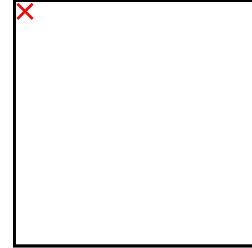


CITY OF FLAGSTAFF
STAFF SUMMARY REPORT

To: The Honorable Mayor and Council
From: Trevor Henry, Capital Improvements Engineer
Co-Submitter: Bret Petersen
Date: 03/12/2019
Meeting Date: 03/19/2019



TITLE:

Consideration and Approval of Contract:

Approve the Professional Services Contract with Beta Public Relations, LLC in the amount of \$54,978.88 for the Rio de Flag Flood Control Project Public Outreach Campaign.

STAFF RECOMMENDED ACTION:

1. Approve the Professional Services Contract with Beta Public Relations, LLC in the amount of \$54,978.88 and a contract time frame of 1,095 calendar days; and
2. Authorize the City Manager to execute the necessary documents.

Executive Summary:

The Professional Services Contract with Beta Public Relations, LLC (Beta PR) will authorize an agreement for a Rio de Flag Flood Control Project (Rio de Flag) Public Outreach Campaign (Campaign). The Campaign will provide strategic public communications over a 36-month period, produce project promotional items and outreach, facilitate public meetings, and provide website and social media support including regular updates.

Financial Impact:

The Rio de Flag Project is funded by City Stormwater Funds in FY19 in the amount of \$3,283,052.00.

Policy Impact:

No impact.

Connection to Council Goal, Regional Plan and/or Team Flagstaff Strategic Plan:

Council Goal 2017 – 2019 - Transportation and Other Public Infrastructure

Deliver quality community assets and continue to advocate and implement a highly performing multi-modal transportation system.

Council Goal 2017 – 2019 - Environmental and Natural Resources

Actively manage and protect all environmental and natural resources.

Regional Plan – Policy WR 5

Manage watersheds and stormwater to address flooding concerns, water quality, environmental protection and rainwater harvesting.

Team Flagstaff Strategic Plan – Priority 3

Deliver outstanding services through a healthy environment, resources, and infrastructure.

Has There Been Previous Council Decision on This:

The Rio de Flag project has been before various City Councils for updates within the last 14 years. Council has acted on executing the original Project Cooperation Agreement between the City and the U.S. Army Corps of Engineers, approving concurrent fiscal year budgets and consulting service contracts.

Options and Alternatives:

1. Approve the Professional Services Contract as recommended. Approval will allow Beta Pr to initiate the Rio de Flag Public Outreach Campaign; or
2. Reject the award and provide additional direction to staff. This option would delay the outreach effort.

Background and History:

The Rio de Flag project has been an ongoing joint venture between the City of Flagstaff and the U.S. Army Corps of Engineers. The Rio de Flag project is intended to mitigate potential flood damage within three reaches of the Rio de Flag and to facilitate redevelopment in the Central Business District, Townsite Neighborhood, Plaza Vieja Neighborhood, and the Southside Neighborhood.

Key Considerations:

On September 12, 2018, Purchasing posted a Request for Statement of Qualifications solicitation for Professional Services Contract on the PlanetBids website, and published an advertisement for the solicitation in the Arizona Daily Sun on September 16 and 23, 2018. On October 5, 2018, the City received one Statement of Qualifications (SOQ) from a Public Relations firm (Beta Public Relations, LLC.). A five-member selection committee reviewed and evaluated the firm's SOQ for their qualifications, expertise, knowledge, experience and service strategies as it related to the Rio de Flag Public Outreach. Based upon the numerical scoring of the SOQ, the evaluation committee determined to recommend contract award to Beta Public Relations, LLC. City staff negotiated a final scope of work and fee schedule with Beta Public Relations, LLC., and is bringing to the Council for approval.

Community Benefits and Considerations:

N/A

Community Involvement:

The Rio de Flag Public Outreach effort will inform and engage the citizens of Flagstaff. The outreach will help the community understand the significance of completing the flood control effort and to understand the adverse effects of major flooding if the project is not completed. The public outreach will also provide a means for the community to see the proposed alignment, the estimated cost, the current design, and the opportunity to provide comments.

Expanded Options and Alternatives:

N/A

Attachments: Professional Services Contract
 Contract Exhibit A - Scope & Fee
 Vicinity Map