

CITY OF SANTA ROSA  
CITY COUNCIL

TO: MAYOR AND CITY COUNCIL  
FROM: RAISSA DE LA ROSA, ECONOMIC DEVELOPMENT MANAGER  
PLANNING AND ECONOMIC DEVELOPMENT DEPARTMENT  
SUBJECT: PROFESSIONAL SERVICES AGREEMENT WITH SARTIN  
DENNY PRODUCTIONS, LLC, DBA THE ENGINE IS RED, FOR  
CREATIVE SUPPORT SERVICES RELATED TO POST-FIRE  
REBUILD AND PROCESS IMPROVEMENT COMMUNICATIONS,  
AND OTHER DEPARTMENT INITIATIVES

AGENDA ACTION: RESOLUTION

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RECOMMENDATION

It is recommended by the Planning and Economic Development Department that the Council, by resolution, approve a professional services agreement with Sartin Denny Productions, LLC, DBA The Engine is Red, a Santa Rosa, California limited liability corporation, for creative support services related to post-fire rebuild and process improvement communications, and other Department initiatives for a total amount not to exceed \$96,000.00.

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EXECUTIVE SUMMARY

The City first contracted with The Engine is Red in June 2014, for the development of a strategic campaign and communication plan with the key goal of changing the public's and business community's perceptions and process of doing business with the City. The new agreement proposes to provide deliverables identified in the 2014 campaign strategy but never implemented by staff. In addition, the agreement will cover new and emerging needs related to rebuilding from the Tubbs Fire and other department initiatives including the Housing Action Plan and cannabis policy development. This effort was and remains part of the Planning and Economic Development (PED) Department's Process Improvement Action Plan, the goal of which is to improve the customer experience at every touch point within PED through customer service, process and technology, and partnerships.

This item supports Council Goal One, create a strong, sustainable economic base, in that the work done through this agreement will address clarity of process needs, and business and development outreach and communication.

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## BACKGROUND

The scope of service to the 2014 professional services agreement was implemented in two parts: Phase 1: Discovery, and Phase 2: Campaign and Communication Plan Development. Under Phase 1, it was discovered that in general the PED customer falls into one of two experience-level categories. The minority are experienced developers who work frequently with the City and have a strong grasp of the processes and terms to move their projects forward. On the other hand, the vast majority of customers are novices or infrequent users of PED and/or City permitting services, and it is for them that the bulk of the creative support services provided by The Engine is Red would be used.

Specifically, though a number of the initial phases of implementation have been done or at least begun from the tactics list in the campaign guide (Attachment 1), those now need to be modified or completed. Such is the case with the Business webpages, which was redesigned using the old website framework, and not entirely successfully translated for the new City site. In addition, staff gathered information and needs for the department's handouts, process maps, but were under-resourced to translate those into "one-sheets" (instructional forms/check lists).

Moving to a retainer-style contract allows PED to respond to emerging communication needs in response to the Tubbs Fire rebuild, while also working toward completing the website and one-sheet tasks, and providing the resources and expertise to clarify and advance our communication efforts around new initiatives such as the quarterly updates on housing development and cannabis activity. Furthermore, the contract allows for infographic and other graphic communication assistance needs as they arise.

## PRIOR CITY COUNCIL REVIEW

Not applicable.

## ANALYSIS

In addition to providing PED the on-going creative services resource to provide simplified visuals for sometimes complicated policy communication needs, the proposed professional services agreement addresses prioritized deliverables that were identified as needs under Phase 2 of the original agreement, as well as new needs related to programs and projects stemming from the Council goals and emerging issues. These include developing a communication strategy and collateral related to the post-fire rebuild of residential and commercial properties, clarifying process maps and program one-sheets, as well as design-related communication needs for such programs as the

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Housing Action Plan, cannabis, and the Roseland Annexation transition.

The Engine is Red has proposed to break each project given to them under this agreement into a series of goal-based phases. Each phase will have a set of goals, ideal deliverables, and recommended staffing levels, which will drive the project cost. The consultant will note opportunities to save resources and time, and has committed to meeting weekly as needed with City staff to ensure the best, most cost effective outcomes.

### FISCAL IMPACT

Funds for this contract are available within the Economic Development Division's and Housing and Community Services Department budgets.

Approval of this action does not have a fiscal impact on the General Fund.

### ENVIRONMENTAL IMPACT

This action is exempt from the California Environmental Quality Act (CEQA) because it is not a project which has a potential for resulting in either a direct physical change in the environment, or a reasonably foreseeable indirect physical change in the environment, pursuant to CEQA Guideline section 15378.

### BOARD/COMMISSION/COMMITTEE REVIEW AND RECOMMENDATIONS

Not applicable.

### NOTIFICATION

Not applicable.

### ATTACHMENTS

- Attachment 1 – Plan for Success Campaign Guide 2016
- Attachment 2 – Professional Services Agreement for Sartin Denny Productions, LLC, DBA The Engine is Red
- Resolution/Exhibit A

### CONTACT

Raissa de la Rosa  
Economic Development Manager  
Tel. 707-543-3059 | [rdelarosa@srcity.org](mailto:rdelarosa@srcity.org)

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