



STAFF REPORT

DATE: 11/05/2025
TO: Honorable Mayor and City Council Members
FROM: City Manager's Department

2025-412

REQUEST FOR CITY COUNCIL ACTION

SUBJECT:

EXTEND CREATIVE SERVICES, MEDIA PRODUCTION, AND MARKETING SERVICES AGREEMENT WITH KONSUS, INC (SUPERSIDE) IN THE AMOUNT OF \$140,004

EXECUTIVE SUMMARY:

This staff report asks City Council to extend the professional services agreement with Superside in the amount of \$140,004 for creative services, media production, and marketing services.

RECOMMENDED ACTION:

That the City Council:

- a. Authorize the City Manager, or his designee, to execute the renewal Statement of Work with Superside in the amount of \$140,004 for the term December 1, 2025, through November 30, 2026.
- b. Authorize the City Manager, or his designee, to negotiate and execute nonsubstantive extensions, change orders, and amendments up to \$14,000 or 10% of the original contract amount.

- c. Authorize the City Manager, or his designee, to issue a purchase order with Superside in the amount of \$140,004 for creative services, media production, and marketing Services.

BACKGROUND & HISTORY:

The Communications Division plays a vital role in advancing the City's mission by sharing stories that enhance a family-friendly sense of place, engaging and listening to our residents on priority initiatives, providing majority-representative feedback to the City Council and staff to support informed decision-making, and strengthening a positive organizational culture. The team is responsible for managing the City's Strategic Communications Plan, brand identity, websites, community engagement and surveying, marketing & advertising, e-Commerce, email & SMS messaging, social media, press relations, live broadcasting, and creative services, which include full in-house creative direction, writing, design, photography, animation, and video production. Due to the large number of requests for design and content creation, the communications team evaluated the effectiveness and efficiency of using an external firm to provide support in helping meet the demand.

ANALYSIS:

City Council awarded a one-year agreement with Superside on November 6, 2024. Over the past year, the City has leveraged Superside to elevate marketing materials across several areas, including brand photography, marketing collateral, video production, and animation.

Superside has been successful in providing comprehensive campaign development, digital marketing, and creative services, which have enhanced the Communications Division's capacity to more effectively tell the City's story.

Based on Superside's successful performance in providing support for the City's creative content needs, staff recommend renewing the agreement for Creative Services, Media Production, and Marketing Services for an additional 12-month term. Superside has agreed to extend services at the same rate of \$140,004, with no increase in cost. The renewal will provide the City with specialized creative support to continue advancing strategic communication initiatives without interruption.

FINANCIAL IMPACT:

Funding for the recommended action is available in the City Manager's Office, Communications Division's Operating Budget within the Measure X Fund 120. Future funding requests will be recommended through the annual budget process.

ENVIRONMENTAL ANALYSIS:

This action is exempt pursuant to Section 15061(b)(3) of the Guidelines for the California Environmental Quality Act (CEQA), which states that a project is exempt from CEQA if the activity is covered by the common sense exemption that CEQA applies only to projects that have the potential for causing a significant effect on the environment. Where it can be seen with certainty that there is no possibility that the activity in question may have a significant effect on the environment, the activity is not subject to CEQA. This

action constitutes a Professional Services Agreement for creative services, media production, and marketing services, and there is no possibility that adopting this resolution will have a significant effect on the environment. Therefore, no environmental analysis is required.

PREPARED BY: CINDY SOLIS, ACTING CHIEF COMMUNICATIONS OFFICER

REVIEWED BY: JUSTIN TUCKER, ASSISTANT CITY MANAGER

ATTACHMENTS:

1. Exhibit 1 – Superside Statement of Work (Renewal)
2. Exhibit 2 – Superside Official Renewal Quotation