

The Engine is Red

Professional Services Agreement

Creative Support Services

City Council – October 24, 2017



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Planning & Economic Development Department

Contract Overview

- **Contract 1** entered into in June 2014
 - Development of a strategic campaign and communication plan
 - Key Goal: address **perceptions** and the **process** of doing business with the City
- **Proposed Contract:** to provide as-needed creative support services for emerging, existing and upcoming projects
 - **Deliverables Include:** process maps | program one-sheets | report design and layout | infographics | marketing and communication | website content | post Tubbs Fire rebuild communications strategy and collateral

Overview of Needs

Communications Strategy and Collateral for Post-Fire Rebuild

- Work with staff and consultants on new post-fire regulations, process, and opportunity communications

Process Maps and One Sheet Development

- Transform existing and new forms and information sheets into a comprehensive system of information

Business and PED Web Pages

- Review and modification of flow and access to information and forms
- Graphics and infographics

Creative Support Services

- Provide as-needed creative support services for existing and upcoming projects with the goal of easily communicating complex and/or detailed information. This includes:
 - Housing and cannabis quarterly updates
 - Report and presentation infographics and design needs

The Engine Is Red: **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.