



Legislation Details (With Text)

<b>File #:</b>	15-22504	<b>Version:</b>	1	<b>Name:</b>	
<b>Type:</b>	Consent Item	<b>Status:</b>		Approved	
<b>File created:</b>	3/14/2024	<b>In control:</b>		City Council Business Meeting	
<b>On agenda:</b>	6/10/2024	<b>Final action:</b>		6/10/2024	
<b>Title:</b>	Marketing and Communication Services for Charlotte's Tree Canopy				
<b>Attachments:</b>					

Date	Ver.	Action By	Action	Result
6/10/2024	1	City Council Business Meeting	Approve	

**Marketing and Communication Services for Charlotte's Tree Canopy**

**Action:**

- A. Approve contracts with the following companies for Landscape Marketing and Communication Services for an initial term of three years:**
  - Humanity Communications Collective Corporation (MBE),
  - Kim Brattain Media (WBE, SBE),
  - Saturday Brand Communications dba Saturday Creative (SBE),
  - Yellow Duck Marketing, LLC (WBE, SBE), and
- B. Authorize the City Manager to renew the contracts for up to two, one-year terms with possible price adjustments and to amend the contracts consistent with the purpose for which the contracts were approved.**

**Staff Resource(s):**

Phil Reiger, General Services  
David Wolfe, General Services  
Erin Oliverio, General Services

**Explanation**

- General Services Landscape Management Division will conduct tree canopy, tree maintenance, and pollinator educational campaigns to increase public awareness of the importance of trees, tree maintenance, and the city's Bee City USA status.
- These campaigns will fulfill an objective of the 2040 Comprehensive Plan to develop a comprehensive education and stewardship initiative to teach and equip residents to sustain Charlotte's natural systems and tree canopy.
- The campaigns will be designed to diversify community participation and to connect with the city's historically disadvantaged areas.
- On January 18, 2024, the city issued a Request for Proposals (RFP); 17 responses were received.
- The companies selected best meet the city's needs in terms of qualifications, experience, cost, and responsiveness to RFP requirements.
- At renewal, potential price adjustments may be considered based on legitimate and justified increases in the cost of doing business. The ability to consider price adjustments also allows the city to accept decreases, if warranted.
- Annual aggregate expenditures are estimated to be \$200,000.

**Charlotte Business INclusion**

Contract goals were not established on this Contract as there were no viable subcontracting opportunities.

However, Humanity Communications Collective Corporation is a city-certified MBE. Saturday Brand Communications is a city-certified SBE, and Kim Brattain Media and Yellow Duck Marketing, LLC are city-certified WBEs and SBEs.

**Fiscal Note**

Funding: General Capital Investment Plan