



## Memorandum

**Date:** 4/19/2022  
**Meeting of:** City Council

**File No.** AM No. 22-061  
**Type:** Consent Item

**TO:** Committee of the Whole - Finance, Administration, and Communications  
**FROM:** Mayor Angela Birney  
**DEPARTMENT DIRECTOR CONTACT(S):**

Executive	Malisa Files	425-556-2166
Executive	Lisa Maher	425-556-2427

**DEPARTMENT STAFF:**

Executive	Jill Smith	Communications Manager
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**TITLE:**

Approval of Contract Amendment with Stepherson & Associates Communications to Add \$75,000 to the Current Contract, for the Continuation of On-Call Communication and Public Outreach Services

**OVERVIEW STATEMENT:**

Staff requests that City Council approve an amendment for an additional \$75,000 to the current \$75,000 contract with Stepherson & Associates Communications (S&A). The additional funds will support the continuation of on-call communication and public outreach services which augment and support city communications as needed.

S&A will continue to support communication and community outreach for the public safety project and other communication projects that may arise. Tasks include, but are not limited to, providing general project management, messaging and material development, facilitating Sounding Board meetings and participation, and coordinating community outreach.

The contract addendum will be scheduled for the consent agenda at the April 19 Council business meeting.

☐ **Additional Background Information/Description of Proposal Attached**

**REQUESTED ACTION:**

☐ **Receive Information**      ☐ **Provide Direction**      ☒ **Approve**

**REQUEST RATIONALE:**

- **Relevant Plans/Policies:**  
Police Strategic Plan, Fire Strategic Plan, Community Strategic Plan
- **Required:**  
N/A

- **Council Request:**  
N/A
- **Other Key Facts:**  
S&A has facilitated the Public Safety Sounding Board meetings, completed a survey, drafted messaging and presentation materials, and coordinated all project team and community meetings.

**OUTCOMES:**

All community members are informed and have had the opportunity to provide input and guide City decision-making.

**COMMUNITY/STAKEHOLDER OUTREACH AND INVOLVEMENT:**

- **Timeline (previous or planned):**  
2022
- **Outreach Methods and Results:**  
On-call communication and public outreach will utilize city communications tools such as community meetings, Redmond.gov and LetsConnectRedmond.com, newsletters and emails, social media, postcard mailings, news release, community group presentations, etc.
- **Feedback Summary:**  
For the draft Redmond Safety Funding Plan, Council will receive a summary of community feedback from the statistically valid survey, online questionnaire, and community meeting in May and June.

**BUDGET IMPACT:**

**Total Cost:**  
\$75,000

**Approved in current biennial budget:** ☐ Yes ☒ No ☐ N/A

**Budget Offer Number:**  
238

**Budget Priority:**  
Safe and Resilient, Strategic and Responsive

**Other budget impacts or additional costs:** ☐ Yes ☒ No ☐ N/A

**If yes, explain:**  
N/A

**Funding source(s):**  
One-time general fund

**Budget/Funding Constraints:**  
N/A

☐ **Additional budget details attached**

**COUNCIL REVIEW:**

**Previous Contact(s)**

Date	Meeting	Requested Action
5/21/2019	Business Meeting	Approve
4/12/2022	Committee of the Whole - Finance, Administration, and Communications	Provide Direction

**Proposed Upcoming Contact(s)**

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

**Time Constraints:**

The communication and community outreach must continue immediately so that the Redmond community is well informed about public safety needs and funding options for our growing community.

**ANTICIPATED RESULT IF NOT APPROVED:**

As S&A is supplementing city communication, if this amendment is not approved then the communication plan for the public safety project could not continue. The result will be that the community will not be as informed about the public safety funding project.

**ATTACHMENTS:**

Attachment 1: Amendment 2 - S&A Communications