



Office of the Mayor

CONSENT CALENDAR
September 24, 2024

To: Members of the City Council
From: Mayor Jesse Arreguín
Subject: Contract No. 32000196 Amendment: Szabo & Associates for Communications Consulting Services

RECOMMENDATION

Adopt a Resolution authorizing the City Manager to amend Contract No. 32000196 with Szabo & Associates for communications consulting services for the Mayor's Office, increasing the contract amount by \$11,632.30 for a new total not to exceed \$347,632.30.

FINANCIAL IMPLICATIONS

This amendment will add \$11,632.30 to extend the Mayor's Office's existing contract for communications consulting services. Funds for this contract amendment are available from the Mayor's Office budget.

CURRENT SITUATION AND ITS EFFECTS

Under Berkeley Municipal Code Chapter 7.18.010A, "expenditures...which exceed the amount of \$50,000 shall require Council approval", as adopted under Ordinance No. 7,566 and mandated under Article XI, Section 67.5 of the City Charter.

Contract No. 32000196 was entered into on March 16, 2020, originally at \$35,000. Since then, amendments have been made to extend the term of the contract. A new extension was approved by Council in July 2021, which was required as the increase in the cumulative amount of the contract went beyond the \$50,000 threshold, thus requiring Council approval.

In 2021 during the first contract extension, as a courtesy, bargaining unit members of SEIU CSU/PTRLA were advised by City of Berkeley Human Resources Department of this contract extension and offered the opportunity to meet. The services provided under this contract are not of the kind, nature or type of work presently performed by the bargaining unit members.

BACKGROUND

Under Article VI, Section 21 of the City Charter, the Mayor is the ceremonial head of the City. As such, the Mayor serves as a spokesperson for the City, and should provide consistent information to residents and businesses on the operations and policies of the

City. Providing open and transparent lines of communication is a cornerstone of democracy and good governance. Relaying critical information, such as communications during the ongoing local state of emergency in response to COVID-19, PG&E Power Safety Shutoff events, other critical events, and City policies and programs, are important to the health, safety and operation of the City.

Services provided by Szabo & Associates include development of press releases and media advisories on issues of importance to the Berkeley community, maintaining social media accounts, press coordination, graphic design, and other support services relating to the communications from the Mayor's Office.

Council had previously approved an amendment to this contract under Resolution No. 71,426-N.S. at the June 25, 2024 meeting. While there are no changes to the term and cost of the contract, since the passage of the latest Resolution, it has been discovered that the totality of the contract since its inception in 2020 had unfortunately been miscalculated, resulting in a gap of \$11,632.30. Approval of this resolution will have no impact on the General Fund, as the Mayor's Office already has funds available for this purpose. This contract is set to expire on November 30, 2024 to coincide with the end of the Mayor's term in office.

ENVIRONMENTAL SUSTAINABILITY

There are no environmental impacts associated with the recommendations in this report.

CONTACT PERSON

Mayor Jesse Arreguín 510-981-7100

Attachments:

1: Resolution

RESOLUTION NO. ##,###-N.S.

CONTRACT: SZABO & ASSOCIATES FOR COMMUNICATIONS CONSULTING
SERVICES FOR THE MAYOR'S OFFICE

WHEREAS, as the ceremonial head of the city under the City Charter, the Mayor must serve as a city spokesperson and provide consistent information to residents and businesses on the operations and policies of the City; and

WHEREAS, Szabo & Associates is a communications consulting firm whose services include development of press releases and media advisories on issues of importance to the Berkeley community, maintaining social media accounts, press coordination, and other support services relating to the communications; and

WHEREAS, providing open and transparent lines of communication is a cornerstone of democracy and good governance. Relaying critical information, such as communications during the ongoing local state of emergency in response to COVID-19, PG&E Power Safety Shutoff events, other critical events, and City policies and programs, are important to the health, safety and operation of the City; and

WHEREAS, under Berkeley Municipal Code Chapter 7.18.010A, "expenditures...which exceed the amount of \$50,000 shall require Council approval", as adopted under Ordinance No. 7,566 and mandated under Article XI, Section 67.5 of the City Charter; and

WHEREAS, Contract No. 32000196 was entered into on March 16, 2020, originally at \$35,000, with additional amendments having been made, and requires Council approval by passing the \$50,000 threshold; and

WHEREAS, in July 2021, Council approved Resolution No. 69,985-N.S. to increase the contract by \$78,000 and extending the contract to June 30, 2022; and

WHEREAS, in July 2022, Council approved Resolution No. 70,451-N.S. to increase the contract by \$78,000 and extending the contract to June 30, 2023; and

WHEREAS, in June 2023, Council approved Resolution No. 70,928-N.S. to increase the contract by \$78,000 and extending the contract to June 30, 2024; and

WHEREAS, in June 2024, Council approved Resolution No. 71,426-N.S. to increase the contract by \$32,500 and extending the contract to November 30, 2024; and

WHEREAS, since the passage of the latest Resolution, it has been discovered that the totality of the contract since its inception in 2020 had unfortunately been miscalculated, resulting in a gap of \$11,632.30; and

WHEREAS, funding for this amendment is available in the Mayor's Office budget.

NOW THEREFORE, BE IT RESOLVED by the Council of the City of Berkeley that the City Manager is authorized to execute an amendment to Contract No. 32000196 with Szabo & Associates for communications consulting services for the Mayor's Office, increasing the contract by \$11,632.30.