

**CITY OF SEBASTOPOL  
CITY COUNCIL  
STAFF REPORT**

Agenda Report Review by:  
City Manager AM

**Meeting Date:** July 5, 2016  
**To:** Honorable Mayor and City Councilmembers  
**From:** City Manager Larry McLaughlin  
City Clerk Mary Gourley  
**Subject:** Amendment to Contract for the Communications Outreach Coordinator  
(Extension of Contract Until June 30, 2017)  
**Recommendation:** That the City Council Approve the Extension  
**Funding:** Currently Budgeted: XXX (YES) \_\_\_(NO) \_\_\_(N/A)  
Net General Fund Cost: \$38,000  
If Cost to Other Fund(s):

**INTRODUCTION:**

This item is to request the City Council approve the Extension of the Contract for the Communications Outreach Coordinator and Receive the Information of Activities Completed to Date.

**BACKGROUND:**

On September 17, 2013, the City Council approved the contract to Holly Hansen Public Relations for Communications Outreach Coordinator activities. The consultant has met the scope of work for the contract as well as going above and beyond these elements identified. As part of the scope of work, the consultant to date has:

- Formulated positive compelling and consistent key message(s) for media to reinforce the City's policies, programs and actions. The key points that have been created to emphasis Sebastopol's policies, programs, and actions are as follows:
  - Sebastopol is good for business.
  - Sebastopol listens to its citizens.
  - Sebastopol is forward-thinking.
  - Sebastopol is a unique place to live and to visit.

Identified and developed various outreach strategies and community engagement methods for residents in the greater Sebastopol area and identified appropriate media outlets and media opportunities.

Prepared written information for documents, such as fact sheets, web pages, social media outlets, new stories for print media and press releases, as well as preparing talking points for various items.

Prepared, developed and coached City spokesperson(s) with various talking points to address and respond to media inquiries.

The Consultant has met with various local community members, officials, City staff, to ascertain what the City of Sebastopol Government and the Community of Sebastopol are about.

The Consultant has worked with City staff to use the City newsletter, website, Facebook page, etc., to promote Sebastopol.

The consultant and staff worked to create policies, procedures, and best practices for social media, prior to re-launching the City of Sebastopol Facebook page.

The Consultant has provided projected hours and all costs to complete project or assignment, timeline and how revisions will be handled for that specific project.

Consultant has created initial work-plan and has committed to completing tasks in the work-plan regardless of hours.

Has provided draft(s) and final proof of all projects or assignments for written approval by designated representative.

The current contract has expired June 30, 2016 but has been budgeted for and approved in the FY 2016-2017 City Budget.

**DISCUSSION:**

The consultant has provided an informational update to the City Council on the variety of outreach communications to the community relative to the scope of work identified in the contract. The publicity material has promoted the values of Sebastopol, why Sebastopol is unique and special, what it is about Sebastopol that attracts residents, visits and businesses to our town who will enjoy our small town character and charm, and also to provide information to the public that creates a transparent City government and what Sebastopol is doing and why.

The Consultant has provided an up-to-date list of activities performed through the end of June 2015 which is attached to this staff report for reference. Staff believes that the consultant has provided an invaluable amount of work for the City in an effort to address the wide range of public inquiries and outreach needs that the City of Sebastopol faces and all work has been done within the scope of the contract amount.

This position has been and, if the contract extension is approved, will continue to be responsible for managing the outreach and communication effort to promote awareness and understanding of City Government policies, programs, decisions, as well as promoting and marketing the City in promoting the business and economic development interests within the community.

Holly Hansen Public Relations has understood the parameters of the position and the outreach required for engaging the community and public beyond the City boundaries by partnering with other organizations, such as the Tourism Bureau, Chamber of Commerce, conducting media interviews, use of micro sites and on line social media, as well as local newspapers, to promote Sebastopol and provide positive, compelling messages.

Just a few highlights that have been accomplished to date are as follows:

- Facilitating outreach to local media – this is a continuing effort
- Robust social media engagement via Facebook
- Keeping website current by writing and posting high quality news items
- Updating city logo and creating consistency in identity across written and web platforms
- City information table project at Farmer's Market

Staff believes that extension of this contract would be a valuable continuation of work and projects that enable to the City to meet the goals of the City Council of promoting economic vitality and encouraging and increasing public awareness of City policies, programs and decisions by investigating effective methods of two-way communication.

As part of the 2016-2017 Budget, the City Council approved \$38,000 in the City Council budget for continuation of a Community Outreach Coordinator. Staff is recommending the City Council continue the contract of its current Community Outreach Coordinator.

**RECOMMENDATION:**

That the City Council approve the Extension of the Contract for the Communications Outreach Coordinator and Receive the Information of Activities Completed to Date.

**Attachment:**

List of Activities to Date  
Amendment to Contract

# COMMUNITY OUTREACH REPORT

THE SEASIDE COMMUNITY CENTER



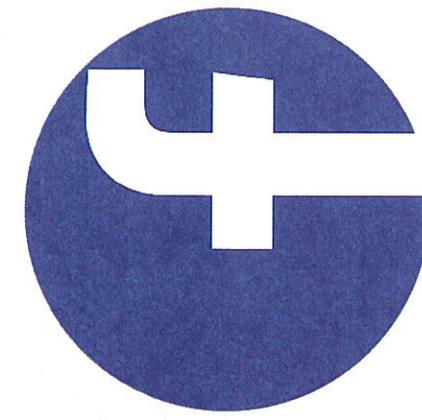
MEDIA RELATIONS



COLLATERAL



SPECIAL PROJECTS



ONGOING

HOLLY HANSEN  
COMMUNITY OUTREACH COORDINATOR

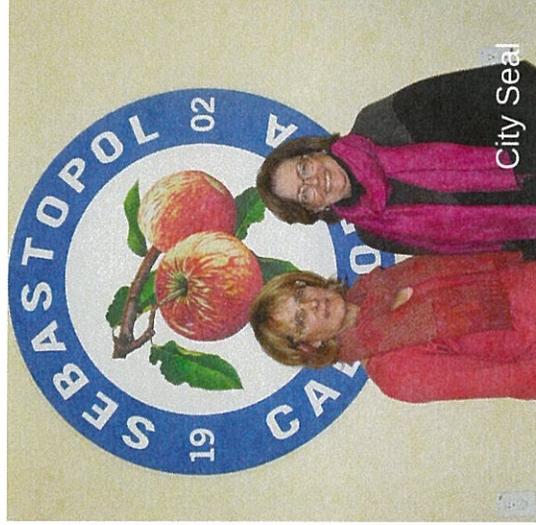
# MEDIA RELATIONS

- Write and distribute news releases, articles and blurbs as needed including Election of New Mayor and Vice Mayor, Website Survey & Forum, Cittaslow Sebastopol in Portugal, Passing of Former City Manager Mel Davis
- Shot and submitted Slow Cat video to TV news stations (KGO, KPIX, KRON)
- Maintain relationships with local reporters and editors

# COLLATERAL

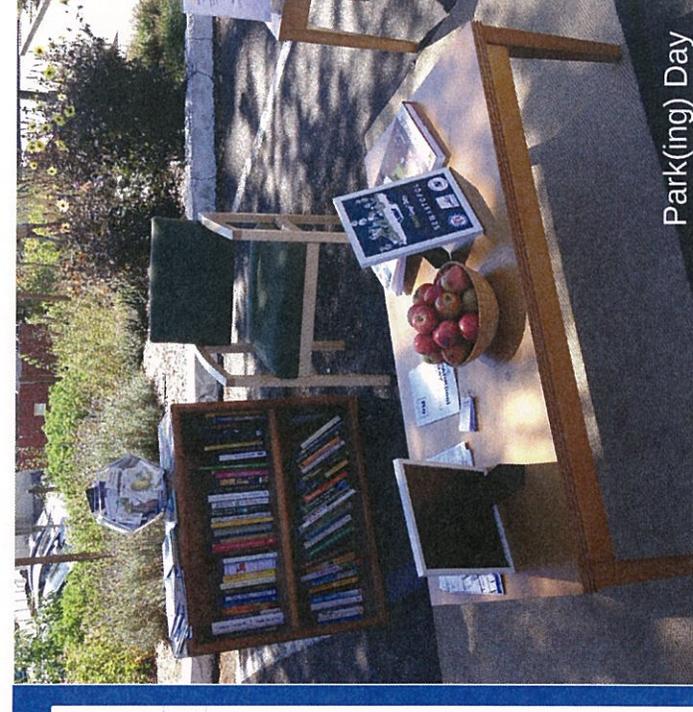
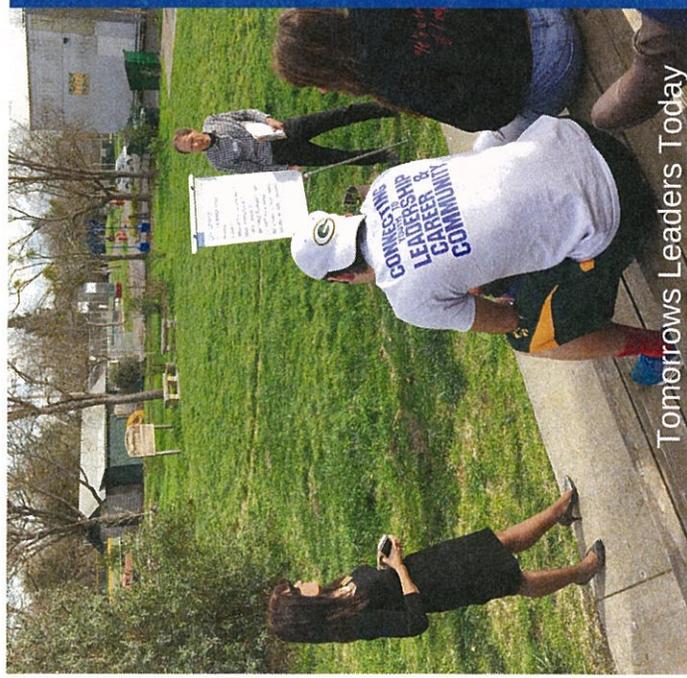
## Presenting our City in a professional and consistent manner

- Design and manage production of City Contact Card (print and digital), Jr. Accountant Job Brochure, Budget Cover, Water Conservation Flyer, Pine Grove Square Open House Invitation
- Create Engineering Manager post and account for California City News
- Researched, sourced and managed production of City Seal for use on wall at CC meetings, banner for City Council members to carry in Apple Blossom Parade, T-shirts and sweatshirts for City Council and select Staff.
- Update letterhead, business cards and other collateral as needed
- Minor updates to Our Front Yard website
- Create State of the County slide, including text and photo (January)



# SPECIAL PROJECTS

- **Farmers Market Info Table:** Designed, sourced, stocked, managed and scheduled (summer/early fall 2015)
- **Tomorrow's Leaders Today** event with local high school students: worked with City Staff to organize and manage event (February)
- **Livestream:** Researched vendor, closed caption, and archiving capabilities and set up Livestream channel
- **Offsite City Council Meeting at Analy High School:** Set up, liaised with Analy, City Staff and Departments; created and placed print ads, publicized (September)
- **Park(ing) Day** (September): Coordinated with City Council, City Staff, and Library to create "parklet."
- **Boost Your Business** (October): Coordinate with City Staff and Chamber of Commerce to host a City of Sebastopol table at the event; including signage, information, table cloth, set up and break down.



## **OTHER**

- Meet with subcommittees, special committees and affiliated organizations or departments as needed
- Research and budget newsletter options
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- Research and budget newsletter options

## **ONGOING MONTHLY TASKS**

### **Social Media (Facebook & Twitter)**

- Create 2-6 Facebook and Twitter posts per week, including
- City Meeting schedules and agendas
- Livestream notifications
- News and interest items useful to local residents including City events, safety tips from PD and FD, Energy and water conservation, job opportunities with City, construction updates, emergency information, etc.
- We also keep the account up to date and refresh cover and profile imagery as needed.
- Facebook organic likes have increased 14% over the past year, to 4,395. Compare this to total likes for Healdsburg (451), Rohnert Park (1,047), and Petaluma (1,201)

### **Website (existing):**

- Create news items for City website on upcoming meetings, events, construction updates and other information as directed by City Staff and Department Heads.
- Refresh and update information as directed

### **Meetings:**

- Attend most City Council Meetings
- Monthly or twice-monthly status meetings with City Staff

Resolution Number: \_\_\_\_\_

AMENDMENT NUMBER Three (3)

TO

MASTER AGREEMENT FOR COMMUNITY OUTREACH COORDINATOR SERVICES {HOLLY HANSEN  
PUBLIC RELATIONS}

WHEREAS, the City Council of the City of Sebastopol on September 17, 2013, approved

Award of Contract to Holly Hansen Public Relations for Communications Outreach Coordinator activities for a one year contract; and

WHEREAS, the consultant has performed and continues to perform above and beyond the scope of work listed in the contract and has continued to work with City staff, as well as other City organizations, ensuring that the City continues its commitment to open and honest government and strives to consistently meet the community's expectations by providing excellent service, in a positive and timely manner, and in the full view of the public; and

WHEREAS, the parties on September 16, 2014 hereto agreed to amend the above-mentioned agreement for a period not to exceed June 30, 2015; and

WHEREAS, the parties on July 21, 2015, hereto agreed to amend the above-mentioned agreement for a period not to exceed June 30, 2016; and

WHEREAS, the parties on July 5, 2016, hereto agree to amend the above-mentioned agreement for a period not to exceed June 30, 2017; and

WHEREAS, the parties hereto agree to amend the above-mentioned agreement for a not to exceed amount of \$2750.00 per month.

WHEREAS, the parties hereto agree to all terms and conditions as stated in the original contract and are hereby incorporated by reference and made a part of this contract.

NOW, THEREFORE BE IT RESOLVED that the City Council of the City of Sebastopol approves AMENDMENT NUMBER Three (3) TO MASTER AGREEMENT FOR COMMUNITY OUTREACH COORDINATOR SERVICES {HOLLY HANSEN PUBLIC RELATIONS}.

IN COUNCIL DULY PASSED this 5th day of July, 2016.

I, the undersigned, hereby certify that the foregoing Resolution was duly adopted by the City of Sebastopol City Council by the following vote:

VOTE:

Ayes:

Noes:

Absent:

Abstain:

APPROVE:

\_\_\_\_\_

Sarah Glade Gurney, Mayor

ATTEST:

\_\_\_\_\_

Mary C. Gourley, MMC, City Clerk

CONSULTANT:

\_\_\_\_\_

Holly Hansen, Community Outreach Coordinator

APPROVED AS TO FORM:

\_\_\_\_\_

Larry McLaughlin, City Attorney