



## Legislation Text

File #: 24-440, Version: 1

### Memorandum

**Date:** The Honorable Bruno Sabatier, Chair, Lake County Board of Supervisors

**To:** The Honorable Lake County Board of Supervisors

**From:** Susan Parker, County Administrative Officer  
Stephen L. Carter, Jr., Assistant County Administrative Officer  
Matthew Rothstein, Chief Deputy County Administrative Officer

**Subject:** Consideration of an Agreement for Professional Communications and Public Relations Services with Imprinta Communications Group, Inc., in the Not-to-Exceed Amount of \$264,000 over Three Years

#### Executive Summary:

Your Board has expressed interest in enhanced public communications and public relations supports. Creation and distribution of monthly County of Lake Newsletters, District-specific Newsletters (*up to quarterly for each District*) and assistance with planning and executing targeted informational campaigns have been identified as priorities.

The County Administrative Office issued solicitation No. 24-11 seeking firms to provide, "Professional Communications and Public Relations Services." Five qualified firms responded. Following a rigorous and competitive Consultant Selection Process, and follow-up interviews with three respondents, Imprinta Communications Group, Inc., was unanimously ranked #1 by a panel including staff with communications leadership responsibilities from the County Administrative Office, Health and Behavioral Health Services, and Lake County Office of Education.

Panelists found Imprinta to be highly qualified and experienced, and their strong emphasis on ensuring communications met the information needs of all Lake County residents was viewed as a significant point of strength.

Staff recommends your Board approve the Agreement with Imprinta Communications Group, Inc., in the not-to-exceed amount of \$264,000 over three years, and authorize the Chair to sign. This amount provides for a monthly retainer of \$6,500, which will accommodate Countywide and District-specific Newsletters and up to \$10,000/year for additional services, such as informational campaigns.

#### If not budgeted, fill in the blanks below only:

Estimated Cost: \$264,000 Amount Budgeted: \$50,000 Additional Requested: \$0 Future Annual Cost: \$88,000

#### Purchasing Considerations (check all that apply):

☐ Not applicable

☒ Fully Article X. <[https://library.municode.com/ca/lake\\_county/codes/code\\_of\\_ordinances?nodeId=COOR\\_CH2AD\\_ARTXPU\\_S2-38EXCOBI](https://library.municode.com/ca/lake_county/codes/code_of_ordinances?nodeId=COOR_CH2AD_ARTXPU_S2-38EXCOBI)>- and/or Consultant Selection Policy <[http://lcnnet.co.lake.ca.us/Assets/Intranet/Policy/Policies+\\$!](http://lcnnet.co.lake.ca.us/Assets/Intranet/Policy/Policies+$!)

26+Procedures+Manual/Ch4\_2021v2.pdf>-Compliant (describe process undertaken in "Executive Summary")

☐ Section 2-38 <[https://library.municode.com/ca/lake\\_county/codes/code\\_of\\_ordinances?nodeId=COOR\\_CH2AD\\_ARTXPU\\_S2-38EXCOBI](https://library.municode.com/ca/lake_county/codes/code_of_ordinances?nodeId=COOR_CH2AD_ARTXPU_S2-38EXCOBI)> Exemption from Competitive Bidding (rationale in "Executive Summary," attach documentation, as needed)

☐ For Technology Purchases: Vetted and Supported by the Technology Governance Committee

<<http://lcnnet.co.lake.ca.us/Assets/Intranet/Intranet+Forms/Information+Technology/AdvPlan.pdf>> ("Yes," if checked)

☐ Other (Please describe in Executive Summary)

**Consistency with Vision 2028** <<http://www.lakecountycalifornia.gov/Government/Directory/Administration/Visioning/Vision2028.htm>>

(check all that apply):

- |   |   |   |
|---|---|---|
| <input checked="" type="checkbox"/> Well-being of Residents | <input type="checkbox"/> Not applicable                         | <input checked="" type="checkbox"/> Disaster Prevention, Preparedness, Recovery |
| <input checked="" type="checkbox"/> Economic Development    | <input checked="" type="checkbox"/> Public Safety               | <input type="checkbox"/> County Workforce                                       |
| <input checked="" type="checkbox"/> Community Collaboration | <input type="checkbox"/> Infrastructure                         | <input type="checkbox"/> Clear Lake   |
|   | <input checked="" type="checkbox"/> Business Process Efficiency |   |

**Recommended Action:** Approve the Agreement for Professional Communications Services and Public Relations Services with Imprint Communications Group, Inc., in the not-to-exceed amount of \$264,000 over three years, and authorize the Chair to sign.