ITEM FOR COUNCIL CONSIDERATION

Authorization for the City Manager to engage Two Trumpets Communications in a consultant services agreement in the amount of $59,100.

STAFF RECOMMENDATION

Action Item X ; Non-Action Item ___

That the City Council authorize entering into a consultant services agreement with Two Trumpets Communications for a not-to-exceed amount of $59,100.

Sample Motion: I move to authorize the City Manager to enter into a consultant services agreement with Two Trumpets Communications on behalf of the City.

BACKGROUND / DISCUSSION

Two Trumpets Communications is currently providing a variety of community communications services to the City of Carpinteria, including social media venues (i.e., Facebook and Nextdoor) as well as an e-Newsletter. Two Trumpets is also contributing to the City’s website redesign efforts.

The City is looking to continue and enhance these various communication outreach efforts by entering into a new agreement with Two Trumpets for fiscal year 2019-20. More specifically, Two Trumpets’ current proposal (attached) project areas include:

1) Social Media – Information related to emergency & critical information, public works projects, event notices & follow-up, parks & recreation programs, etc., communicated via various social media platforms such as Nextdoor and Facebook.

2) Email Newsletter – continuation of an e-Newsletter highlighting City projects updates, upcoming events & meetings, recent accomplishments, etc.

3) Website – introduce new web content (City Council/Department Bios, enhanced events calendar, etc.), provide updates to existing web content, gather and photograph visuals, etc.
The overall objective of this work effort continues to be to expand and update the City's methods for communication with the public (for both emergency and day-to-day communications) in order to improve the reach and effectiveness of official communications. With this in mind, one of the performance objectives in the City's Communication and Community Promotion program is to "Use a variety of communication venues (e.g., social media, e-newsletter, etc.) to disseminate City information to residents and visitors."

**FINANCIAL CONSIDERATIONS**

Appropriation of these funds is a part of the FY 2019-20 adopted budget.

**OPTIONS**

A. Request that staff revise the scope of work.
B. Decide not to continue communications related work at this time.

**PRINCIPAL PARTIES EXPECTED AT MEETING**

Two Trumpets Communications principals, Lea Boyd and Peter Dugre

**ATTACHMENTS**

Two Trumpets Communications, proposed Statement of Work FY 2019 - 2020

Staff contact: Kevin Silk  
Assistant to the City Manager  
805-755-4450, kevins@ci.carpinteria.ca.us

Reviewed by: Dave Durflinger  
City Manager  
805-755-4400, daved@ci.carpinteria.ca.us
Attachment A

Proposed Statement of Work
Two Trumpets Communications -- to assist the City of Carpinteria with various communication/social media related projects
Statement of Work
City of Carpinteria Communications Project

Project Overview
Project Name .................................................. City of Carpinteria Communications
Direct communication with ................................ Asst. to City Manager Kevin Silk
Contract duration .................................................. July 2019 – June 2020

Compensation
Proposal based on an hourly compensation rate of $60/hour for Two Trumpets partners Lea Boyd and Peter Dugré.

Proposed Scope of Works

SOCIAL MEDIA

- **Platforms**: Nextdoor, Facebook
- **Frequency**: 4-6 posts weekly on each platform (content tailored to each platform or shared across multiple platforms as appropriate)
- **Content cultivation**: Regular communication with key city staff (department heads, program supervisors)
- **Report**: Monthly report on social media activity, trends, highlighted feedback from followers

<table>
<thead>
<tr>
<th>Social Media</th>
<th>Hours</th>
<th>Monthly</th>
<th>Annual</th>
</tr>
</thead>
<tbody>
<tr>
<td>Information gathering/photography</td>
<td>40 hours/mo.</td>
<td>$2,400</td>
<td>$28,800</td>
</tr>
<tr>
<td>Posting, monitoring</td>
<td>15 hours/mo.</td>
<td>$900</td>
<td>$10,800</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td></td>
<td><strong>$39,600</strong></td>
<td></td>
</tr>
</tbody>
</table>
**Deliverable**
- Frequent, consistent public engagement
- Content that strikes a balance between city news and promotion
- Enhanced awareness of city operations and scope of city involvement
- Establishment of multiple pipelines to communicate vital and time-sensitive information to residents

**EMAIL NEWSLETTER**
- Produce and disseminate monthly email newsletter highlighting recent accomplishments, city project updates, and upcoming events and meetings
- Redesign newsletter to include 4-6 main items with photos, along with 3-5 sidebar items
- Create approachable, informative content: each item will include an engaging image and a short synopsis with a link to more information (web pages or news items)

<table>
<thead>
<tr>
<th>Email Newsletter</th>
<th>Hours</th>
<th>Monthly</th>
<th>Annual</th>
</tr>
</thead>
<tbody>
<tr>
<td>Monthly publication</td>
<td>20 hours/mo.</td>
<td>$1,200</td>
<td>$14,400</td>
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<tr>
<td>Total $14,400</td>
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</tbody>
</table>

**Deliverable**
- Provide residents with a regular stream of high-quality city news that increases public awareness of upcoming projects and events, explains policy changes, and showcases capital improvements
- Reach a unique audience that isn’t using social media, and inform social media followers with more in-depth information.

**WEBSITE**
- Work with city staff and web designer to refine vision for new website
- Rewrite outdated material, introduce new material (city council/department director bios, improved events calendar, garden park page, etc.)
- Gather and photograph compelling visuals to pair with written content

<table>
<thead>
<tr>
<th>Website</th>
<th>Hours</th>
<th>Monthly</th>
<th>Annual</th>
</tr>
</thead>
<tbody>
<tr>
<td>July/Aug. content creation</td>
<td>25 hours</td>
<td></td>
<td>$1,500</td>
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<tr>
<td>Monthly updates</td>
<td>5 hours/mo.</td>
<td>$300</td>
<td>$3,600</td>
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<tr>
<td>Total $5,100</td>
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</tr>
</tbody>
</table>
- User-friendly website that presents concise, up-to-date information that is visually compelling and simple to navigate.

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**Investment**

<table>
<thead>
<tr>
<th>Communications Project</th>
<th>Annual Cost</th>
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</thead>
<tbody>
<tr>
<td>Social Media</td>
<td>$39,600</td>
</tr>
<tr>
<td>Email Newsletter</td>
<td>$14,400</td>
</tr>
<tr>
<td>Website</td>
<td>$5,100</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>$59,100</strong></td>
</tr>
</tbody>
</table>

**Payment agreement:**
Two Trumpets Communications will invoice monthly for hours completed.

Subcontracted services shall be invoiced to the City of Carpinteria unless alternative arrangements are discussed at the initiation of this agreement.