



City of Broken Arrow

Request for Action

File #: 18-679, Version: 1

**Broken Arrow City Council
Meeting of: 06/18/2018**

Title:

Consideration, discussion, and possible termination of an Agreement for Professional Services between sixPR, LLC and the City of Broken Arrow for the education campaign for the 2018 Bond Election

Background:

On September 5, 2017, the City Council approved an Agreement for Professional Services with sixPR, LLC for the 2018 General Obligation Bond public education campaign. On May 1, 2018, Communications Director Krista Flasch notified sixPR of deadlines for content needed for public information. In particular, a flier, a brochure and a power point presentation were needed by June 1, 2018 as City staff had upcoming speaking engagements. A draft flier was not provided until June 7. As of June 11, Ms. Flasch has not received the brochure, power point presentation, website content or Communications Strategy Plan outlined in the agreement and subsequent email communications.

Prior obligations for services have not been met either in a timely matter. Staff did not receive a Communications Strategy Plan for the 2017 Citizen Survey until October 30, 2017. Staff should have received the plan by September 28, 2017. SixPR was also supposed to write a press release announcing the results of the Citizen Survey. This was not provided to the City, therefore, Staff wrote our own version. Also, we have not received assistance when it comes to posting and responding to social media questions and comments, which is part of the service agreement. Additionally, the quality of content received from sixPR has not met expectations. On March 20, 2018, Staff received the final Public Input Report from the stakeholder meetings held with residents in February. There was a major, embarrassing typo on the cover along with other formatting errors and misspellings on subsequent pages, which the Communications Director had to spend time correcting.

The estimated cost of the agreement was \$43,600. To date sixPR has been paid \$29,000.

The professional services agreement allows the City to terminate the agreement by providing written notice of 30 days. Thus, Staff is requesting that the City Council terminate the sixPR Professional Services Agreement.

Cost: \$0

Funding Source: None

Requested By: Krista Flasch, Communications Director

Approved By: Michael L. Spurgeon, City Manager

Attachments: sixPR, LLC Agreement for Professional Services
Termination Letter

Recommendation:

Approve termination of the Agreement for Professional Services between sixPR, LLC and the City of Broken Arrow