



Agenda Item: 11.C
Date of Meeting: December 11, 2023
Department: Administration

STAFF REPORT

To: City Council
From: Deston Dishion
Subject: **Approve Expenditure to Acquire the Services of Rojas Communications Group**
Prepared On: November 21, 2023
Attachments: Bishop Proposal from Rojas Communications Group

Background/History:

The City of Bishop is very reliant on grants from the State and Federal Government to complete large and small Capital projects. The majority of grants are very competitive, and any inside help can sometimes push a grant application over the finish line. Besides grants the Federal Government reinstituted Earmarks in 2021 as another form of funding projects. The State of California also provides Earmark funding. The City of Bishop was successful in 2021 in receiving a Federal Earmark to complete the south end of the Warren Street project. In 2021 the City acquired the services of California Consulting to assist with grants, but the service was not renewed in 2022. The contract with California Consulting did not fit the needs of City Staff.

Analysis/Discussion:

In September of this year I met Jayson Braude who works with Rojas Communication Group (RCG) at the League of California Cities annual meeting. During this initial meeting Mr. Braude proposed meeting with key City Staff to explain what he and RCG can do for the City. RCG is a firm that has direct contact with a variety of State and Federal elected and appointed officials. RCG's relationship with State and Federal officials provides the opportunity for City funding requests and applications to be essentially hand delivered to the people who make the decisions.

RCG will collaborate with the City to create a federal and state government funding and

outreach program. The focus will be on developing a plan to apply for earmarks and targeted funding within specific government agencies and developing crucial relationships with program managers responsible for administering target grants.

Currently Mr. Braude has initiated conversations with Chief Derr and Congressman Kiley's office to find funding for a real time crime center.

RCG's proposal of \$4,000.00 per month is between \$2,000.00 and \$4,000.00 less than cost of other groups that provide the service.

Economic Impacts:

With the addition of RCG to assist staff the odds of receiving Earmarks and Grants is substantially increased.

Budget Impacts:

The proposed service is \$4,000.00 per month and can be terminated at any time. If the proposal is approved by Council, the below budget adjustment would be needed for FY 23-24.

General Fund, Administration, Professional/Technical Services
001-011-52015
Increase of \$20,000

Legal Review:

City Attorney Pucci has reviewed this item and finds that the recommended action complies with the law.

Recommended Action:

Council consideration to approve the expenditure of \$4,000.00 per month for services provided by Rojas Communications Group with a not to exceed amount of \$48,000. For 12 months starting Feb 1, 2024.

Approved By: Ethan Aukee 11/29/2023
Approved By: Robin Picken 12/1/2023
Approved By: Deston Dishion 12/5/2023
Approved By: