EXHIBIT C

LOS ANGELES PUBLIC LIBRARY
BOARD REPORT

April 14, 2022

TO: Board of Library Commissioners

FROM: John F. Szabo, City Librarian

SUBJECT: **APPROVAL OF FIRST AMENDMENT TO NINE (9) CONTRACTS FOR MARKETING AND PUBLIC RELATIONS CONSULTANT SERVICES FOR THE LIBRARY**

A. RECOMMENDATIONS:

THAT the Board of Library Commissioners ("Board"):

1. Approve the First Amendment substantially in the form on file with Zeesman Communications, Inc., Contract No. 823 (C-134359) executed on October 29, 2019, and set to expire on October 29, 2022, to extend the term by one (1) year with one (1) one-year option to renew at the discretion of the City Librarian, or designee, and continue the maximum contract compensation of three-million dollars ($3,000,000) per fiscal year.

2. Approve the First Amendment substantially in the form on file with House47, LLC, Contract No. 824 (C-134669) executed on December 16, 2019, and set to expire on December 16, 2022, to extend the term by one (1) year with one (1) one-year option to renew at the discretion of the City Librarian, or designee, and continue the maximum contract compensation of three-million dollars ($3,000,000) per calendar year.

3. Approve the First Amendment substantially in the form on file with McGregor Shott, Inc., Contract No. 826 (C-134671) executed on December 16, 2019, and set to expire on December 16, 2022, to extend the term by one (1) year with one (1) one-year option to renew at the discretion of the City Librarian, or designee, and continue the maximum contract compensation of three-million dollars ($3,000,000) per fiscal year.

4. Approve the First Amendment substantially in the form on file with Perceptiv, Inc., Contract No. 827 (C-134672) executed on December 16, 2019, and set to expire on December 16, 2022, to extend the term by one (1) year with one (1) one-year option to renew at the discretion of the City Librarian, or designee, and continue the maximum contract compensation of three-million dollars ($3,000,000) per fiscal year.

5. Approve the First Amendment substantially in the form on file with Finn Partners, Inc., dba Rogers Finn Partners, Contract No. 828 (C-134668)

executed on December 16, 2019, and set to expire on December 16, 2022, to extend the term by one (1) year with one (1) one-year option to renew at the discretion of the City Librarian, or designee, and continue the maximum contract compensation of three-million dollars ($3,000,000) per fiscal year.

6. Approve the First Amendment substantially in the form on file with Trailer Park, Inc., Contract No. 829 (C-134673) executed on December 16, 2019, and set to expire on December 16, 2022, to extend the term by one (1) year with one (1) one-year option to renew at the discretion of the City Librarian, or designee, and continue the maximum contract compensation of three-million dollars ($3,000,000) per fiscal year.

7. Approve the First Amendment substantially in the form on file with WeAreGiants, LLC Contract No. 830 (C-134674) executed on December 16, 2019, and set to expire on December 16, 2022, to extend the term by one (1) year with one (1) one-year option to renew at the discretion of the City Librarian, or designee, and continue the maximum contract compensation of three-million dollars ($3,000,000) per fiscal year.

8. Approve the First Amendment substantially in the form on file with Wicked Bionic, LLC, Contract No. 831 (C-134675) executed on December 16, 2019, and set to expire on December 16, 2022, to extend the term by one (1) year with one (1) one-year option to renew at the discretion of the City Librarian, or designee, and continue the maximum contract compensation of three-million dollars ($3,000,000) per fiscal year.

9. Approve the First Amendment substantially in the form on file with YesDesignGroup, Inc., Contract No. 832 (C-134676) executed on December 16, 2019, and set to expire on December 16, 2022, to extend the term by one (1) year with one (1) one-year option to renew at the discretion of the City Librarian, or designee, and continue the maximum contract compensation of three-million dollars ($3,000,000) per fiscal year.

10. Find, in accordance with Charter Sections 371(e)(10) and 1022, and Los Angeles Administrative Code Section 10.15(a)(10) that it is more feasible to have the work performed by independent contractors than by City employees and that it would be impractical and impossible to perform a successful competitive bid process in a timely and effective manner because of the COVID-19 pandemic and lack of staff to draft, release and process a Request for Proposals before the contracts expire.

11. Authorize the City Librarian and City Attorney to make technical changes, if necessary, to the aforementioned First Amendments.

12. Authorize the Board President to execute the aforementioned First Amendments upon the approval of the Mayor and City Council.

13. Adopt the attached Resolution regarding the First Amendments for the aforementioned contracts for marketing consultant services for the Library.

B. FINDINGS:

1. On January 12, 2017, the Board approved the release of a Request for Qualifications (RFQ) to establish a list of pre-qualified marketing and public relations consultants. On November 8, 2018, the Board approved the award of contracts for nine (9) aforementioned contractors to provide marketing and public relations services on an as-needed and as-requested basis (Library Resolution No. 2017-3 [C-3]).

2. Library staff requests that the Board approve the First Amendments to the nine (9) aforementioned contracts to extend the term by one (1) year with one (1) one-year option to extend at the discretion of the City Librarian. The First Amendments will ensure the uninterrupted marketing and public relations services are available to promote LAPL programs and initiatives; map out strategies to tell the story of LAPL; and, continue to raise awareness of the numerous services and programs LAPL offers to residents, businesses and visitors.

3. The Library requires the services of the Contractors to provide a wide range of marketing and public relations services, such as: marketing plans; strategic planning and organizational strategies; market research and analysis; message development; communication plans; campaign awareness; coalition building; strategic counsel; branding; build media relations; and, advertising and media buying.

4. The Marketing and Public Relations Services informs patrons and residents about Library programs, resources and services available, which aligns with the Library's mission to educate, enrich and empower every individual. Through marketing and public relations, Library patrons and residents become familiar with the benefits and values of services available, increasing public awareness of programs and resources, and strengthening community connections to the Library and the City.

5. The Library was closed to the public throughout 2020 and part of 2021 due to the COVID-19 pandemic and the Mayor's "Safer at Home" emergency order. The priority of the Library during that period was providing information to the public on the pandemic, creating and expanding online programs and initiatives to assist residents during social isolation, creating the Library-To-Go program, preparing 72 branch libraries and Central Library for reopening, and providing staff to work as

Disaster Service Workers. This emergency situation has resulted in the Library being unable to develop and perform a competitive bid process in a timely and effective manner. This First Amendment to the existing contracts will provide sufficient time to develop and perform a successful competitive bid process, and would best serve the interest of the public and accomplish the purpose of the process.

6. Due to the COVID-19 pandemic, the City faced an economic downturn which, in part, resulted in a citywide hiring freeze. The Library was unable to fill over eighty (80) vacant positions, including key administrative positions which prepare and process documents for the competitive bid process, including a process for Library marketing and public relations services. The positions currently remain unfilled as the hiring process is underway.

7. The First Amendments include a maximum contract compensation amount of three-million dollars ($3,000,000) each per fiscal year, which is consistent with the current terms of the contracts.

8. Funds are available in the Library's Contractual Services Account 3040 to compensate the Contractors for marketing and public relations consultant services.

9. The First Amendments have been reviewed by the City Attorney and are ready to be transmitted for processing.

Attachments

Project Manager: Lauren Skinner, Public Information Director

Prepared by: Robert Morales, Senior Management Analyst (Retired)

Reviewed by: Madeleine M. Rackley, Library Business Manager
Susan Broman, Assistant City Librarian