

**BOARD OF UTILITIES COMMISSIONERS**

1800 E. Wardlow Road, Long Beach, CA 90807  
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March 2, 2023

**Subject**

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Authorize the General Manager to amend the contract with Circlepoint Inc., by \$50,000 for a total amount not to exceed \$175,000.

**Executive Summary**

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The Public Affairs team is responsible for the department's community outreach, external and internal communications. To supplement the work of the three-person team, Public Affairs relies on outside consultants for on-call assistance. Circlepoint assists the department with its daily communications needs, including social media creative services, marketing campaigns, and graphic design services for large-scale projects. The department has worked with Circlepoint since 2019.

Since January, the department has dramatically increased requests to Circlepoint due to the consolidation of water, gas and sewer to the new Long Beach Utilities Department, as well as the winter gas price-spike crisis. Examples of work completed by Circlepoint include a bill explainer video for social media, a gas bill awareness campaign that earned more than 100,000 impressions and translated ads, social media posts in Spanish, Khmer, and Tagalog.

The Board of Utilities Commissioners approved the third and final renewal with Circlepoint in April 2022, prior to the utilities consolidation, for an amount not to exceed \$125,000. Additional funds are needed to finish out the contract, which expires in May 2023. A Request for Qualifications (RFQ) soliciting Statements of Qualifications for graphic design and strategic communications services is currently live on Long Beach Buys. Public Affairs will seek Board approval for agreements with selected vendors in April 2023.

**Recommendation**

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Authorize the General Manager to amend the contract with Circlepoint Inc., by \$50,000 for a total amount not to exceed \$175,000.

**Fiscal Impact:** These costs will be split between the Water and Gas funds. Portions of these costs have been budgeted in FY 23. The additional expenses can be absorbed within existing appropriation and will be included in future financial projections.

B. Anatole Falagan  
Assistant General Manager

Christopher J. Garner  
General Manager