



To: Honorable City Council
From: John Moreno, City Manager
By: Grissel Chavez, Assistant City Manager
Date: July 9, 2024

**SUBJECT: FIRST AMENDMENT TO AGREEMENT WITH TRIPEPI SMITH FOR
ADDITIONAL COMMUNICATIONS CONSULTING SERVICES**

BACKGROUND

Since 2016, Tripepi Smith and Associates, Inc. (Tripepi Smith) of Irvine, CA has provided strategic communications, graphic design, and public affairs consulting services for the City. The City initially contracted with Tripepi Smith to assist staff with strengthening its communications strategies and processes to effectively engage with residents and businesses. As the City's communications needs have evolved, Tripepi Smith's scope of services have expanded to effectively serve as the City's expert consultant on several key communication campaigns and initiatives including the Climate Action Plan, Organics recycling mandates, and Explore Paramount small business promotions.

On August 8, 2023, the City Council approved a new three-year agreement with Tripepi Smith for communications consulting services in an annual amount of \$140,316 plus CPI increases. Under the existing contract, Tripepi Smith provides daily social media monitoring, City Council meeting broadcasting and video production services, development and regular maintenance of the City's environmental website, creation of public service announcements and materials for new Organics Recycling mandates and drought restrictions, cable channel management and content creation, metrics reporting, and other digital and communication services as needed.

DISCUSSION

There is a need for Tripepi Smith to provide increased support in the current fiscal year for the following tasks:

1. Preparation of the City's Budget at a Glance document – The Tripepi Smith team will meet with staff to gather budget data and information. TS will provide the final design of the document by the end of July 2024. The additional budget appropriation required for this task is \$7,000.

Business License Tax- Education and Outreach – The Tripepi Smith team will develop an education and outreach strategy to educate the community about the City's existing business license tax structure and a possible ballot measure. This work will include weekly check in calls; development of informational mailers and digital advertisements; developing website and writing content; and development of social media posts and press releases. These activities will be conducted from July 2024 to November 2024. The additional budget appropriation required for this task is \$35,000.

Task 2 above will trigger only if the City Council approves the placement of a measure on the November 2024 ballot. Should the City Council decide not to proceed with said ballot measure, the additional appropriation would amount to \$7,000 only.

In addition to these supplemental services, staff proposes to include language in this agreement amendment to allow the City Manager to authorize extra work in the amount of \$25,000 or 10% of the annual contract cost, whichever is lesser. When an unforeseen change order is approved, staff will seek the additional budget appropriation during the mid-year budget amendment process. Having a built-in contingency authorization provides the flexibility to address unforeseen issues or emergent tasks that fall outside the initial scope of work, without the need for time-consuming approval processes. This addition enhances the City's ability to meet its goals and respond to dynamic need and maintain budgetary control.

FISCAL IMPACT

An appropriation of \$148,000 for communications services was included in the FY 25 Adopted Budget. Approval of this amendment would require a budget adjustment to appropriate an additional \$42,000 from the FY 2024-25 General Fund budget surplus in the Administrative Services Department.

VISION, MISSION, VALUES, AND STRATEGIC OUTCOMES

The City's Vision, Mission, and Values set the standard for the organization, establish priorities, uniformity and guidelines; and provide the framework for policy decision making. The Strategic Outcomes were implemented to provide a pathway to achieving the City's Vision. This item aligns with Strategic Outcome No 6: Efficient, Effective, and Fiscally Responsible - Deliver an efficient and effective City government in a fiscally responsible, transparent and collaborative manner.

RECOMMENDED ACTION

1.) Appropriate an additional \$42,000 from the FY 2024-25 General Fund Budget surplus; and 2.) Approve the First Amendment to the Professional Services Agreement with Tripepi Smith for additional communications consulting services in the amount of \$42,000.