



City of Santa Ana
20 Civic Center Plaza, Santa Ana, CA 92701
Staff Report
April 5, 2022

TOPIC: Assistance with Outreach Campaigns and Collateral Materials for Public Works Agency Projects and Programs

AGENDA TITLE

Approve an Agreement with Straightline Communications, LLC for Marketing and Graphic Art Services in an Amount Not to Exceed \$600,000, for a Five-Year Term (Non-General Fund)

RECOMMENDED ACTION

Authorize the City Manager to execute an agreement with Straightline Communications, LLC to provide as-needed assistance with development of outreach campaigns and collateral materials for performing community outreach and engagement leading to the effective delivery of projects and programs in an amount not to exceed \$600,000 for a three-year term beginning April 5, 2022, and expiring April 4, 2025, with an option of one two-year extensions, subject to non-substantive changes approved by the City Manager and City Attorney.

DISCUSSION

The Public Works Agency recognizes the importance of community outreach as well as effective communications and branding throughout the city. Community outreach is essential in keeping the public informed of projects that impact residents and businesses, and engage the community. The outreach project campaigns include, but are not limited to, critical announcements on infrastructure impacts, initiative programs such as the Neighborhood Block Transformation Contest, on-going educational programs, community events and meetings, social media and website content, and marketing and advertising materials. The value of consistent outreach to the community is priceless.

Approval of this item will allow the City to retain a marketing and graphic art services consultant to provide effective outreach strategies and materials for Public Works projects. The selected consultant shall provide, at the request by staff, marketing strategies and develop digital and print media, including collateral materials such as brochures, event or project flyers, and web-based content, as needed.

On September 28, 2021, the Public Works Agency released Request for Proposals No. 21-096 (RFP) on the City's online procurement portal. Thirteen vendors submitted

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proposals. However, one proposal was disqualified. The remaining 12 proposals were evaluated by a five-member committee and ranked based firm/team experience, understanding scope of services, relevant project experience, references, and fee. The final rankings are as follows:

Firm	City
Straightline Communications, LLC	Sherman Oaks
S. Groner Associates	Long Beach
MIG, Inc.	San Diego
Alliance Outreach, LLC	Orange
Circlepoint	Orange
JPW Communications	Carlsbad
Klein and Klein, Inc.	Mission Viejo
We The Creative	San Juan Capistrano
Park Circle Technologies, LLC	Short Hills, New Jersey
Copy & Design	Long Beach
Global Urban Strategies, Inc.	Alhambra
Cogs & Marvel	San Francisco

Staff recommends entering into an agreement with Straightline Communications LLC to provide outreach and public relations support for Public Works projects and programs (Exhibit 1). Their proposal demonstrated a clear understanding of the agency's needs and they have extensive experience in performing similar services for the City of Santa Ana.

ENVIRONMENTAL IMPACT

There is no environmental impact associated with this action.

FISCAL IMPACT

The requested agreement will provide \$120,000 annually for outreach and public relations services, for a total compensation not to exceed \$600,000, for a three-year term and optional two-year extension. \$60,000 will be budgeted each year in the Public Works Administrative Services, Contract Services-Professional account (No. 10117601-62300), with \$25,000 being made available from the Fiscal Year 2021-22 Budget. Additional contract authority of \$60,000 annually is identified for projects utilizing Capital Improvement funds or other special funding sources. For these projects, Public Works Agency staff must receive Finance and Management Services Agency approval of funding and accounts to be used to ensure funds are available under the authorization and shared aggregate limit of \$600,000. Upon successful completion of the fiscal review,

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a corresponding Notice to Proceed containing the specific scope and maximum expenditure for the task order will be issued.

Funding from the Public Works Administrative Services account is available and will be budgeted in the fiscal years shown in the table below:

Fiscal Year	Accounting Unit – Account #	Fund Description	Accounting Unit – Account Description	Amount
INITIAL 3-YEAR TERM				
2021-22 (Apr-Jun)	10117601-62300	Public Works-Admin & Planning	Public Works-Admin Services, Contract Services-Professional	\$25,000
2022-23	10117601-62300	Public Works-Admin & Planning	Public Works-Admin Services, Contract Services-Professional	\$60,000
2023-24	10117601-62300	Public Works-Admin & Planning	Public Works-Admin Services, Contract Services-Professional	\$60,000
2024-25 (July-Apr)	10117601-62300	Public Works-Admin & Planning	Public Works-Admin Services, Contract Services-Professional	\$35,000
OPTIONAL 2-YEAR EXTENSION				
2025-26 (Apr-Jun)	10117601-62300	Public Works-Admin & Planning	Public Works-Admin Services, Contract Services-Professional	\$25,000
2026-27	10117601-62300	Public Works-Admin & Planning	Public Works-Admin Services, Contract Services-Professional	\$60,000
2027-28 (July-Apr)	10117601-62300	Public Works-Admin & Planning	Public Works-Admin Services, Contract Services-Professional	\$35,000
Total				\$300,000

Funds not used in any year will be carried forward into the subsequent fiscal year.

EXHIBIT(S)

1. Agreement with Straightline Communications LLC

Submitted By: Nabil Saba, P.E., Executive Director – Public Works Agency

Approved By: Kristine Ridge, City Manager