



# MEMORANDUM

Council Agenda  
Item No. IX. AU  
7/30/2024

## The City of OKLAHOMA CITY

TO: Mayor and City Council

FROM: Craig Freeman, City Manager

Professional Services Agreement with Koch Communications to provide Public Relations Support to the Public Safety Partnership for the Police Department, Fire Department and other stakeholders, providing public relations and community outreach consultation and other professional services, estimated cost \$250,000, July 30, 2024 through July 29, 2025.

### **Purpose:**

This Professional Services Agreement will allow Koch Communications to be the primary public relations support for the Public Safety Partnership and provide supplemental public relations support, including community and media engagement, marketing strategy and support, graphic design, web maintenance, and other professional services and expertise, to the Police and Fire Departments and Public Information staff while also maintaining communications and collaboration with the Public Information Office for an initial period of one year, with the option to renew for four additional one-year periods.

### **Background:**

On February 13, 2024 (Item No. IX.AJ.), City Council authorized staff to advertise a request for proposal (RFP) for public relations support for the Public Safety Partnership (PSP) and Public Information Offices. The RFP was advertised in the Journal Record and posted in the electronic bidding system on February 14, 2024. The RFP was viewed by 77 potential proposers with ten proposals submitted on the deadline of March 28, 2024. On April 18th, the RFP evaluation committee reviewed RFP submissions. After evaluation of the proposals, the committee determined the proposal submitted by Koch Communications best met the requirements of the RFP. The City Manager approved for staff to negotiate a Professional Services Agreement with Koch Communications based upon the evaluation committee's recommendation.

Formed in August 2023, the PSP is a continued effort to enhance communications and broaden audiences for the purpose of better informing the community about various public safety initiatives and programs managed by the City Manager's Office and the Police and Fire Departments. These initiatives include but are not limited to community policing, alternative response, de-escalation, and crisis response training.

The Recommendation Report received by Council in 2022 specifically addresses the need to develop and deliver comprehensive public education campaigns, community engagement programs, and enhance communications for the purpose of better informing the community about

public safety initiatives.

**Estimated Cost:**

\$235,203	(cost as defined in proposal)
<u>\$ 14,797</u>	(estimated cost for additional services, if needed)
\$250,000	Total Estimated Cost

**Source of Funds:**

General Operations - UASN - OCITY - Non-Departmental - Professional Services/Other (1001-9800001-52040046)

**Review:**

City Manager's Office

**Recommendation:** Professional Services Agreement be approved.