



DATE: NOVEMBER 7, 2023
FROM: EXECUTIVE OFFICE
**SUBJECT: RESOLUTION NO. _____ - AGREEMENT BETWEEN THE
CITY OF LOS ANGELES HARBOR DEPARTMENT AND STAR
INSIGHTS, LLC**

SUMMARY:

Staff requests approval of an agreement between the City of Los Angeles Harbor Department (Harbor Department) and Star Insights, LLC (Star Insights) to assist the Stakeholder Engagement Bureau with strategic planning consultation services. Under the proposed Agreement, Star Insights will work with bureau senior staff to develop a three-year vision for the Stakeholder Engagement Bureau, division priorities and supporting initiatives that will support Department-wide goals. The proposed Agreement will have a one-year term and compensation not-to-exceed \$258,700. The Harbor Department will be financially responsible for the payment of expenditures incurred under the proposed Agreement.

RECOMMENDATION:

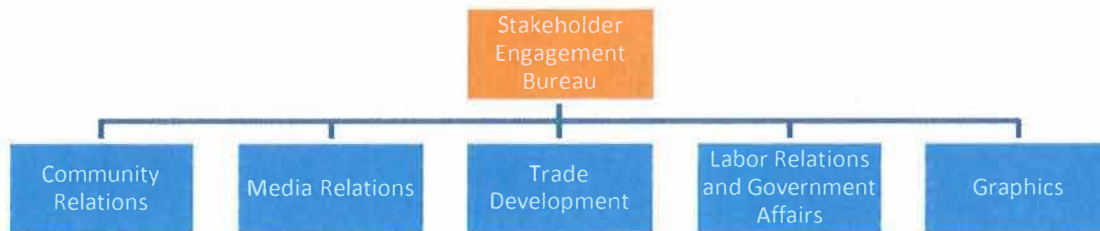
It is recommended the Board of Harbor Commissioners (Board):

1. Find that the Director of Environmental Management has 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. Approve the Agreement with Star Insights, LLC;
3. Authorize the Executive Director or Designee to execute, and the Board Secretary to attest to the Agreement; and
4. Adopt Resolution No. _____.

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DISCUSSION:

The Stakeholder Engagement Bureau oversees and manages all external engagement on behalf of the Harbor Department via the Community Relations, Media Relations, Trade Development, Labor Relations and Government Affairs, and Graphics Divisions. The Bureau engages with a wide variety of stakeholders including local communities, labor, media, governmental agencies, elected officials, and international delegations to advance the Harbor Department’s goals and initiatives. The Stakeholder Bureau also works with divisions throughout the Department on public engagement and messaging to successfully advance projects and initiatives housed within other Bureaus. A new Mayoral administration and Harbor Commission composition presents an opportune time to review and revise the ways to engage more meaningfully with these stakeholder groups.



Star Insights will facilitate the development of a strategic planning framework and utilize a facilitated strategic planning process for the Stakeholder Engagement Bureau. This process will engage the Deputy Executive Director, senior staff of the Stakeholder Engagement Bureau, and key internal stakeholders. The strategic planning framework will include a three-year vision for the divisions within the Bureau, three to five division priorities, and supporting initiatives that will bolster Department-wide goals. The creation and application of the strategic framework will inform decision making, increase senior staff alignment of priorities, and improve the quality and effectiveness of annual operating plans and budgets for the divisions within the Stakeholder Engagement Bureau. The framework will also include initiatives that will help align the day-to-day work of the divisions to the Bureau’s priorities and will seek ways to engage more meaningfully with various stakeholder groups. A facilitated strategic planning process will be used to develop the framework and include input and buy-in from Harbor Department leadership and key internal stakeholders as identified by the Department.

Selection Process – Pursuant to Los Angeles City Charter Section 371(e)(8) and Administrative Code Section 10.15 (a)(8), staff recommends that the Harbor Department utilize the contract terms from a contract for strategic planning consultation services issued to Star Insights by the City of Los Angeles Civil, Human Rights and Equity Department (“CHRED”). On October 18, 2021, CHRED issued a Request for Proposals

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seeking qualified businesses to provide strategic planning consultation services. Through this competitive process, CHRED selected Star Insights as the most responsive bidder based on the firm’s qualifications and experience and entered into an agreement with the firm on March 18, 2022. The proposed agreement between the Harbor Department and Star Insights has the same services and rates as the CHRED agreement.

ENVIRONMENTAL ASSESSMENT:

The proposed action is approval of an agreement with Star Insights which is an administrative activity. Therefore, the Director of Environmental Management has determined that the proposed action is administratively exempt from the California Environmental Quality Act (CEQA) in accordance with Article II Section 2 (f) of the Los Angeles City CEQA Guidelines.

FINANCIAL IMPACT:

Approval of the proposed Agreement will authorize expenditures of up to \$258,700 for a one-year period for strategic planning services. Spending is anticipated to occur as follows:

<u>Fiscal Year (FY)</u>	<u>\$ Amount</u>
2023-2024	\$193,825
2024-2025	\$64,875
Total	\$258,700

Fiscal Year (FY) 2023-2024 funds in the amount of \$193,825 are available within Account 54290 (Misc. Professional Services), Center 0210, Program 000. Future fiscal year funds will be requested and budgeted as part of the annual budget process, pending Board approval.

If in 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 obligation previously incurred.

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CITY ATTORNEY:

The Office of the City Attorney has approved the proposed Agreement as to form and legality.

TRANSMITTAL:

1. Agreement between the City of Los Angeles and Star Insights, LLC

FIS Approval: MB

CA Approval: SO



DAVID LIBATIQUÉ
Deputy Executive Director
Stakeholder Engagement

APPROVED:

Marla Blavins For

EUGENE D. SEROKA
Executive Director

Author:DL:smr:ng