



## City Council Staff Report

DATE: January 21, 2015

CONSENT CALENDAR

SUBJECT: APPROVE AMENDMENT NO. 2 TO THE AGREEMENT WITH SYMBLAZE FOR BRANDING AND CONSULTING SERVICES FOR THE PALM SPRINGS BUZZ.

FROM: David H. Ready, City Manager

BY: Community and Economic Development

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### SUMMARY

The City Council will consider Amendment No. 2 to the Agreement with Symblaze for six-months of post-launch consulting services for the Palm Springs BUZZ Trolley.

### RECOMMENDATION:

1. Approve Amendment No. 2 to Agreement No. 6552 with Symblaze, for an additional amount of \$32,724 and a revised total contract amount of \$87,549.
2. Authorize the City Manager to execute all necessary documents.

### STAFF ANALYSIS:

The City entered into an agreement for Symblaze for the development, marketing, branding, and other related services for the Downtown and Uptown Trolley – the Palm Springs BUZZ.

Staff recommends the City Council amend the contract to provide for six-months of post launch professional services in the amount of \$5,454 per month, plus reimbursable expenses. The initial launch period is coming to an end. The ongoing support period would begin two months after the initial BUZZ launch, or February 19.

Ongoing support services for sustaining ridership include: community stakeholder and rider liaison, coordination with the City on strategy and improvements to services, brand advocacy and ongoing social media outreach, and program coordination and quality assurance support services.

ITEM NO. 21

Symblaze developed the BUZZ brochure and route map, which will soon be headed to its third print run. New innovations would be to develop simpler and less expensive rack cards, as well as a "tear off" map (in pads) for hotels and restaurants, which would also have the information about the BUZZ app and the Perk Card.

Symblaze has developed most of the ads that have run in the various media channels, including the television commercial, radio spots, and print ads. Additionally, Symblaze will continue to administer the Facebook page *BUZZ PS*, launched in December and which now has over 1,000 "likes" and has a very high level of user engagement. Given the high level of user engagement, the Facebook page has turned out to be a very central part of the rider engagement strategy, and is important for directing riders to the newly-upgraded BUZZ website ([www.buzzps.com](http://www.buzzps.com)), which was also developed by Symblaze.

The BUZZ Perk Card program, too, which was introduced by Symblaze, has turned out to be much more popular than anticipated. Using it to earn rewards (by swiping it by the Zonar reader) is helping drive increased ridership, and the discount program available to all cardholders has turned out to be a very positive way for businesses in the City to connect to the success of the BUZZ. Thirty six businesses signed up to participate in January and 47 in February, and it could be twice that many by April. Such success has modified how the perks themselves are posted, with much more focus on a directory listing on the website than the initial printed "Perk Board," which has already become too difficult to read due to the large numbers of participants.

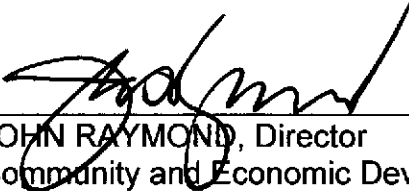
Symblaze helps guide some of these program changes, and then provides the materials necessary to get the word out through the various channels. Part of this next phase of work would be to more fully develop an outreach program that would educate the hospitality community about the BUZZ in groups or even one-on-one; and, the development of a volunteer "ambassador" program that would place ambassadors on the trolleys to sign people up for the BUZZ card, and educate visitors about the community. There is also interest with meeting planners in providing Perk Cards for their attendees, which could be a win-win for the participating conferences and the BUZZ itself. Finally, there will be additional effort put into pre-planning the use of the BUZZ in conjunction with major events already coming into the City, such as Coachella, Tachevah, Splash House, the Dinah Shore weekend, White Party, Pride, the parades, and others. The goal is to sustain a high level of user engagement after the initial excitement of the launch, and steadily build ridership levels over the year, even through the summer.

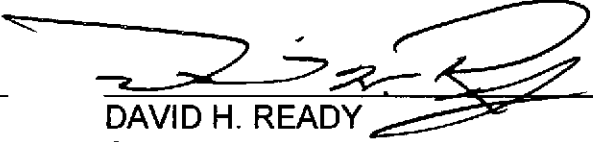
Part of the monthly cost, or \$1,170, would be for an email marketing campaign to the BUZZ Perk Cardholders. Each month each cardholder would receive the new BUZZ Perk Board, listing the perks for the month, plus another email with other BUZZ-related

news. The emails will also feature short profiles on a number of BUZZ Biz partners that help “close the loop” between trolley ridership and the participating businesses. Given the large and growing number of cardholders, the emails will need to be sent from a commercial email service, and the monthly preparation of an attractive HTML-based email that drives response will be an important aspect of the service.

FISCAL IMPACT:

Additional amount of \$32,724 for six months of consulting services post launch of the Palm Springs BUZZ. Sufficient funds for Palm Springs BUZZ consulting services are available in the Measure J Trolley account.

  
\_\_\_\_\_  
JOHN RAYMOND, Director  
Community and Economic Development

  
\_\_\_\_\_  
DAVID H. READY  
City Manager

Attachments:

Amendment No. 2 to Agreement No. 6552

**AMENDMENT NO. 2 TO CONSULTING SERVICES AGREEMENT**  
**Branding, Marketing and Consulting**

This Amendment No. 2 to the Consulting Services Agreement ("Amendment") is made and entered into this 18th day of February, 2015, by and between the City of Palm Springs, California, a California Charter City ("City"), and Symbblaze, Inc., a California Corporation, ("Consultant").

RECITALS

- A. City requires the services of a marketing/branding firm, to assist in developing the brand concept, imagery, marketing and promotion for the proposed trolley ("Project").
- B. Consultant has submitted to City a proposal to provide services to provide Branding, Marketing and Consulting services to City under the terms of this Agreement.
- C. Based on its experience, education, training, and reputation, Consultant is qualified and desires to provide the necessary services to City for the Project.
- D. City desires to retain the services of Consultant for the Project.

In consideration of these promises and mutual agreements, City agrees to retain and does hereby retain Consultant and Consultant agrees to provide services to the City as follows:

AGREEMENT

In consideration of the promises and covenants contained in this Amendment and other good and valuable consideration, the City and the Consultant agree:

SECTION 1. City and Consultant reaffirm that Amendment No.1 to the Agreement dated December 2, 2014, is for a total amount of \$54,825 consisting of the Original Agreement of \$15,040 for Branding Services Phases 2 and 3, and \$39,785 for Marketing and Promotional Services Phase 4.

SECTION 2. The Scope of Services/Work attached to the Agreement as Exhibit "A" and incorporated by reference (the "services" or "work") has been expanded and amended to include the attached Exhibit "A" included in this Amendment, including the agreed upon schedule of performance and the schedule of fees.

SECTION 3. Section 3.1 of the Agreement is hereby amended as follows:

Consultant shall be compensated and reimbursed for the services rendered under this Agreement in accordance with the schedule of fees set forth in Exhibit "A". The total amount of Compensation shall not exceed \$87,549.

SECTION 4. City and Consultant agree that the terms of the Agreement, shall remain unchanged and in full force and effect, except as specifically provided in this Amendment.

IN WITNESS WHEREOF, the Parties have executed this Agreement as of the dates stated below.

**“CITY”  
City of Palm Springs**

Date: \_\_\_\_\_

By: \_\_\_\_\_  
David H. Ready,  
City Manager

**APPROVED AS TO FORM:**

**ATTEST:**

By: \_\_\_\_\_  
Douglas C. Holland,  
City Attorney

By: \_\_\_\_\_  
James Thompson,  
City Clerk

**“CONSULTANT”  
SYMBLAZE, INC.**

Attention: Josh Morgerman  
8997 ½ Keith Avenue  
West Hollywood, CA 90069

Date: \_\_\_\_\_

By: \_\_\_\_\_  
Josh Morgerman  
EVP & Co-founder

Date: \_\_\_\_\_

By: \_\_\_\_\_  
Michael Horton  
CEO & Co-founder

Check one:  Individual  Partnership  Corporation

Corporations require two notarized signatures: One signature must be from Chairman of Board, President, or any Vice President. The second signature must be from the Secretary, Assistant Secretary, Treasurer, Assistant Treasurer, or Chief Financial Officer.

## Exhibit A

### Schedule of Services and Expenses

Branding Services Phases 2 and 3 (Original Agreement June 9, 2014)	\$15,040
Promotional services Phase 4 including development and design of marketing materials and plan (Amendment No. 1 October 1, 2014)	\$39,785
Marketing Implementation and Ongoing Support (Amendment No. 2)	
Ongoing Support Services (\$4,284 per month for six months commencing on February 19, 2015), plus	
Ongoing Email Services (\$1,300 per month for six months commencing on February 19, 2015),	
TOTAL (Amendment No. 2)	\$32,724
<b>TOTAL Contract Value</b>	<b>\$87,549</b>

**Exhibit B**

**Scope of Services**

Contained in Ongoing Services Proposal Dated February 10, 2015  
(Attached)

**symblaze**

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# Palm Springs BUZZ: Ongoing Services

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Proposal

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client	City of Palm Springs		
Project(s)	Palm Springs BUZZ: Promotional Services		
author	J. Morgerman, M. Horton, & Team		
created	10 February 2015	version	1.0

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# Contents

1.	INTRO .....	1
2.	ONGOING SUPPORT (AFTER LAUNCH).....	2
2.1	<b>Outreach &amp; Social Media</b> .....	2
2.2	<b>eMail Campaign: Creation, Execution, &amp; Management</b> .....	2
2.3	<b>The Team</b> .....	3
3.	TERMS OF ENGAGEMENT .....	4
3.1	<b>Timeframe</b> .....	4
3.2	<b>Pricing</b> .....	4
3.3	<b>Payment Terms</b> .....	4
4.	ASSUMPTIONS .....	5
5.	CONCLUSION .....	6

# 1. Intro

**The moment of truth came—and it went smashingly well! 😊**

We're delighted that the Palm Springs BUZZ has made such a splash—and has already become a City institution, delighting residents and tourists alike!

**Our challenge now?**

**Sustain and grow that buzz into something massive!**

In doing so, we hope to:

- **Continually increase ridership.**
- **Keep people talking about** it around town.
- **Immortalize it as a defining part of the Palm Springs experience** (like the trolleys in San Francisco or the trolleys in New Orleans)
- **Keep residents & visitors informed** Re: route changes, special days of operation, etc.
- **Sustain the magical aura** of the brand.
- **Delight.**

**This proposal explains how we're going to do that!**

Here's our plan...

## 2. Ongoing Support (After Launch)

As the initial novelty wears off and we head into season—and then off-season—ongoing supervisory and promotional services are key to sustaining the initial ridership through to the end of the pilot. And that’s where we’d like to help!

### 2.1 Outreach & Social Media

Our ongoing, weekly services entail not just promotional work, but also brand advocacy and light supervision and quality-assurance during peak trolley operational hours—not to mention a steady stream of cool, targeted multimedia activities.

#### Regular services:

- **Bi-weekly (every other week)**
  - **Liaising with community stakeholders & riders**—including fielding feedback/concerns (onboard, around town, and/or online), compiling this feedback, and reporting back to City weekly (up to 2 hours every other week).
  - **Working with City on strategy & improvements** (up to 2 hours every other week).
- **Weekly (Thu – Sun).** Real-time promotional work (**2.5 hours per week**), including:
  - **Taking/posting pictures on Facebook & 2 other social-media channels** to convey the experience in real time (up to **12 posts** per week, per channel).
- **Monthly.** Community & stakeholder outreach, including:
  - **Brand Ambassador training**
  - **Community & trade-group outreach**

#### Regular deliverables:

- **A torrent of witty, engaging social-media posting.** ☺
- **Photos**—a combination of smartphone & professional.
- **Designed collateral** such as colorful memes, new route maps, other simple/moderate pieces (up to 3 per month, including updates of existing pieces).
- **Reports** to City Re: ridership, issues, & feedback (**2 per month**).

#### One-time/special deliverables:

- **Perk Map.** This will be a dynamic Google Map showing the **route, participating businesses,** and the **perks** they offer. This **Map** will be an ideal way for riders to find nearby perks while on the trolleys. and it will be updated monthly to reflect the latest perks, as well as route changes.

### 2.2 eMail Campaign: Creation, Execution, & Management

eMail marketing (eMM) is a potent tool for segmenting audiences and delivering highly-targeted messages and getting results.

We envision a solution with **attractive, eye-catching design.** For brand consistency, it will match the look-and-feel of other BUZZ collateral. From a content standpoint, we’ll organize a flexible template that’s consistent month-to-month while also having the flexibility to serve up a wide array of news and messaging.

We propose **2 eMail Blasts per month:**

- At the beginning of the month to **announce the month's perks.**
- An additional eMail to **announce special hours, specials holiday events, & other fun stuff.**

eMail blasts will appear correctly on all commonly-used recipient platforms and browsers.

### **Services**

- **Integration of all member data into eMail platform.**
- **Conceptualization, design, content strategy & HTML production** of the eMail template.
- **Copywriting & editing** for blasts related to:
- **Deployment** of the eMail blasts.
- **Monitoring** for issues like heavy bounce rate, unsubscribes, etc.

## **2.3 The Team**

- **Josh Morgerman & Michael Horton.**
- **Additional SMBLZ Promoter**—to assist in Thu-Sun activities.
- **Designer**—to create pieces described above: 2 pieces to support each contest (if included), & up to 3 other pieces per month.
- **Professional Photographer**—to ride trolley & capture the experience **4 days per month.**

## 3. Terms of Engagement

### 3.1 Timeframe

This proposal assumes a **6-month term**.

At the beginning of the engagement, we'll create a plan for the entire period, anticipating holidays and other occasions for amplifying BUZZ exposure.

### 3.2 Pricing

SMBLZ is pleased to provide competitive pricing for the services described above:

- **Social Media & Outreach: \$4,760/month**
  - If the City opts for a 6-month term, the complete price will be discounted 10% for a project total of **\$25,704—or \$4,284/month**.
- **eMail Marketing: \$1,300/month**
  - If the City opts for a 6-month term, the complete price will be discounted 10% for a project total of **\$7,020—or \$1,170/month**.

### 3.3 Payment Terms

Ongoing support would be billed monthly, at the end of each month. Invoices are Net 30.

## 4. Assumptions

The following assumptions are meant to clarify and quantify the scope of required services as understood at this time. If any assumption changes or is incorrect, then the timeframe and/or budget described above may also change. It is assumed that:

- Project scope and requirements do not change significantly from the scope and requirements described in this proposal.
- SMBLZ has necessary and timely access to necessary City personnel and information.
- SMBLZ receives timely, consolidated creative feedback and sign-off from one City resource at key project milestones according to a mutually agreed-upon schedule to be set at commencement of services.
- The City of Palm Springs is responsible for all legal clearances—including trademarking.
- The City of Palm Springs is responsible for production (e.g., print management, installations, etc.) as well as all media purchases.
- The eMail marketing program will have no more than 5,000 recipients.
- The pricing in this proposal includes **agency labor fees only**. It does not include:
  - Cost of any hardware or software.
  - Cost of stock media assets (like stock photography, video or music).
  - Printing or print management. (This proposal covers the creation of the print files but not the actual printing or the management of the printing process. SMBLZ would be pleased to offer those services for an additional fee.)
  - Travel expenses.
  - Any other costs other than agency creative, management, & development fees as detailed in this proposal.

No such additional costs will be incurred without prior written authorization from City, and when appropriately incurred invoiced on a consolidated monthly basis.

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## 5. Conclusion

SMBLZ is excited at the opportunity to help sustain the magic of the BUZZ! ☺

If you have any questions, or would like additional information, please contact:

**Josh Morgerman**  
EVP / Co-founder  
SMBLZ

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Europe / +420 777 722 448

**eMail:** [josh.morgerman@symblaze.com](mailto:josh.morgerman@symblaze.com)

Thank you for considering us. We look forward to working with you on this!