



**Agenda Item B.1**  
**CONSENT CALENDAR**  
**Meeting Date: June 3, 2008**

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**TO:** Mayor and Councilmembers  
**FROM:** Daniel Singer, City Manager  
**SUBJECT:** Public Affairs Consulting Services

**RECOMMENDATION:**

Authorize the City Manager to enter into a consulting services agreement with Madrid & Associates, public affairs consultant, for Phase II work, as outlined in the attached proposal.

**BACKGROUND:**

On March 4 of this year, the City Council gave authority to enter into a contract with Mike Madrid & Associates for public affairs services. Mr. Madrid, under Phase I of his proposal, advised the Council and staff on numerous matters including: assisting the City on Revenue Neutrality discussions with the County, guiding the City on our recently completed Community Survey, discussions with SBCAG on Measure A, and public information about the City's financial situation as it relates to Revenue Neutrality.

Phase I work from that proposal concluded in late April as the Community Survey was completed; however, Mr. Madrid has continued to assist the City over the past month under the terms anticipated in Phase II of his original proposal.

**DISCUSSION:**

Although the City Council has yet to determine whether a ballot initiative will be placed on the November 2008 general election, the City is still in need of professional consulting services related to public information, application and interpretation of the Community Survey results, and strategies related to the City's revenue neutrality discussions with the County of Santa Barbara. The balancing of important considerations over local tax measures, Measure A, the City's revenue neutrality discussions with the County, and legal and legislative options before the Council, is best achieved with the assistance of an well-established and experienced professional.

To assist Goleta with these endeavors, Madrid & Associates has re-submitted a proposal to the City for public affairs services in the amount of \$8,000 per month. It is

anticipated that up to 3.5 months of service (or \$28,000) may be warranted for these services, however the contract will be prorated based on the actual length of the relationship between the two parties. Additional months may be provided, if warranted, and authorized by the City Council. Direct expenses for travel will be billed separately.

**ALTERNATIVES:**

The City is under no obligation to enter into an agreement with Madrid & Associates and could seek other similar professional consulting services or could choose to forgo working with a consultant on the matters described in this report. It should be noted that the City has already established a relationship with Mr. Madrid as it relates to important considerations that will be coming before the City Council; but that in no way binds the Council to continuing the relationship.

**FISCAL IMPACTS:**

An allocation of \$30,000 is included in the proposed changes to the FY 08-09 Budget for this work (account 101-1200-500).

Reviewed By:

Approved By:

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Michelle Greene  
Administrative Services Director

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Daniel Singer  
City Manager

**Attachments:**

1. Madrid & Associates Proposal for Public Affairs Services



## MEMORANDUM

**May 18, 2008**

TO: Dan Singer, City of Goleta

FROM: Mike Madrid, Madrid and Associates

RE: City of Goleta – Public Information Campaign

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### **Overview**

As the City of Goleta considers its options related to the broadening of its revenue streams (through a potential sales tax measure and re-negotiating its revenue neutrality agreement), it is also considering engaging its community in a Public Information Campaign. Designed to educate and inform the public with a specific emphasis on the city/county fiscal relationship, this process will entail developing materials, messages and a structure to best involve the citizens of Goleta in the policy making process and determining a course of action related to its current financial condition.

Given Goleta's staff capacity to perform many functions related to an effort like this, the city is well prepared to execute a plan with guidance from an experienced pollster and consultant.

### **Madrid and Associates**

Mike Madrid is a public affairs consultant with extensive knowledge of city governments and local campaigns. His clients include The League of California Cities and the California redevelopment Association. He has advised dozens of California cities on their revenue measure campaigns as well as on their public information efforts.

The scope of services recommended under this proposal include:

April 15 – July 31, 2008

- The creation of a Public Information Campaign timeline and plan
- Development of a grassroots outreach plan to educate Goleta residents on the Revenue Neutrality Agreement

- Assistance in developing and editing direct mail and collateral materials and website presence
- Assistance in coordinating and directing a community outreach plan
- Providing consulting advice on a regularly scheduled basis as it relates to best practices of public information campaigns, negotiations with the county of Santa Barbara, the development and realization of strategic goals, and assistance in executing the Public Information phase of the effort.

**Fees for Services Phase II: \$28,000 (\$8,000 per month, pro-rated for a minimum of 3.5 months – with an option to renew for an additional 3 months at the same rate)**

Additionally, costs related to travel during both phases shall be paid by the client with prior approval.