



THE PORT
OF LOS ANGELES
Executive Director's
Report to the

Board of Harbor Commissioners

DATE: APRIL 17, 2018

FROM: MEDIA RELATIONS

SUBJECT: RESOLUTION NO. _____ - FIRST AMENDMENTS TO AGREEMENT NO. 15-3325 WITH DDK COMMUNICATIONS, AGREEMENT NO. 15-3326 WITH NATALIE SHORE PETERSON AND AGREEMENT NO. 15-3327 WITH FULL VISION PRODUCTIONS, LLC

SUMMARY:

Staff requests the Board of Harbor Commissioners (Board) to approve the First Amendments (Amendments) to Agreement No. 15-3325 with Dotty Diemer dba DDK Communications, Agreement No. 15-3326 with Natalie Shore Peterson and Agreement No. 15-3327 with Full Vision Productions, LLC (Writers Agreements). The Amendments extend the term of the Agreements by two years through June 30, 2020 and increases the compensation by \$240,000, with the same annual allocation of \$120,000 as the first three years of the Writers Agreements. The Writers Agreements are being extended due to the writers' subject matter expertise on topics such as the environment and international commerce, and their success in delivering quality materials on tight deadlines. Each of these consultants are Very Small Business Enterprises (VSBE), while two are also Women Business Enterprises (WBE). The City of Los Angeles Harbor Department (Harbor Department) is financially responsible for payment of expenses under the proposed agreements.

RECOMMENDATION:

It is recommended that the Board of Harbor Commissioners (Board):

1. Find that the Director of Environmental Management had determined that the proposed action is administratively exempt from the requirements of the California Environmental Quality Act (CEQA) under Article II Section 2(f) of the Los Angeles City CEQA Guidelines;
2. Find that in accordance with Los Angeles City Charter Section 1022, it is more feasible for outside contractors to perform this work than City employees;
3. Approve the First Amendments to Agreement No. 15-3325 with Dotty Diemer dba DDK Communications, Agreement No. 15-3326 with Natalie Shore Peterson and Agreement No. 15-3327 with Full Vision Productions, LLC, extending the three-year term to a total of five years with \$240,000 additional compensation for a total of \$600,000 for the entire five years term;
4. Authorize the Executive Director to execute and the Board Secretary to attest to the First Amendments to Agreement No. 15-3325, Agreement No. 15-3326 and Agreement No. 15-3327; and

SUBJECT: FIRST AMENDMENTS TO AGREEMENTS NO. 15-3325, NO. 15-3326 AND NO. 15-3327 (WRITERS AGREEMENTS)

5. Adopt Resolution No. _____.

DISCUSSION:

Background – On May 8, 2015, the Board approved contracts with DDK Communications (VSBE/WBE), Natalie Shore Peterson (VSBE/WBE) and Full Vision Productions (VSBE) for as-needed professional writing and editing services. The firms were selected through a Request for Proposals (RFP) in 2015, in accordance with the City of Los Angeles’ policy of open competition for contractual services. These agreements provide the resources to augment existing Harbor Department staff with on-call professional writers/editors who, as-needed, have the expertise to assist in creating high-quality business development, public outreach, news, reports, scripts and collateral materials. The as-needed writers provide assistance during unpredictable or overflow work periods. The consultants’ mix of business writing, environmental writing and multi-media backgrounds bring a significant level of expertise to particular topics such as the environment and international commerce.

Proposed First Amendments – The First Amendments for Agreement No. 15-3325 with DDK Communications, Agreement No. 15-3326 with Natalie Shore Peterson and Agreement No. 15-3327 with Full Vision Productions, LLC extends the term of the agreements by two years and increases the compensation by \$240,000. The Agreements are being extended due to the writers’ subject matter expertise and their success in delivering quality materials on tight deadlines.

City Council Approval Not Required – Although the amendments will increase the agreement terms from three years to five years, City Council approval is not required because the annual combined payment for all three agreements will not exceed \$120,000. Pursuant to Administrative Code Section 10.5(b)(2), agreements extended beyond three years that are not competitively let, and which have an annual payment of \$149,111 or less, are exempt from the requirement to obtain City Council approval.

ENVIRONMENTAL ASSESSMENT:

The proposed action is for the approval of the First Amendments to Agreement No. 15-3325 with Dotty Diemer dba DDK Communications, Agreement No. 15-3326 with Natalie Shore Peterson and Agreement No. 15-3327 with Full Vision Productions, LLC, which is an administrative activity. Therefore, the Director of Environmental Management has determined that the proposed action is administratively exempt from the requirements of CEQA in accordance with Article II Section 2(f) of the Los Angeles City CEQA Guidelines.

FINANCIAL IMPACT:

The proposed action is for the approval of First Amendments to Agreement No. 15-3325, Agreement No. 15-3326, and Agreement No. 15-3327 to extend the term from three years to

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five years and to increase the compensation by \$240,000 for a total of \$600,000. To date (through March 30, 2018) the amount expended has been \$213,504. Of the \$120,000 that is available for FY 17/18, \$61,000 has been spent in Account 54290 (Outside Professional Services), Cost Center 250 (Media Relations Division), Program 000 (Base Budget) as of April 17, 2018. Funding for future fiscal years will be requested as part of the annual budget process upon Board approval.

The Harbor Department's financial obligations after the current fiscal year are contingent upon the Board's appropriation of funds. If any subsequent fiscal year funds are not appropriated by the Board for the work required by the agreement, the agreement shall be terminated. However, such termination shall not relieve the parties of liability for any obligations previously incurred. A funding out clause is included in the agreement.

CITY ATTORNEY:

The office of the City Attorney has prepared and approved the proposed First Amendments as to form and legality.

TRANSMITTALS:

1. Amendment No. One to Agreement with Dottie Diemer dba DDK Communications
2. Amendment No. One to Agreement with Natalie Shore Peterson
3. Amendment No. One to Agreement with Full Vision Productions, LLC



PHILLIP SANFIELD
Director of Media Relations



ARLEY M. BAKER
Senior Director of Communications

FIS Approval *MB*
CA Approval *MB*



DAVID J. LIBATIQUE
Deputy Executive Director

APPROVED:

 FOR

EUGENE D. SEROKA
Executive Director