

REPORT TO CITY COUNCIL

DATE: AUGUST 9, 2023

TO: HONORABLE MAYOR AND MEMBERS OF THE COUNCIL

FROM: NATHAN HAMBURGER, CITY MANAGER

BY: RAMIRO ADEVA, ASSISTANT CITY MANAGER

SUBJECT: UPDATE ON CITY'S COMMUNICATIONS PROGRAM AND APPROVAL OF FIRST AMENDMENT TO THE AGREEMENT FOR CONSULTANT SERVICES WITH RMG COMMUNICATIONS

Over the past year, the City has made great strides in communications, continuing to increase brand awareness and actively engaging the community. This has been done strategically through a variety of activities that include such things as monthly podcast episodes, enhanced video posts, and paid social media advertising.

Through the combination of limited full-time City staff, alongside the team at RMG Communications, there has been steady progress, with some exciting things planned in the upcoming year, including the relaunch of the City's official quarterly newsletter and creation of the new "In the Know" short video series.

This growing toolbox of resources enables the City to continue delivering professional, timely, accurate, and consistent messaging to the community.

One of those important communications resources in the toolbox is the City website. During budget discussions for Fiscal Year 2023-24, \$35,000 was included in the Communications Department budget to complete website infrastructure upgrades. This was a result of concerns raised regarding basic functionality, usability, and information accessibility on the City website.

In early July, staff began work to determine the most efficient and effective way to address these concerns. The first step was to speak with Granicus, the City's current website vendor, to better understand the abilities and limitations of the current software running the City's website. Additionally, two other firms offering the same website services as Granicus were consulted to provide multiple points of view from the main competitors in this technology space, with all agreeing that although the current software may have been acceptable when first implemented years ago, a more robust software option is needed in the long-term to enhance the online experience for the City's end-users.

Although these initial discussions with Granicus and competing firms were valuable to understand the ultimate solution would be an upgraded website software, the current budget did not account for the estimated budget which is anticipated to be over \$100,000, nor did it account for the expected 9 to 12-month timeline. Furthermore, although some of the website problems can be easily identified now, it is evident a more detailed analysis of the website is needed to determine the true magnitude of items needing to be addressed. Therefore, staff brought this topic to the Communications Subcommittee to discuss and provide guidance.

On July 13, 2023, the Communications Subcommittee (Councilmember Lopez and Councilmember Sylvester) met to receive an update. Staff recommended a two-pronged approach to move forward. First, the recommendation was to consider an amendment to the contract with RMG Communications (RMG), to conduct an in-depth analysis of the website that would make a distinction between items that could be addressed in the short-term versus the long-term. RMG has estimated this effort would cost no more than \$24,500, which fits within the current allocated budget for Fiscal Year 2023-24 and leaves \$10,500 in the budget for other website-related items.

Once the RMG analysis is completed this fiscal year, the second part would be for the City Council to consider a Request for Proposals (RFP) for website design services that would be included in the Fiscal Year 2024-25 budget. The RFP would include any of the items RMG identifies as long term in their analysis this fiscal year to ensure the scope of work is inclusive of the important things that would need to be addressed with an upgraded website.

At this time, the City Council is only being asked to consider amending RMG's agreement to determine short-term and long-term items of concern. The decision to move forward with a complete website redesign is not being considered yet and would be brought back to the Council for consideration once RMG's work is complete.

The Subcommittee was supportive of this recommended approach, and the attached First Amendment to Agreement for Consultant Services with RMG is before the City Council for consideration.

RECOMMENDATION

Staff respectfully recommends the City Council approve the First Amendment to the Agreement for Consultant Services with RMG Communications.

Attachment: First Amendment to Agreement for Consulting Services

FIRST AMENDMENT TO AGREEMENT FOR CONSULTANT SERVICES
WITH THE CITY OF AGOURA HILLS

NAME OF CONSULTANT:	RMG Communications
RESPONSIBLE PRINCIPAL OF CONSULTANT:	Attn: Rachel Dickman
CONSULTANT'S ADDRESS:	747 S. Mission Rd. #535 Fallbrook, CA 92028
CITY'S ADDRESS:	City of Agoura Hills 30001 Ladyface Court Agoura Hills, CA 91301 Attn: City Manager
PREPARED BY:	Ramiro Adeva
COMMENCEMENT DATE:	July 1, 2023
TERMINATION DATE:	June 30, 2026
CONSIDERATION:	Amendment Amount: \$24,500 Total Contract Price Not to Exceed: \$214,500 total.

FIRST AMENDMENT TO AGREEMENT BETWEEN CITY OF AGOURA HILLS AND RMG COMMUNICATIONS

THIS FIRST AMENDMENT is made and entered into as of August 9, 2023, by and between the City of Agoura Hills, a municipal corporation (hereinafter referred to as "City"), and RMG Communications (hereinafter referred to as "Consultant"). In consideration of the mutual covenants and conditions set forth herein, the parties agree as follows:

1. This Amendment is made with respect to the following facts and purposes:

a. On July 1, 2023, the City and Consultant entered into that certain Agreement entitled "Agreement for Consultant Services between the City of Agoura Hills and RMG Communications", in the amount of Ninety-Five Thousand Dollars and Zero Cents (\$95,000) per fiscal year, for a total agreement amount of One Hundred Ninety Thousand Dollars and Zero Cents (\$190,000.00).

b. The parties now desire to increase the payment in the amount of Twenty-Four Thousand Five Hundred Dollars and Zero Cents (\$24,500) for the current fiscal year only, and to amend the Agreement as set forth in this Amendment.

2. Section 4 of the Agreement entitled "**PAYMENT**" at paragraph "A" is hereby amended to read as follows:

"The City agrees to pay Consultant monthly, in accordance with the payment rates and schedules and terms set forth in Exhibit B, Payment Rates and Schedule, attached hereto and incorporated herein by this reference as though set forth in full, based upon actual time spent on the above tasks. Any terms in Exhibit B, other than the payment rates and schedule of payment, are null and void. The FIRST Amendment amount shall not exceed Twenty Four Thousand Five Hundred Dollars and Zero Cents (\$24,500), for additional work as described in Attachment A for a total Agreement amount of Two Hundred Fourteen Thousand Five Hundred Dollars and Zero Cents (\$214,500)."

3. Exhibit "A" to the Agreement is hereby amended by adding thereto the items set forth on Attachment "A" to this Amendment, which is attached hereto and incorporated herein as though set forth in full.

4. Except for the changes specifically set forth herein, all other terms and conditions of the Agreement shall remain in full force and effect.

IN WITNESS WHEREOF, the parties hereto have caused this **FIRST** Amendment to Agreement to be executed the day and year first above written.

CITY OF AGOURA HILLS

Chris Anstead,
Mayor

ATTEST:

Kimberly M. Rodrigues, MMC
City Clerk
*Date Approved by City
Council* _____

APPROVED AS TO FORM:

Candice K. Lee,
City Attorney

CONSULTANT

RMG Communications
747 S. Mission Road #535
Fallbrook, CA 92028
Contact Name: Rachel Dickman
760-707-4149

By: DocuSigned by:
Rachel Dickman

Rachel Dickman

Print Name: _____
President/CEO

Title: _____

By: DocuSigned by:
Rachel Dickman
01049F5F79C94C0... Rachel Dickman

Print Name: _____

Title: _____
President/CEO

[Signatures of Two Corporate Officers Required]

ATTACHMENT A

Attached hereto and incorporated herein is the additional scope of work and associated cost as provided by the Consultant.

SCOPE OF WORK – CITY OF AGOURA HILLS WEBSITE REVISIONS

The City of Agoura Hills (City) website has been evolving since the site originated years ago.

This scope of work covers recommended updates to the City's website to:

- Better represent the City's brand
- Serve the community with simple-to-follow, useful, and actionable information
- Follow website writing best practices
- Streamlines sitemap and content
- Is written in plain language and is WCAG 2.0 Level AA compliant
- Adheres to Brown Act compliance
- Adheres to ADA standards
- Drives participation in the City's programs and services

In addition, this scope covers:

- Recommendations for future website redesign scope of work

The work as part of this estimate are based on time and materials calculated using RMG's hourly rates by staff classification and estimating staff hours required to complete tasks. We carefully manage our project budget to ensure we stay on budget.

Principal in Charge/ Sr. Comm Manager	\$175 (blended rate)
Strategic Visual Designer	\$140
Total not-to-exceed investment	\$24,500

