



## REDEVELOPMENT AGENCY AGENDA REPORT



**DEPARTMENT:** Administration

**MEETING DATE:** July 5, 2011

**PREPARED BY:** Darlene Sanchez, Senior Project Manager

**AGENDA LOCATION:** MRA CC-4

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**TITLE:** Agreement with Cerrell Associates, Inc., for Public Relations Services in the Amount of \$7,500 per Month

**OBJECTIVE:** To authorize a Professional Services Agreement ("Agreement") with Cerrell Associates, Inc ("Cerrell"), for public relation services related to Station Square Transit Village.

**BACKGROUND:** The Station Square Transit Village development is a monumental project that will redevelop 80-acres in the area of Monrovia just south of the I-210 Freeway. The Monrovia Redevelopment Agency ("Agency") has been working over the past 10 years to secure land holdings, work with developers, and remediate contamination. Moving forward, it is critically important to embark on a public outreach campaign that will inform residents, the community, neighboring cities and the region of the work that is about to begin, as well as the details of the project. The proposed Agreement with Cerrell outlines a public affairs, marketing and outreach campaign.

**ANALYSIS:** In an effort to ensure an effective public affairs campaign, it is imperative to seek out professional experience to develop and implement a proactive public relations strategy. The proposed agreement with Cerrell develops a strategy that covers coalition building and media relations. The monthly fee, per the proposed agreement, is \$7,500. It is a month-to-month contract that could be terminated with a 30-day cancellation notice.

**FISCAL IMPACT:** The proposal with Cerrell calls for a \$7,500 monthly fee, on a month-to-month basis. The Redevelopment professional fees account will be utilized to fund this agreement.

**OPTIONS:** There are two options for consideration:

1. Approve the agreement with Cerrell Associates. This will authorize Cerrell to deliver a public relations strategy, including a marketing and outreach campaign on behalf of the Agency and City.
2. Deny the agreement. This may result in a lack of information being distributed to residents, the community and the region about this critical development.

**RECOMMENDATION:** Staff recommends approval of the agreement with Cerrell Associates, Inc., for public relations services.

**BOARD ACTION REQUIRED:** If the Agency Board concurs, the appropriate action would be to a motion to approve the agreement with Cerrell Associates, Inc., and authorize the Executive Director to execute the necessary documents.

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