



Agenda Item: Discuss and Consider Approval of Award of Contract for Public Relations Consultancy

Background: A Request for Proposals was issued in February to engage a person or firm for on-going support in developing PR strategies and policies.

The Scope of Work includes:

Temporary Services

- Weekly coordination of public relations and advocacy goals to ensure successful implementation of the organization's Public Relations and Advocacy Plans. Includes weekly meetings with the PR team to set strategy, provide oversight of communications initiatives with staff, and provide technical feedback on communication products prior to publishing.
- Build strategy for communications department structure to include staffing needs and outline of job descriptions, including internal and external communications. Provide leadership and consulting in Strategic Communications Director recruitment and onboarding processes.
- Create internal communications plan to keep Park Board leadership, employees and stakeholders informed and oriented toward organizational goals, including Standard Operational Procedures, templates, and schedules.
- Other major organizational needs as agreed upon.

Ongoing Advisory Services

- Develop crisis communication strategies for addressing and navigating political environment as it relates to media and public perception.
- Key deliverable: Provide staff and Trustee media training, develop communication plans with identified goals, strategies, and tactics.
- Support advocacy and community relations initiatives. Review and support Park Board 60th anniversary initiative, including monthly content for feature communications, development of content for presentations, and collateral materials. Standardize District Tours program by creating institutional communication, protocol, and deliverables for use in the program.
- Other major organizational needs as agreed upon.

Staff Recommendation: Staff recommends approval of the 3-year contract with Cast Public Relations in the amount of \$48,000.00 per year with additional hours per year (up to 45 per month) at \$125.00 per hour not to exceed \$9,625.00 per year. This was the only bid received and Leah Cast worked for the Park Board for 9 years and upon leaving has done project work with her consulting company.

Funding Source (if applicable): TD70-7000 Special Projects