

Agenda Report Reviewed by:  
City Manager/City Attorney:  


CITY OF SEBASTOPOL  
CITY COUNCIL  
AGENDA ITEM REPORT

Meeting Date: July 17, 2018  
To: Honorable City Councilmembers  
From: City Administration  
Subject: Approval of Extension of Contract with Holly Hansen Public Relations for Outreach  
Community Coordinator Services from July 1, 2018 to June 30, 2019.  
Recommendation : That the City Council Consider Approve the Extension and Amendment of the Contract  
for the Communications Outreach Coordinator.  
Funding: Currently Budgeted: \_\_\_\_\_ Yes \_\_\_\_\_ No XX N/A

**INTRODUCTION:** This item is to request the City Council approve the Extension and Amendment of the Contract for the Communications Outreach Coordinator.

**BACKGROUND:**

In the FY 18-19 City Budget, the City of Sebastopol City Council approved a line item budget for Outreach Community Coordinator Services. Holly Hansen Public Relations has been retained as the Outreach Community Coordinator. As part of the scope of work, the consultant to date has:

- Formulated positive compelling and consistent key message(s) for media to reinforce the City’s policies, programs and actions. The key points that have been created to emphasis Sebastopol’s policies, programs, and actions are as follows:
  - o Sebastopol is good for business.
  - o Sebastopol listens to its citizens.
  - o Sebastopol is forward-thinking.
  - o Sebastopol is a unique place to live and to visit.
- Identified and developed various outreach strategies and community engagement methods for residents in the greater Sebastopol area and identified appropriate media outlets and media opportunities.
- Prepared written information for documents, such as fact sheets, web pages, social media outlets, new stories for print media and press releases, as well as preparing talking points for various items.
- Prepared, developed and coached City spokesperson(s) with various talking points to address and respond to media inquiries.
- The Consultant has met with various local community members, officials, City staff, to ascertain what the City of Sebastopol Government and the Community of Sebastopol are about.
- The Consultant has worked with City staff to use the City newsletter, website, Facebook page, etc., to promote Sebastopol.

- The consultant and staff worked to create policies, procedures, and best practices for social media, prior to re-launching the City of Sebastopol Facebook page.

Staff believes that the consultant has provided an invaluable amount of work for the City in an effort to address the wide range of public inquiries and outreach needs that the City of Sebastopol faces and all work has been done within the scope of the contract amount.

The current contract has expired June 30, 2018 but has been budgeted for and approved in the FY 2018-2019 City Budget.

**DISCUSSION:**

During the last fiscal year, the City Council has received informational presentations from the Outreach Community Coordinator of duties/tasks/projects that has been completed or still in progress for the City of Sebastopol. A copy of the full yearly report is attached for your information.

This position fulfills the following goals of the City Council:

City Council Goals and Priorities state:

5.3.2 "Maintain Community Outreach Coordinator position to provide professional, educational and publicity material promoting the values of Sebastopol, why Sebastopol is the unique and special place that it is, what it is about Sebastopol and who we are that attracts residents, visitors and businesses who enjoy Sebastopol's small-town character and charm and what the City is doing and why. Review community outreach policies, methodology and messaging."

5.3.3 Encourage and increase public awareness of City Policies, decisions, programs and all public processes and meetings, by investigating effective methods of communication and obtaining feedback from the community.

This position has been and, if the contract extension is approved, will continue to be responsible for managing the outreach and communication effort to promote awareness and understanding of City Government policies, programs, decisions, as well as promoting and marketing the City in promoting the business and economic development interests within the community.

**RECOMMENDATION:**

That the City Council City Council approve the Extension and Amendment of the Contract for the Communications Outreach Coordinator.

**Attachment:**

Amendment/Extension to Contract  
Community Outreach Highlights FY 17/18

AMENDMENT NUMBER Five (5) TO  
MASTER AGREEMENT FOR COMMUNITY OUTREACH COORDINATOR SERVICES {HOLLY HANSEN  
PUBLIC RELATIONS}

WHEREAS, the City Council of the City of Sebastopol on September 17, 2013, approved Award of Contract to Holly Hansen Public Relations for Communications Outreach Coordinator activities for a one-year contract; and

WHEREAS, the consultant has performed and continues to perform above and beyond the scope of work listed in the contract and has continued to work with City staff, as well as other City organizations, ensuring that the City continues its commitment to open and honest government and strives to consistently meet the community's expectations by providing excellent service, in a positive and timely manner, and in the full view of the public; and

WHEREAS, the parties hereby agree to amend the above-mentioned agreement for a period not to exceed June 30, 2019; and

WHEREAS, the parties hereto agree to amend the above-mentioned agreement for a not to exceed amount of \$3000.00 per month; and

WHEREAS, the CITY may from time-to-time have the need for other services not specifically listed in this agreement for which CONSULTANT has the necessary experience and capabilities to provide. CITY and CONSULTANT may mutually agree to substitute services on a case by case basis; and

WHEREAS, the parties hereto agree to all terms and conditions as stated in the original contract and are hereby incorporated by reference and made a part of this contract.

NOW THEREFORE BE IT RESOLVED, that the City Council of the City of Sebastopol do hereby approve Amendment number 5 to the Master Agreement for Community Outreach Coordinator Services (Holly Hansen Public Relations).

IN COUNCIL DULY ADOPTED this 17<sup>th</sup> day of July, 2018.

I, the undersigned, hereby certify that the foregoing Resolution was duly adopted by the City of Sebastopol City Council by the following vote:

VOTE:

Ayes:

Noes:

Abstain:

Absent:

APPROVED: \_\_\_\_\_

Mayor Patrick Slayter

ATTEST: \_\_\_\_\_  
Mary Gourley, Assistant City Manager/City Clerk, MMC

APPROVED AS TO FORM: \_\_\_\_\_  
Larry McLaughlin, City Attorney



## COMMUNITY OUTREACH HIGHLIGHTS JULY 2017-JUNE 2018

### Press Releases, including:

- [Kari Svanstrom Appointed New Planning Director for City of Sebastopol](#)
- [Sebastopol Local Bus Route 24 Launches New “Fare-Free” Rides and Extended Hours, June 13, 2018](#)
- [City of Sebastopol Launches “Locals Who Make a Difference,” April 11, 2018](#)
- [Sebastopol Hosts Community Gratitude Open House, October 27, 2017](#)
- [Sebastopol Police Captain James Conner Promoted to Chief, Replacing Retiring Chief Jeffrey Weaver, September 7, 2017](#)

### Website Articles, including:

- Use of Fireworks during Independence Day Celebrations 2017, 2018
- Sebastopol Walks Announcements, year-round
- Open Board/Job Position Announcements, year-round
- Town Hall Meeting on September 12, 2017
- Mayor Una Glass’ Efforts during October Wildfires, October 2017
- Understanding the Evacuation Notification System, October 2017
- Registering for Emergency Updates, October 2017
- Analy Evacuation Center to Close, October 2017
- Donations & Volunteer Opportunities, October 14, 2017
- Police Chief Jeff Weaver Retires, October 17, 2017
- Sebastopol Welcomes New Mayor and Vice Mayor, November 2017
- Welcome to Recology, December 2017
- Business License Renewals, January 2018
- Pine Grove Square Parking Analysis, January 16, 2018
- Road Work Announcements, year-round
- Submit Community Benefits Grant Application by February 28, 2018
- City Office closures for holidays, year-round
- Public Transportation Survey, March 25, 2018
- City of Sebastopol Launches “Locals Who Make a Difference,” April 2018
- Toxic-Free Status, April 13, 2018
- City Council on Parade, April 2018
- 2017 Consumer Confidence Report, May 2018
- Carson Pforsich is the First “Locals Who Make a Difference” Honoree, May 2018
- Bike & Pedestrian Report Card, June 2018
- Ride the Sebastopol Shuttle for Free all Year, June 2018
- Ride the Bus with Councilmember Sarah Gurney, June 2018
- Kari Svanstrom Announced as Planning Director, June 2018

**Social Media and Website Management**, including post organization on Facebook and Twitter, aiding communication and encouraging engagement between the community & city via Facebook and Twitter, writing articles for the city website, creating graphics for event promotion, sourcing answers for questions, and general maintenance of all online accounts:

- Increased Facebook followers from 4.6k to 5.6k from July 2017 to June 2018
- Made approximately 7 posts/week on Facebook, including [City Council Meeting Promotion](#)
- Gained more than 150 new Twitter followers from July 2017 to June 2018
- Supported access to the City of Sebastopol City Council Meetings on Livestream via bit.ly link ([www.bit.ly/sebcctv](http://www.bit.ly/sebcctv)), which to date has 1.6k clicks
- Shared information on community online forums & groups including Waccobb.net, Nextdoor, *You Know You're From Sebastopol When...* Facebook group

**Special Projects**, including community outreach, posts on city Facebook or Twitter, articles on city website, press releases, media pitches, coordination with outside vendors, above & beyond work effort:

- [Locals Who Make a Difference](#)
  - Coordinate advertising efforts
  - Project management between city, council, departments, and community
  - Create schedule for each round
- City of Sebastopol Newsletter, July/August 2018
  - Write, edit, submit for approval
- Bike/Ped Workshop (ATP) & Report Card
  - Created Facebook Event
  - Created graphics
  - Wrote website article
  - Made fillable form
- Housing Workshop October/November 2018 Planning
  - Meetings with subcommittee and Cittaslow Sebastopol
  - Development of project plan outline
  - Research: Event locations and availability, potential event structure and partners

**Miscellaneous Projects**, including event organization, information sharing, emergency communication, specific documentation, or graphics creation:

- |   |  |
|---|--|
| ➤ <a href="#">2018-2019 Fiscal Year Budget Cover</a>          | ➤ <a href="#">October Fire Gratitude</a>   |
| ➤ <a href="#">City Council Photos, individual &amp; group</a> | ➤ <a href="#">Sebastopol Walks</a>   |
| ➤ Communication during October Fires                          | ➤ <a href="#">Town Hall Meeting</a>  |
| ➤ Advertising board/position openings                         | ➤ <a href="#">City of Sebastopol Featured in the Washington Post</a>   |
| ➤ Mayors & Councilmembers Reports (Nov, Jan, June)            | ➤ <a href="#">Day of Caring</a>  |
| ➤ <a href="#">Antique Truck Project</a>                       | ➤ <a href="#">Community Gratitude Open House</a>   |
| ➤ <a href="#">Farmer's Market Table</a>                       | ➤ <a href="#">City Council Progress in SWT&amp;N</a>   |
| ➤ <a href="#">Non-Toxic Pest Control</a>                      | ➤ Email New Free Bus Schedule Flyers to community groups & select businesses who opted in to receive City news |
| ➤ <a href="#">October Fire Safety Alert</a>                   |  |
| ➤ <a href="#">Retirement Notification</a>                     |  |