



City of Chula Vista

Staff Report

File#: 16-0503, **Item#:** 6.

RESOLUTION NO. 2016-243 OF THE CITY COUNCIL OF THE CITY OF CHULA VISTA APPROVING THE AGREEMENT BETWEEN THE CITY OF CHULA VISTA AND NV5, INC. TO PROVIDE ADVERTISING AND MARKETING SERVICES TO DEVELOP AND IMPLEMENT AN ADVERTISING/ AWARENESS/ PERCEPTION CAMPAIGN, AUTHORIZING AND DIRECTING THE MAYOR TO EXECUTE THE SAME, AND APPROVING UP TO THREE, ONE-YEAR ADMINISTRATIVE EXTENSIONS

RECOMMENDED ACTION

Council adopt the resolution.

SUMMARY

The City of Chula Vista is implementing an Advertising/Awareness/Perception Campaign to promote the City's assets and attractions, economic development opportunities, and to generate positive awareness about San Diego County's second largest city. The City issued a request for proposals to secure a consultant firm to develop and implement the campaign. Staff is recommending approval of the attached resolution to enter into an agreement with NV5, Inc.

ENVIRONMENTAL REVIEW

Environmental Notice

The activity is not a "Project" as defined under Section 15378 of the California Environmental Quality Act State Guidelines; therefore, pursuant to State Guidelines Section 15060(c)(3) no environmental review is required.

Environmental Determination

The Director of Development Services has reviewed the proposed activity for compliance with the California Environmental Quality Act (CEQA) and has determined that the activity is not a "Project" as defined under Section 15378 of the State CEQA Guidelines because it will not result in a physical change in the environment; therefore, pursuant to Section 15060(c)(3) of the State CEQA Guidelines, the activity is not subject to CEQA. Thus, no environmental review is required.

BOARD/COMMISSION RECOMMENDATION

Not Applicable

DISCUSSION

The FY 2016-17 budget includes \$100,000 for an Advertising/Awareness/Perception Campaign. While the City has a number of enviable attributes and assets, as well as positive resident opinions, Chula Vista is confronted with incorrect perceptions and characterizations in the San Diego region (outside of Chula Vista) as well as sometimes in local and national media. This includes false

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perceptions of the city's low crime rate; lack of knowledge about economic development opportunities and variety of residential neighborhoods in the city; lack of awareness of parks and outdoor activities; and unfamiliarity with dining, shopping, and entertainment activities. This campaign seeks to improve the City's image by correcting these misperceptions. The City's image is important to advance economic development; the University and Innovation District; Chula Vista Bayfront; Smart Cities; and, cultural arts, visitor, tourism and destination promotion.

The City is in need of a Consultant/Firm that has experience and expertise in marketing, creative development and graphic design to create an effective Advertising/ Awareness/Perception Campaign; media buying in the San Diego market; experience and results with image/awareness campaigns, visitor attraction and economic development; municipal government; and, capacity to implement the campaign. The Office of Communications solicited proposals from marketing/ advertising/ communications firms to develop and implement the campaign. Seven proposals were received and reviewed, and three firms were interviewed. The review committee recommends securing the services of NV5, Inc., which has experience in municipal government marketing and communications, image and awareness advertising, and economic development.

The consultant will perform a variety of design, marketing, advertising, and communications activities across appropriate media platforms to promote the City, improve perceptions, and advance the City's image. The campaign will:

- a. Showcase the positive attributes and accomplishments of the City of Chula Vista (outdoor activities, education, safe city, economic development, etc.) to San Diego County residents, visitors, and businesses.
- b. Increase awareness of City assets, activities, and events.

The scope for the campaign includes the following tasks and deliverables.

Task	Description	Deliverables	Completion Date
1	Conduct Assessment, Marketing Research and Identify Media Objectives	Establish overall goal and strategic objectives; Establish campaign parameters and direction; Identify stakeholders for initial input; Schedule input meetings with elected officials, staff and other stakeholders.	Dec. 6 - Dec. 31, 2016

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2	Develop Advertising Campaign and Creative/Copy Concepts	Draft/Final Advertising Campaign and Concepts/Collateral Concept presentation Jan. 17 and final campaign/collateral ready for media launch Jan. 30.	Jan. 1-30, 2017
3	Develop Media Buying Plan	Draft/Final Plan	Dec. 20, 2016 - Jan. 17, 2017
	Negotiate rates with media outlets, manage media contract negotiations, reconcile invoices, and verify placement.	Insertion orders, Media buys	Jan - June 2017
4	Implement Final Advertising/Awareness/Perception Campaign and Media Buying Plan	Monthly Reports	Jan - June 2017
5	Conduct Tracking and Measurement	Monthly Reports	Jan - June 2017
6	Pay all media invoices. Consultant may submit invoices to City for pre-payment of approved media buys.	Invoices/proof of payments	Jan - June 2017
7	Coordinate with City staff to implement public relations efforts to support advertising campaign.	Meetings/strategy recommendations	Jan - June 2017
8	Project Management	Agendas/Reports	Jan - June 2017
9	Other Marketing and/or Communications Coordination including but not limited to: develop recommendations for other City marketing efforts; prepare strategic plans; develop projected budget; develop, create and execute concepts; conduct media buy; and create and implement other approved marketing/advertising/communications projects as requested and as funding allows.	Plans, creative concepts, advertisements, collateral, monthly reports	Jan - June 2017

Following implementation of the Advertising/ Awareness/Perception Campaign, the City will conduct a follow-up countywide survey (to residents who do not live in Chula Vista) to identify changes and trends in awareness and perceptions since the survey was conducted 2014. The follow-up survey will be conducted in FY 2017-18.

DECISION-MAKER CONFLICT

Staff has reviewed the decision contemplated by this action and has determined that it is not site-specific and consequently, the 500-foot rule found in California Code of Regulations Title 2, section 18702.2(a)(11), is not applicable to this decision for purposes of determining a disqualifying real property-related financial conflict of interest under the Political Reform Act (Cal. Gov't Code § 87100, et seq.).

Staff is not independently aware, and has not been informed by any City Council member, of any other fact that may constitute a basis for a decision maker conflict of interest in this matter.

LINK TO STRATEGIC GOALS

The City's Strategic Plan has five major goals: Operational Excellence, Economic Vitality, Healthy Community, Strong and Secure Neighborhoods and a Connected Community. The Advertising/Awareness/Perception Campaign supports all Strategic Plan goals.

CURRENT YEAR FISCAL IMPACT

The City Council authorized \$100,000 for marketing and communications activities in the Fiscal Year 2016-2017 budget.

ONGOING FISCAL IMPACT

Staff will consider recommending additional funds to support ongoing efforts as part of the annual budget process.

ATTACHMENTS

1. NV5, Inc. Agreement

Staff Contact: Anne Steinberger