

# City of Sacramento

## Legislation Text

---

File #: 2020-00927, Version: 1

---

**Title:**

**City Council COVID-19 Response: CARES Act Framework and Funding Priorities; Services for Coronavirus Relief Communication, Community Engagement, Marketing and Outreach; Contract with Runyon Saltzman, Inc. for Services**

File ID: 2020-00927

**Location:** Citywide

**Recommendation:**

Pass a Motion authorizing the City Manager or the City Manager's designee to execute a professional services agreement not to exceed \$500,000 with Runyon Saltzman, Inc. for services related to coronavirus relief communication, community engagement, marketing and outreach.

**Contact:** Michael Jasso, Assistant City Manager, (916) 808-1380; Lynette Hall, Community Engagement Manager, (916) 808-4351; Tim Swanson, Media and Communications Manager, (916) 808-7212, Office of the City Manager

**Presenter:** None

**Attachments:**

- 1-Description Analysis
- 2-Professional Services Agreement with Runyon Saltzman, Inc.
- 3-Coronavirus Relief Fund Programs

### Description/Analysis

**Issue Detail:** On March 13, 2020, the City declared a local emergency in response to the spread of the COVID-19 pandemic. On April 21, 2020, the City received \$89.6 million from the Coronavirus Relief Fund (CRF), which was created by the CARES Act. Several actions were taken by the City to provide immediate economic relief to city businesses and residents. On May 26, 2020 Council allocated \$500,000 from the CRF for communication, community engagement, marketing and

outreach for these relief efforts, with equity and inclusivity a priority for the dissemination of all information. After a competitive and thorough proposal and interview process, staff recommends entering into a contract with Runyon Saltzman, Inc. to support and bolster citywide community outreach/communications regarding ongoing relief efforts.

**Policy Considerations:** The City has been impacted by the global pandemic. Establishing programs and budgets that include federal CARES Act funding is consistent with City Council actions relative to state and federal grant awards.

**Economic Impacts:** CARES Act funds and other eligible federal and state grants will assist the City in providing economic relief to residents and businesses that have been impacted by COVID-19. Additionally, CARES Act spending will support and advance inclusive economic growth, improve the health of neighborhoods and support people, places, and actions that promote overall economic recovery immediately and into the future.

**Environmental Considerations:** The proposed action is not a project under CEQA because it relates to government fiscal activities that do not involve any commitment to a specific project which may result in a potentially significant physical impact on the environment. (Cal. Code Regs., tit. 14, §§15060(c)(3), 15378(b)(4)). The proposed action involves activities that are exempt from NEPA under title 24, section 58.34, of the Code of Federal Regulations.

**Sustainability:** None.

**Commission/Committee Action:** None.

**Rationale for Recommendation:** On June 22, 2020, staff released a Request for Proposals (RFP) for a third-party vendor to provide services for coronavirus-relief communication, community engagement, marketing and outreach. Sixteen proposals were received by the due date of July 6, 2020. Representatives from the offices of Innovation and Economic Development, Community Engagement, Media and Communications, Information Technology and the City Manager evaluated and scored proposals based on the criteria outlined in the solicitation.

Following the first-round evaluation, seven firms were invited to make presentations and submit to interviews on July 27, 2020, with a panel consisting of representatives from the offices of Community Engagement, Media and Communications and Diversity and Equity as well as members from the community. The scores from those presentations were combined with the first-round scores to determine a final score. From this process, staff is recommending Runyon Saltzman, Inc., the top scoring applicant, for the contract.

The selected firm will help to design, build, implement, and manage comprehensive communications and community outreach strategies related to the City's coronavirus relief efforts and programs,

which support city residents, businesses, and community organizations affected by the pandemic. The ultimate objective of this work is to make all Sacramentans aware of all the resources available to them as part of the City's CARES Act funding.

Staff is committed to executing the Council direction of prioritizing equity and inclusivity with all its COVID-relief communications and community outreach efforts. Contracting with Runyon Saltzman, Inc, a third-party vendor, will aid staff in making information about programs and resources available to all communities and neighborhoods across the City as quickly as possible and in the languages and formats most relevant and accessible to the city's various audiences. These programs and resources will immediately help residents and businesses suffering from the pandemic and assist in Sacramento's immediate and long-term recovery.

Council priority areas for coronavirus relief funding have been identified as:

- **Small Business Assistance:** Financial, technical, and entrepreneurship assistance to small businesses, non-profits, and community-based organizations (CBOs).
- **Workforce Training:** Fund programs and partner with workforce development providers, CBOs, and educational partners at all levels to retrain and uptrain workers dislocated due to the pandemic.
- **Youth Enrichment:** Implement robust programs, curriculum, and service for youth, including providing the necessary transportation and technology to support these programs.
- **Family Services:** Funding to support additional services for Sacramento families, including the expansion and availability of childcare services, food access, and programs that address domestic violence exacerbated by the stay-at-home orders.
- **Homeless Services & Rapid Re-Housing:** Services to place unhoused individuals into permanent housing and implement homeless assistance programs.
- **Arts, The Creative Economy & Tourism:** Financial and technical assistance directly to support the arts, tourism, and creative economy that have been devastated by the current pandemic.

**Financial Considerations:** On April 21, 2020, the City received \$89.6 million from the Coronavirus Relief Funds (CRF) to address impacts related to the COVID-19 pandemic. Funding of \$500,00 from the Coronavirus Relief Fund (Fund 2704) for Community Outreach was allocated as part of the Coronavirus Relief Program (G02610100) approved at the May 26, 2020 Council meeting (see attachment 3).

**Local Business Enterprise (LBE):** Not applicable.