



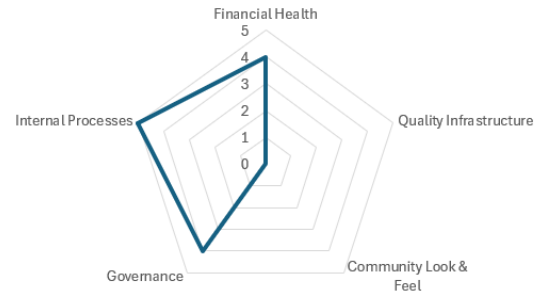
City of Stevenson

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To: City Council
From: Leana Kinley, City Administrator
RE: Communications Support
Meeting Date: September 19, 2024



Executive Summary:

At the March 25th council meeting, the council directed staff to move forward with establishing a Transportation Benefit District within the Stevenson city limits and the goal is to submit a ballot measure for the February Election for a .3% sales tax. City staff do not have the bandwidth to communicate this complex issue to the voters. At the August 7th meeting, staff presented a scope of work and overview from Tripepi Smith. The council requested additional quotes. While they were requested, none have been received. Tripepi Smith is the only firm that has responded. An outline of possible steps are below.

Overview of Items:

The Strategic Plan identifies researching and contracting for communications support as part of the Financial Health and Internal Process priorities. Improved communication was also identified as a need in the recent community survey. Staff reached out to firms and heard back from one. When talking with Tripepi Smith around the need, the suggestion was to begin with general communication support to establish regular communication with the public ahead of the ballot measure work in the winter.

The general communication support has the following monthly deliverables:

- Project management
- Bi-weekly 30-minute check-in calls
- 1 article or press release per month
- 3 social media posts per week
- 1 monthly metric and analytic report
- Quarterly communication meetings
- City council agenda scanning
- Bi-weekly newsletter creation

While the costs will be billed on a time and material basis, the general communications retainer for the work above is \$6,945/month, or \$83,340/year.

The Ballot measure has an overall cost of \$22,500 with a possible cost of \$45,000 for additional costs of printing, mailing and advertising.

No additional firms have responded with a proposal. Concern over using Tripepi Smith centered around their being based in California. Ryder Smith grew up in Washington state and the proposed account

manager is based in Seattle. The firm regularly partners with the Washington City/County Managers Association and has multiple clients in the state. They will be present at the meeting and can speak more on their services.

If council remains against an outside firm, the next step would be to create a Request for Proposals for soliciting other firms and see what responses the city gets. This would add about two-three months to the process and delay the ballot measure.

Action Needed:

Direction on the services outlined in the scope of work and how to move forward.