



**THE PORT
OF LOS ANGELES**

Executive Director's
Report to the
Board of Harbor Commissioners

DATE: APRIL 26, 2022

FROM: MEDIA RELATIONS

**SUBJECT: RESOLUTION NO. _____ - FIRST AMENDMENT TO
AGREEMENT NO. 19-3655 WITH CISION US INC.**

SUMMARY:

Staff requests approval of the First Amendment to Agreement No. 19-3655 with Cision US Inc. (Cision), headquartered in Chicago, Illinois with offices in Los Angeles, to provide a package of media monitoring and measurement services that will enable the Harbor Department to target, distribute, track, and measure regional, national and international news coverage about the Port of Los Angeles (Port) in both print and broadcast media. The amendment extends the term of the agreement by two years through May 20, 2024 and increases the compensation by \$37,948, for a new total compensation amount of \$92,398 for the duration of the five-year agreement. The City of Los Angeles Harbor Department (Harbor Department) is financially responsible for payment of expenses under the proposed agreement.

RECOMMENDATION:

It is recommended that 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. 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 Amendment to Agreement No. 19-3655 with Cision extending the three-year term to a total of five years with \$37,948 additional compensation for a total of \$92,398 for the entire five-year term;
4. Authorize the Executive Director to execute and the Board Secretary to attest to the First Amendment to Agreement No. 19-3655;
5. Adopt Resolution No. _____.

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DISCUSSION:

Background – On May 20, 2019, the Board approved a contract with Cision to provide a package of media monitoring and measurement services that will enable the Harbor Department to target, distribute, track, and measure regional, national and international news coverage about the Port of Los Angeles (Port) in both print and broadcast media . The firm was selected through a Request for Proposals (RFP) in 2019, in accordance with the City of Los Angeles' policy of open competition for contractual services. The agreement provided the resources to the Media Relations Division to establish and maintain relationships with local, national and international media, and achieve accuracy in resulting media coverage and Port messaging. This system has replaced older methods of media tracking which consisted of a staff person reviewing a limited pool of newspapers and periodicals and clipping out pertinent articles to be distributed to Management and all employees. Cision's services enables staff to review thousands of media outlets and provide electronic news clips in a timely and efficient manner. With significantly increased media interest in the Port of Los Angeles and supply chain issues in recent years, the Cision media monitoring system has proven to be extremely helpful. The system is reliable, user friendly and efficient, which is why Port staff recommends that the contract be extended for two additional years.

Proposed First Amendment – The First Amendment for Agreement No. 19-3655 Cision extends the term of the agreement by two years and increases the compensation by \$37,948.

City Council Approval Required – Although this agreement is being renewed without a new competitive selection process, under Administrative Code Section 10.5(b)(2); City Council approval is not required for extensions to agreements exceeding three years when the proposed annual payment is below \$169,418.

ENVIRONMENTAL ASSESSMENT:

The proposed action is the approval of the First Amendment to Agreement No. 19-3655 with Cision for the extension of the agreement term and increase of compensation, 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 approval of the proposed First Amendment to Agreement No. 19-3655 which extends the term of the agreement by two years through May 20,2024 and increases the compensation by \$37,948, for a new total not-to-exceed amount of \$92,398 for the duration of the five-year agreement.

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Funding in the amount of \$18,150 is being requested through the Fiscal Year 2022/23 budget process within the Media Relations Division's Operating Budget in Account No. 54290 (Miscellaneous Professional Services), Center No. 0250, and Program No. 000. Funding for future fiscal years, if necessary, will be requested to be budgeted as part of the annual budget adoption process, upon Board approval. A funding out clause is included in the Agreement.

CITY ATTORNEY:

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

TRANSMITTALS:

1. First Amendment to Agreement No. 19-3655
2. Original Agreement No. 19-3655

FIS Approval
CA Approval

MB
SO



PHILLIP F. SANFIELD
Director of Media Relations

ARLEY M. BAKER
Senior Director of Communications



DAVID J. LIBATIQUÉ
Deputy Executive Director

APPROVED:

Marla Bleavins For

EUGENE D. SEROKA
Executive Director