATIVES:

Do not approve Resolution 2024-115 and provide alternative direction to staff.

ATTACHMENTS:

1. [Resolution 2024-115, PR On Call Vendor.docx](#)
2. [C01050 PSA DeGrave - On-Call Public Relations.pdf](#)