



Memorandum

Date: 10/15/2024  
Meeting of: City Council

File No. AM No. 24-154  
Type: Consent Item

TO: Members of the City Council  
FROM: Mayor Angela Birney  
DEPARTMENT DIRECTOR CONTACT(S):

Executive	Malisa Files	425-556-2166
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DEPARTMENT STAFF:

Executive	Lisa Maher	425-556-5844
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**TITLE:**

Approval of Two Consultant Services Agreements, with Stepherson and Associates Communications and Cascadia Consulting Group Inc., in the Amount of \$75,000 Each, for On-Call Communications and Public Outreach

**OVERVIEW STATEMENT:**

Two (2), two-year agreements with Stepherson and Associates Communications and Cascadia Consulting Group Inc., each valued at \$75,000 for a total of \$150,000 annually. Each contract has the option for one additional two-year renewal term, for a potential maximum total term of four (4) years. Both contracts are intended to support or augment citywide communications and community outreach. Services may include:

- Content development and strategies related to public forums
- Informational material design, printing, distribution
- Neutral facilitation of focus or stakeholder groups
- Emergency communication messaging or design

Additional Background Information/Description of Proposal Attached

**REQUESTED ACTION:**

- Receive Information       Provide Direction       Approve

**REQUEST RATIONALE:**

- **Relevant Plans/Policies:**  
N/A
- **Required:**  
Council approval is required for contracts exceeding \$50,000.
- **Council Request:**

N/A

- **Other Key Facts:**

N/A

**OUTCOMES:**

These contracts will ensure that the city remains on track with specified projects and tasks that require messaging and community outreach when city staff capacity is at its maximum, preventing any lapse in services.

**COMMUNITY/STAKEHOLDER OUTREACH AND INVOLVEMENT:**

- **Timeline (previous or planned):**

October 16, 2024 - October 15, 2026

- **Outreach Methods and Results:**

RFP Process - RFP 10813-24

The scoring committee reviewed and scored six proposals through the Request for Proposal (RFP) process.

- **Feedback Summary:**

N/A

**BUDGET IMPACT:**

**Total Cost:**

\$150,000

**Approved in current biennial budget:**

Yes

No

N/A

**Budget Offer Number:**

00026

**Budget Priority:**

Strategic and Responsive

**Other budget impacts or additional costs:**

Yes

No

N/A

**If yes, explain:**

N/A

**Funding source(s):**

Will be billed to department or division that requires the service via task orders

**Budget/Funding Constraints:**

N/A

**Additional budget details attached**

**COUNCIL REVIEW:**

**Previous Contact(s)**

<b>Date</b>	<b>Meeting</b>	<b>Requested Action</b>
10/8/2024	Committee of the Whole - Finance, Administration, and Communications	Provide Direction

**Proposed Upcoming Contact(s)**

<b>Date</b>	<b>Meeting</b>	<b>Requested Action</b>
N/A	None proposed at this time	N/A

**Time Constraints:**

Current agreements have expired. To ensure continuity of services, one or both contracts need to be in place as soon as possible.

**ANTICIPATED RESULT IF NOT APPROVED:**

If not approved, communication and community outreach needs may not be met in the appropriate timelines or may not be completed at all.

**ATTACHMENTS:**

- Attachment A: Cascadia Consulting Group, Inc
- Attachment B: Stepherson and Associates Communications