



MEMORANDUM

To: Mayor and City Council

From: Warren Hutmacher, City Manager

Date: November 30, 2012

Subject: **Approval of amendment to the service contract with Jacobs Engineering to enhance civic engagement efforts**

ITEM DESCRIPTION

A revision to the Jacobs Engineering contract for Public Relations (PR) and Marketing services for the purpose of enhancing the city's efforts to improve civic engagement activities.

BACKGROUND

The original contract with Jacobs Engineering went into effect in January, 2012. The City Council has since budgeted funds to enhance PR and Marketing services to include a civic engagement initiative. The funds will be used in part to increase the time commitment of the Marketing and PR Director to develop and implement a civic engagement strategy for the City of Dunwoody.

ANALYSIS

The City of Dunwoody is fortunate to have a participatory and engaged citizenry. The City of Dunwoody is interested in developing an innovative and valuable civic engagement initiative to improve our ability to involve the citizens in major projects and improvement of day to day operations. Using best practices nationwide, Jacobs Engineering will devise a strategy for enhancing civic engagement in Dunwoody and implement that strategy using existing personnel and additional resources of the firm. The cost for this enhancement annually is \$102,484 for 2013, 2014 and 2015 (option year of the contract).

RECOMMENDED ACTION

City Council approve a contract amendment to the Jacobs Engineering contract for PR and Marketing services to include funding for a civic engagement initiative.

STATE OF GEORGIA
CITY OF DUNWOODY

FIRST AMENDMENT TO MUNICIPAL SERVICES AGREEMENT

THIS AMENDMENT (“1ST Amendment”) is made and entered into this ___ day of _____, 2012, by and between the **City of Dunwoody, Georgia**, a municipal body politic and corporate, hereinafter designated “City,” and Jacobs Engineering Group, Inc., hereinafter designated “Contractor.”.

WITNESSETH:

WHEREAS, City and Contractor executed a Municipal Services Agreement (“Agreement”) on July 25, 2011 for various municipal services to be provided by Contractor to the City; and

WHEREAS, Exhibit A of the Agreement detailed the Scope of Services and itemized cost for the various services to be provided by Contractor for the City; and

WHEREAS, one of the Services provided by the Contractor for the City is “Public Relations and Marketing,” including a full-time staff member and Bob Mullen to provide public relations and marketing experience; and

WHEREAS, pursuant to the City’s continuous attempt to develop a collegial relationship between the City and its citizens, the City and Contractor have determined that a new “Community and Civil Engagement” program should be developed by the City with Contractor in order to engage the community and business in the City’s decision-making processes and policy as well as community outreach designed to incorporate the best decision-making of the City; and

WHEREAS, pursuant to the implementation of the Community and Civil Engagement program by the City, the City and Contractor desire to amend said Agreement to include additional Scope of Services and Cost for said program development.

NOW, THEREFORE, the parties hereto agree as follows:

1. Exhibit A of the Agreement herein referenced and attached hereto and incorporated herein is hereby amended by adding additional Scope of Services for the Public Relationship and Marketing services to read as follows:

“CITY OF DUNWOODY COMMUNITY AND CIVIC ENGAGEMENT PROGRAM

Jacobs will provide the following services:

- Help establish a strategic civic engagement agenda, philosophy for the City of Dunwoody.
- Assist the City of Dunwoody in preparation, planning and implementation of a Civic Engagement program
- Engage and communicate with all segments of the community in an effective and inclusionary manner to promote active information sharing and participation.
- Work in conjunction with all City departments (Police, Human Resources, Finance & Administration, Municipal Courts, Public Works, Community Development, Economic Development, and Parks & Recreation) to develop communication activities which address the concerns and issues of the public, both proactively and as a reaction to unexpected events.
- Provide the City with an approach and structure on which to build a long-term civic engagement program that is integrated into all departments and within the culture of staff.
- Assist with establishing and maintaining an understanding of what civic engagement is and what it means for Dunwoody residents and City leaders.
- Promote opportunities for meaningful and interactive civic engagement which includes public relations, communications and marketing activities to drive consistency across efforts and a structure to ensure efficient use of the City's resources.
- Serve as the central point of contact currently within the City to lead civic engagement practices and strategies to help accomplish key objectives and jumpstart civic engagement processes (both internally and externally).
- Gather internal department input on the proposed civic engagement structure and approach, for buy-in and issue identification.
- Coordinate research and baseline/ongoing measurement to help establish annual program direction and set strategies for implementation activities.
- Work with City Manager and staff to determine annual program goals.
- Communicate and interact with council members, and City department heads to secure insight and buy-in on civic engagement goals, outreach needs and activities.
- Conduct individual and group outreach/interviews (based on availability, schedules) with council members and City department heads and/or staff as appropriate, as well as with key citizen influencers (as recommended by council and staff)..
- Analyze interview and survey findings to establish an annual baseline of where the program needs to go, and to create a consistent methodology for moving forward.

- Conduct industry, association and peer research primarily through online searches, published trade journal articles, academic research, phone and/or email exchanges with sources, etc.
 - Manage the civic engagement program development to solidify a program process, a set of tools, and a schedule/roadmap for civic engagement.
 - Develop an annual, detailed strategic Civic Engagement Plan with a set of practices and tactics which can be implemented across departments.
 - Assist in the creation of a Civic Engagement Toolkit
 - Identify communications activities and public involvement outreach requiring unified messaging, style, themes and content for PR and Civic Engagement.
 - Serve as the civic engagement lead to begin coordinating and attending meetings (no more than three evening and 10 workday meetings within one month) with critical citizen, business and community groups.
 - Establish a set of evaluation and data capture measurement guidelines as well as a measurement capture template/grid.
 - Identify and perform other civic engagement responsibilities where the firm reasonably anticipates needs, which are not specifically set for the above.”
2. Pursuant to the additional Scope of Services above, the Cost Schedule of Exhibit A, under Public Relations and Marketing costs, the yearly sum amounts shall be increased by \$102,635.00 for 2013, \$105,714.00 for 2014, and \$108,885.00 for 2015 as compensation for the additional Scope of Services detailed in Paragraph 1 of this 1st Amendment.
 3. All other provisions of the Agreement referenced hereto are hereby retained and continued in full force and effect as if restated in their entirety herein. This First Amendment to the Municipal Services Agreement hereby rescinds any conflicting provisions of the Agreement or any other previous Amendment therefor.
 4. This First Amendment to the Municipal Services Agreement shall be effective as of January 1, 2013.

IN WITNESS WHEREOF, the parties hereto have caused this Agreement to be executed in three counterparts, each to be considered as an original by their authorized representative, on this _____ day of _____, 20__.

CITY OF DUNWOODY, GEORGIA

BY: _____
Michael G. Davis, Mayor

ATTEST:

Sharon Lowery, City Clerk

Approved as to Form:

Acting City Attorney

JACOBS ENGINEERING GROUP, INC.

BY: Signature

Print Name

Title

ATTEST:

BY: Signature

Print Name
Corporate Secretary
(Seal)