



SUMMARY REPORT

Agenda Date: 5/14/2019

To: Board of Directors of the Sonoma County Agricultural Preservation and Open Space District

Department or Agency Name(s): Sonoma County Agricultural Preservation and Open Space District

Staff Name and Phone Number: Karen Gaffney, 565-7344

Vote Requirement: Majority

Supervisory District(s): Countywide

Title:

As-Needed Communications and Community Engagement Services Agreements

Recommended Actions:

Authorize the General Manager of the Sonoma County Agricultural Preservation and Open Space District to execute two as-needed service agreements for communications and community engagement services totaling \$225,000 effective for three years ending on May 14, 2022, as follows:

- A) An agreement with Catch Creative, LLC, in an amount not-to-exceed \$150,000;
- B) An agreement with Daydreamer Cinema, LLC dba Culture Pop Films in an amount not-to-exceed \$75,000;

Executive Summary:

The Sonoma County Agricultural Preservation and Open Space District relies upon a diversity of communications strategies to fulfill its obligations to report back to the community on its activities and accomplishments and to solicit input from Sonoma County citizens. Our community relations work includes an array of communications and outreach efforts including online promotion (website, e-newsletter, social media) offline promotion (brochures, marketing collateral, advertisements), traditional media relations, and community engagement (public meetings, events, conferences).

Given the specialized nature of the services and the wide array of resources needed to create these outreach materials, the Sonoma County Agricultural Preservation and Open Space District requires the assistance of experts in the field of community relations. Two service providers were selected pursuant to a request for proposals process to support the agency's community relations efforts and to augment the capacity and productivity of existing community engagement staff. □

Discussion:

Sonoma County Agricultural Preservation and Open Space District (Ag + Open Space) is committed to ensuring timely and engaging communications that will result in increased positive recognition and understanding of Ag + Open Space, enhanced connections with a diverse cross section of the Sonoma County community,

opportunities to hear input from Sonoma County citizens, and greater support for the Ag + Open Space land conservation mission.

Ag + Open Space proposes two as-needed service agreements (on file with the Clerk of the Board) for creative services totaling \$225,000 effective for three years ending on May 14, 2022, as follows:

1. An agreement with Catch Creative, LLC, in an amount not-to-exceed \$150,000;
2. An agreement with Daydreamer Cinema, LLC dba Culture Pop Films in an amount not-to-exceed \$75,000;

Each firm submitted a proposal that was selected based on its ability to perform any combination of the tasks described below:

Task 1: Website development and design - Ag + Open Space is in need of web development and design services to update our existing web infrastructure and design to match newly updated branding. There is also a need for interactive web mapping or the ability to work with consultants who have this skill.

Task 2: Online/offline graphic design - Develop graphic elements on an as-needed basis for print and web materials. Graphic elements include but are not limited to infographics, advertisements, iconography, marketing materials, web page design, email marketing templates, etc.

Task 3: Photography, photo cataloguing and organization, and related services - Ag + Open Space has a need for high-resolution photos that capture the beauty, function, and multi-benefit nature of our properties and conservation work. This body of work should include on-the-ground photography as well as aerial photography. In addition, we have a need for cataloguing and organizing our existing photo library for easy access by staff.

Task 4: Videography, film editing, and related services - Ag + Open Space seeks professional videography services to create interesting and engaging videos that offer a more interactive way of learning about and experiencing our work.

Task 5: Key message development and other copywriting services - Work with Ag + Open Space staff to create key messages that explain the mission, work, and achievements of Ag + Open Space. This work could include organization-wide priority messages, as well as messages and copywriting specific to individual programs or projects.

Task 6: Exhibit and event materials design and development - Develop a visually-pleasing, compelling, and interactive tabling or booth set-up that Ag + Open Space can use when participating in community events. These materials may include but are not limited to large-scale displays, posters, banners, signage, table linens, pop-up tents, interactive games/materials, merchandise, swag, etc.

Task 7: Marketing collateral design and development - Develop simplified, aesthetically pleasing

marketing materials for diverse set of audiences. These materials may include but are not limited to brochures, case statements, one-page handouts, maps and guides, newsletters, etc.

Task 8: Email marketing design and related services - Work with Ag + Open Space staff to develop and update email marketing templates and email marketing plan, and provide training to relevant staff.

Task 9: Social media marketing services - Help Ag + Open Space develop social media marketing strategy to grow its online community and create more engagement channels by enhancing our presence on relevant social media sites.

Task 10: Online advertising services - Develop aesthetically pleasing and engaging online advertisements and strategies to help Ag + Open Space expand our connections with a diverse audience.

Task 11: Multi-lingual/multi-cultural outreach and engagement services - Help Ag + Open Space expand our engagement strategies to include multi-lingual/multi-cultural outreach.

Task 12: Communications and outreach campaign strategy development - Work with Ag + Open Space staff to develop a communications and outreach campaign strategy to increase visibility of the organization locally and amongst a diverse segment of the population.

Task 13: Training and support - Provide key staff with training on public speaking or other important skills for use in presentations, conferences, media interviews, etc.

Competitive Selection Process

Ag + Open Space conducted a Request for Proposal (RFP) process in November 2018 to identify and screen qualified contractors for the work described above. The work was divided into 13 tasks, as described above. The RFP was sent to approximately 231 firms and advertised on the Ag + Open Space website and the County Purchasing website. A total of 19 entities submitted proposals for this RFP. Using a set of selection criteria, an evaluation committee comprised of internal and external staff independently reviewed all of the proposals, scored each according to the pre-established criteria, and interviewed and selected the candidates most capable of providing the identified services. The two contractors identified above submitted responsive proposals that clearly addressed the needs of the Ag + Open Space and thoughtfully responded to the elements described in the RFP.

Once a project has been identified, staff will initiate a meeting to describe Ag + Open Space work required under the As-Needed agreement. Specific details of each work assignment will be determined during project initiation, including the specific project scope of work, schedule for completion of the project scope, cost estimate, and payment provisions. Staff will then prepare a Task Order (see sample in Attachment 1) to memorialize the agreement reached. The Task Order will be signed by Ag + Open Space staff and the Consultant prior to the onset of work. Ag + Open Space will not guarantee any minimum or maximum amount of work to be completed under the As-Needed agreements. We have selected three firms from the RFP process to address different needs of the community relations program. Catch Creative will serve as our primary consultant and will help us create and execute a comprehensive awareness campaign that may

include online communications, media relations, paid advertising, and social media marketing, among other elements. Daydreamer Cinema, dba Culture Pop Films, was selected for their exemplary videography and film editing skills and will be used to produce videos and other multimedia projects. Lastly, a third contract has already been executed with Kim Dow, dba DowHouse, who will serve as an as-needed graphic designer to execute a variety of ad hoc projects, such as management plans, public meeting notices, flyers, postcards, etc.

Local Preference, Local Experience

All of the selected firms have locations in Sonoma County, and have significant experience working in the Sonoma County community.

Prior Board Actions:**FISCAL SUMMARY**

Expenditures	FY 18-19 Adopted	FY 19-20 Projected	FY 20-21 Projected
Budgeted Expenses	25,000	75,000	75,000
Additional Appropriation Requested			
Total Expenditures	25,000	75,000	75,000
Funding Sources			
General Fund/WA GF			
State/Federal			
Fees/Other	25,000	75,000	75,000
Use of Fund Balance			
Contingencies			
Total Sources	25,000	75,000	75,000

Narrative Explanation of Fiscal Impacts:

This amount is appropriated in the FY 2018-2019 budget and will be incorporated in the projected year's budgets. Future year budgets will include appropriations for these contracts, as well as funding for the 20-22 FY.

Staffing Impacts:			
Position Title (Payroll)	Monthly Salary Range (A - I Step)	Additions (number)	Deletions (number)

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Narrative Explanation of Staffing Impacts (If Required):

Attachments:

1. Sample Task Order

Related Items “On File” with the Clerk of the Board:

1. Professional Service Agreement with Catch Creative, LLC
2. Professional Service Agreement with Daydreamer Cinema, LLC dba Culture Pop Films