



STAFF REPORT
3/24/2021

TO: Honorable Mayor and City Council Members

FROM: Jacob Alvarez, Assistant to the City Manager

SUBJECT: Production of Videos to promote COVID-19 Testing and Vaccinations

STAFF RECOMMENDATION:

That the City Council provide direction to approve a package from either or both of the proposals.

BACKGROUND:

The Interfaith Alliance reconvened this year to discuss and promote COVID-19 testing and vaccinations among the community. At the Interfaith Alliance meeting held on February 24th, the committee suggested producing videos similar to those that were produced to solicit traits and attributes of a new Coachella City Manager. The Interfaith Alliance and Riverside University Health System maintain that the best promotion approach to encourage testing and vaccination are those messages received from “Trusted Messengers”.

DISCUSSION/ANALYSIS:

Staff solicited three proposals based on City Council’s feedback during its February 24th City Council Meeting. The proposal guidelines asked for a proposal to allow the City a “a la carte” type of submission, allowing the City to pick and choose promotions based on a dollar amount. The minimum requirement required a proposal for 3 English and 3 Spanish videos. One applicant reported the request was not feasible at this time.

The two proposals are attached as exhibits #1 and #2 and a presentation will be provided.

FISCAL IMPACT:

The Fiscal Impact would not exceed \$15,000 and will need to be appropriated to the General Fund as it was not budgeted in FY 2020/21. Council appropriates the total agreement amount in the City’s General Fund (101). This expense will be reimbursed by the Federal Hero’s Act Funds once they are received.

EXHIBIT(S):

1. Proposal #1
2. Proposal #2