



**AGENCY:** City Council  
**MEETING DATE:** January 22, 2024  
**DEPARTMENT:** Public Works  
**PRESENTED BY:** S. McCormick  
**EMAIL ADDRESS:** [smccormick@fortbragg.com](mailto:smccormick@fortbragg.com)

## AGENDA ITEM SUMMARY

**TITLE:**

**RECEIVE REPORT AND CONSIDER ADOPTION OF CITY COUNCIL RESOLUTION APPROVING CONTRACT AMENDMENT WITH CREATIVE THINKING, INC. DBA THE IDEA COOPERATIVE, INCREASING THE AMOUNT OF CONTRACT, AND AUTHORIZING CITY MANAGER TO EXECUTE SAME (AMOUNT NOT TO EXCEED \$200,000: \$180,000 ACCOUNT 110-4321-0319; \$20,000 ACCOUNT 329-6134-0630)**

**BACKGROUND:**

The California Public Utilities Commission awarded the City of Fort Bragg \$479,529 in Local Agency Technical Assistance (LATA) grant program funding to reimburse pre-construction costs associated with implementing a municipal broadband utility. The intention of the LATA funding is to deliver a BID-ready construction packet, business plan, financing and marketing strategy.

**ANALYSIS:**

The Idea Cooperative, located in Petaluma, has provided the City with marketing/advertising services, design/creative services, and social media content creation since December 2019. The Idea Cooperative has proven responsive, nimble, and skilled with the City's marketing and promotional activities, and staff proposes to amend July 24, 2023 contract with The Idea Cooperative to include development of a high level marketing strategy and brand identity concept for the broadband project.

Per FBMC 3.20.030, when the goods or services are unique and only available from one source the City may secure services directly with specifically trained and experienced firms. The Idea Cooperative's specialized expertise and experience with Visit Fort Bragg lends a unique perspective to support a successful brand identity concept for the City's broadband project. In addition, the firm's intimate knowledge of Fort Bragg allows them to work expeditiously with the limited funds available.

The scope of work for an amount not to exceed \$20,000 is attached.

**RECOMMENDED ACTION:**

Adopt Resolution approving the first amendment to professional services agreement with The Idea Cooperative and authorize the City Manager to execute the contract.

**ALTERNATIVE ACTION(S):**

Provide alternative direction to staff.

**FISCAL IMPACT:**

The entirety of this contract would be covered by grant funds provided by California Public Utility Commission's Local Agency Technical Assistance (LATA) Program on a reimbursement basis.

**CONSISTENCY:**

AGENDA ITEM NO.

City Council has identified the need for reliable, fast, affordable internet connectivity to serve residents, students, businesses and visitors. The Municipal Broadband Infrastructure Project has been added to the City's 2023 Capital Improvement Plan (CIP), which is the multi-year scheduling of public physical improvements and has prioritized investing resources to deploy a fiber to the premise municipal broadband network. This effort is consistent with the policies listed below, as well as the 2019 City Council priority for maintaining and upgrading the City's infrastructure.

*Policy PF-2.8 Capital Improvement Plan: Continually update the Capital Improvement Plan to ensure that it identifies capital projects necessary to maintain adequate levels of performance as well as funding sources for all phases of intended projects.*

*Policy PF-2.9 Schools: Work with the Fort Bragg Unified School District to ensure that the District has the means to provide a high quality education to City students.*

*Policy CD-2.3 Economic Vitality: Continue to support the economic diversity and vitality of downtown businesses.*

**IMPLEMENTATION/TIMEFRAMES:**

Agreement will be executed following City Council approval.

**ATTACHMENTS:**

1. Resolution
2. Broadband Scope of Work

**NOTIFICATION:**

1. Tom Kavanaugh, President, Idea Cooperative
2. "Notify Me" e-Subscriber Lists: Economic Development Planning; Fort Bragg Downtown Businesses; Tourism and Marketing; Blue Economy