



Request for City Council Committee Action from the Department of

Date: Dec. 5, 2013

To: City Council Member Betsy Hodges, Chair of Ways & Means/Budget Committee

Subject: McFarland Communications contract amendment

Recommendation:

Authorize the proper City officials to execute an amendment to contract with McFarland Communications increasing the amount of the contract by \$30,000 for a revised contract total of \$80,000, extending the term of the contract to July 1, 2014.

Previous Directives: None

Department Information

Prepared by: Vaman Pai, Communications Department

Approved by: _____

Sara Dietrich, Director of Communications

Presenters in Committee:

Reviews

- Permanent Review Committee (PRC): Approval X Date Dec. 5, 2013

Financial Impact *(delete all lines not applicable to your request)*

- Action is within the Business Plan

Community Impact

- Neighborhood Notification
- City Goals
- Comprehensive Plan
- Zoning Code
- Other

Supporting Information

The City of Minneapolis is partnering with the Minneapolis Downtown Council to redesign and reconstruct the 12 blocks of Nicollet Mall between Washington Avenue and Grant Street.

The project is arranged in three phases: Consultant Selection Design Competition, Concept Design, and Schematic Design/Construction. The Concept Design phase is currently underway, and a final Concept Design will be completed in the Spring of 2014.

There has been a significant need to raise public awareness about this project in the consultant selection process. In addition, there is also sizeable work to do to effectively engage the community as the future designs for this project are developed and enhanced.

The City retained McFarland Communications to provide public education and public relations support up to \$49,000 through the Consultant Selection Design Competition. Communications has been pleased with the services provided by McFarland and views consistency in project support as integral to the success of the community engagement (Concept Design) phase of this project.

In order to provide that consistency the department is requesting an extension to the contract with McFarland through the end of the Concept Design Phase.

This request for a waiver was approved by the Permanent Review Committee.

The Department requests approval of Contract Amendment with the following key terms:

1. increase in the amount of the contract from \$49,000 to \$80,000
2. extension of the term to July 1, 2014