



# CITY OF LONG BEACH

**C-8**

CITY CLERK DEPARTMENT

333 W. Ocean Blvd. • Long Beach, CA 90802 • 562.570.6101

May 23, 2006

HONORABLE MAYOR AND CITY COUNCIL  
City of Long Beach  
California

## RECOMMENDATION

Authorize the City Manager to execute an agreement with Nista, Hancock and Knapp for voter education and outreach services associated with the June 6, 2006, General Municipal Election in an amount not to exceed \$119,270.

## DISCUSSION

After consideration of five vendor requests for proposals, Nista, Hancock and Knapp was retained by the City Clerk to provide assistance with voter education and outreach services related to the 2VoteTuesday campaign.

When initially retained via a City purchase order, the City Clerk Department estimated that the cost of services would not exceed \$100,000. Services provided included: creation and design of slogans, banners, press releases, video production mailing materials, internet page design and other related tasks. As of this date, all services have been provided and delivered on time.

However, given increased voter education and outreach demand, the City Clerk Department estimates that the existing purchase order authority of \$100,000 will be exceeded. With receipt of vendor cost estimates for additional services needed to meet increased demand, the City Clerk Department will require an increase in the Purchase Order not to exceed the amount of \$119,270. This amount includes a 10% contingency.

With regard to the June 6, 2006 election, the City Clerk Department has requested that Nista, Hancock and Knapp provide additional assistance in the areas: [1] outreach to approximately 10,000 voters whose Sample Ballots were returned as undeliverable; [2] outreach to approximately 10,000 voters who requested County Absentee Ballots, but who had not requested a City absentee ballot; [3] outreach to approximately 10,000 voters in cases where County polling locations did not match locations listed on City Sample Ballots; [4] production of a public service announcement video that educates voters regarding the distinct differences between the County's InkAVote ballot and the City's Opto-Mark ballot and the need to cast each ballot into the correct ballot box.

This letter was reviewed by Senior Deputy City Attorney, Donna Gwin, on May 18, 2006 and Budget Management Officer, David Wodynski, on May 18, 2006.

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TIMING CONSIDERATIONS

With the close of the absentee application deadline on May 31, 2006, correspondence to affected voters must be mailed by May 26, 2006. Approval of this recommendation will allow necessary documents to be executed in a timely manner.

FISCAL IMPACT

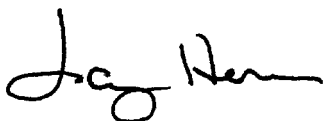
The City Clerk Department has budgeted \$2.1 million for the 2006 election cycle. Given numerous unforeseen service level demands, it is most likely that the amount will be exceeded once all election costs have been collected, after June 2006.

Although, the City Clerk Department will make its best effort to absorb any over-budget election costs within its departmental appropriations, a budget adjustment to increase department appropriations will likely be necessary.

SUGGESTED ACTION:

Approve recommendation.

Respectfully submitted,



Larry Herrera  
City Clerk