



Executive Summary

To: Bob Vitas, City Manager

From: Don Craig, Alison Higgins

Date: August 24, 2012

Re: Extension of Contract with Cunningham Group for Climate Marketing and Advertising Services.

ACTION ITEM

The purpose of this item is to receive approval for an additional 90 day extension for Climate Marketing and Advertising Services contract with the Cunningham Group.

PROJECT BACKGROUND

On January 4, 2012, the City Commission awarded the Climate Action Plan Marketing and Advertising Project contract to Cunningham group. This contract is set to expire on September 27, 2012.

PURPOSE & JUSTIFICATION

The Climate Action Plan Marketing and Advertising Project has many pieces, beginning with an in depth green behaviors survey which then informs marketing content, web design and school curriculum development. Snags along the way along with a commitment to high quality product by the Sustainability Coordinator have slowed the completion of the project by a few months.

OPTIONS

1. The City Commission can vote to extend the contract by 90 days to 330 days total.
2. The City Commission may elect not to extend the contract.

ADVANTAGES

- The multiple products for this highly public “face” of the City’s sustainability effort are of higher quality because they are not rushed.

DISADVANTAGES

- Aside from a few month delay, staff sees no disadvantage to extending the contract.

FINANCIAL ISSUES

The funds set aside in FY12 for this project will need to be rolled over to FY13. Mark Finigan and the finance department are aware of this and have made arrangements should the Commission agree.

RECOMMENDATION

Staff recommends that the City Commission votes to extend the Climate Marketing and Advertising Services contract with the Cunningham Group for 330 days.