

STAFF REPORT
COMPREHENSIVE COMMUNICATIONS PROJECT
APRIL 24, 2012

BACKGROUND:

The Comprehensive Radio Communications Project was initiated in early 2007 to determine the operational integrity of the city's radio communications system and the ability of the system to perform on a day to day basis supporting emergency and non-emergency operations. The study was to also include the ability of the system to create and maintain interoperability with neighboring jurisdictions as well as the implementation of state and federal interoperability frequencies. The study also addressed the status of the Emergency Communications Center (ECC) operations in relationship to staffing and training. In addition the project was to review and consider regulatory issues that may be of current or future concern.

A Request for Proposal (RFP) was issued through the city's Purchasing Agent to obtain the services of a professional consulting firm to work in a collaborative effort with city staff. The purpose of the RFP was to conduct a comprehensive study of the current radio system and provide recommendations in the form of a strategic plan for the correction of short term and long term issues dealing with the system. Several responses to the RFP were received and evaluated based on competency levels, experience and pricing, an award was made to L. R. Kimball and Associates. During early 2007 a task order was negotiated with L. R. Kimball and Associates to conduct this study. Funding for the study was derived from a grant received through the State Homeland Security Grant Program.

The study contained several elements including interviews with the system's current and prospective users including Police, Fire & Rescue, Inspections, Social Services, Public Services/Works and Winchester Public Schools. In addition the study involved on-site assessments of facilities, equipment, hardware and software and associated utilities supporting the various sites and equipment.

The study determined there were two primary issues facing the city which had a direct impact on the radio communications system. One of these issues was:

The current radio system's infrastructure in some cases was in excess of 15 years old and has or has nearly reached its life expectancy and capacity for supporting mission critical operations. It was also determined that radio coverage in some areas of the city was lacking, thus creating dead spots. This was particularly true inside some of the critical structures that had been previously identified. The primary areas of concern were:

Infrastructure:

- Infrastructure was beyond the normal operational life cycle
- Subscriber units (portables and mobiles) surpassed the normal life cycle
- Replacement and repair parts for the infrastructure and subscriber units were becoming difficult to locate and obtain and were not necessarily cost effective from a repair perspective
- Equipment age created situations eliminating the potential for upgrade
- The structure housing the primary radio communications equipment was inadequate to support current and future needs. These deficiencies included lack of environmental control, security, grounding, lighting arresting, rodent control and other items.

Regulatory Issues:

- Upcoming Federal Communication Commission (FCC) regulations would require narrowbanding of all frequencies below 520 MHz no later than January 2013. As all of the city's radio communications operates within the VHF band width (154 MHz) this would become an issue for consideration and compliance.
- The current radio communications infrastructure will not support the narrowband issue due to age.

System users identified other common issues impacting the current radio communications system. Areas identified by the users included:

- Lack of coverage including but not limited to in-building situations
- Lack of Interoperability
- Channel congestion and capacity
- Interference from outside agencies
- Lack of emergency operations coordination & planning
- Age of the system infrastructure and system security
- Lack of system maintenance
- Training
- Lack of coordination of equipment inventory

The stakeholder interviews also developed a list of future considerations and needs. These included:

- A city-wide, all agency radio system with increased channel capacity and more redundancy
- Repeated channels for the Fire & Rescue Department
- Improved coverage, particularly in-building coverage
- Preventive maintenance program including a life cycle replacement plan
- Interoperability between city agencies and neighboring jurisdictions
- Future system expandability
- Mobile data technology
- Automatic vehicle location technology
- City-wide and regional planning and data sharing
- Accessibility to national and state mutual aid channels
- Group paging
- Implementation of a city government wide cellular service program

Study Determinations:

Based on the interviews, site visits and system reviews the following determinations were developed based on operational needs.

- The existing infrastructure does not provide adequate coverage
- The existing infrastructure is antiquated and at risk of failure
- The existing infrastructure lacks the channel capacity to serve the operation need for additional tactical channels
- Interoperability demands between bordering agencies will continue to increase
- A portion of the existing portable and mobile radios and total infrastructure will require replacement due to upcoming narrowbanding requirement

- Any unplanned forced replacements of base equipment will satisfy narrowbanding and begin migration to narrowbanding
- New license application or modification will force operations to be narrowband by January 2011.

2007 Study Recommendations and Corrective Actions:

Voice System – Short term (present to 2009)

- Identify potential funding sources to upgrade/replace the current radio system (**discussed and budgeted**)
- Implement a preventative maintenance schedule (**accomplished in part**)
- Identify environmental and grounding issues at Jefferson and Piccadilly and addressed as soon as possible (**accomplished**)
- City should remain on VHF frequency band for optimum interoperability (**follow-up studies determined this could not be accomplished due to the inability to obtain additional VHF frequencies from the FCC**).
- City should immediately commission a frequency search to identify and license a minimum of 7 repeated channel pairs for immediate conventional use with a future plan to use the frequencies in a trunked narrowband configuration. (**studies were undertaken and it was determined that VHF frequencies were not available and could not be obtained**).
- Review licensing for Police channel 3 and insure it was properly licensed. (**this was undertaken and corrective action taken**).
- Install a back-up radio control station for the Police channels at the ECC to provide redundancy in event of a failure of the repeater (**Not accomplished**).
- Consider modifications to existing antenna system at Jefferson to improve coverage and stage for future improvements (**Not accomplished**).
- After completion of antenna modifications at Jefferson re-evaluate in-building systems (**antenna modifications not accomplished, re-evaluation not conducted**).

Following a thorough review of all information gathered during the research stage of the study it was determined that recommendations and decisions should pursue a path that forms a long term recommendation for a future Project 25 (P-25) digital standards based trunked radio system. Information contained in the study suggested a single site trunked system may provide the required coverage, however further studies should be conducted to determine if a single site meets the current and future requirements of the city. Furthermore the system could be developed and deployed as a singular project or in a phased, multi-year project approach. A budgetary estimate for a single site trunked radio system based on 2007 levels was in the \$3 - \$5 million range with a typical increase at a rate of 5% per year. A project amount of \$5million was included in budgetary documents as a multi-year project.

The study contains an in-depth detailed report including various aspects of a communications plan including Voice Systems - Short term (present to 2009), Voice Systems – Long Term, Site Connectivity, Mobile Data Terminal Recommendations and Emergency Communications Center Findings and Recommendations.

The report of the original study was reviewed and discussed and after due consideration by Council it was determined that a task order be executed with L. R. Kimball and Associates to pursue a more thorough and in-depth review of the city's radio communications system and present conceptual designs for consideration by Council. The stakeholders initiated a collaborative effort with the representatives from Kimball to review all

available options and begin design of a system that would meet current needs, regulatory issues and provide adequate operational capabilities for current and future needs. After much discussion and research based on the current state of operational capabilities and the needs assessment the following was determined:

- The Very High Frequency (VHF) radio spectrum would be the most desirable from a direct interoperability perspective. However, available VHF radio spectrum frequencies consisting of six (7) conventional repeated pairs were not available and would not be coordinated and issued by the FCC. Options were discussed and it was determined that the frequency spectrum would need to be modified from the VHF to the alternative spectrum in either the 700 MHz or 800 MHz range. It was determined during the communications stakeholders meeting of September 15, 2010 that the 700/800 spectrum would be pursued and the frequency coordination process initiated. The initial coordination application was pursued through the 700 MHz spectrum. After considerable time the state's 700 MHz committee recommended against the 700 MHz spectrum as the frequencies for the 700 MHz had not yet been permanently assigned within the commonwealth. The coordination of the 700 MHz to the city would be based on a temporary basis and at such time as the 700 MHz frequencies would be assigned permanently to the commonwealth a total reprogramming of all radios would be necessary creating additional expense to the city. It was further determined that the 700 MHz spectrum had additional narrowband requirements more stringent than VHF and this would become an additional regulatory issue the city would need to deal with in 2017. This would create an additional expenditure of unnecessary proportions for the city. After this the frequency coordination efforts were pursued utilizing the 800 MHz spectrum and six (6) pairs of frequencies were coordinated and obtained.
- The system should be designed to provide 95% coverage 95% of the time with an additional 20dB loss of the radio signal utilizing portables inside structures.
- The system should be of a trunked design permitting multiple talk paths for agencies
- The system is to meet all current regulatory compliance with all FCC regulations relating to narrowbanding.
- The system should be expandable
- The system will provide interoperability with neighboring jurisdictions as well as federal and state interoperable frequencies
- The system shall be fiscally responsible
- The system shall provide connectivity between all radio sites through micro wave or like technology

Subsequent to the submittal and review of the 2007 Communication's Study Report a thorough review was conducted and findings distributed. The review determined that the existing communications system confirmed the findings of the report and substantiated the necessity to implement the short term recommendations included and to discuss what further actions should be taken with regard to the long term recommendations to create a robust, technologically sound, dependable, operationally adequate and fiscally responsible radio communications system for the City of Winchester. These discussions revealed the need to establish a fully integrated radio communications system which would address the day to day needs of all users. This system would be of sufficient depth to provide communications for internal and external interoperability for daily operations and during major emergencies and/or disasters taking into consideration the need to communicate with neighboring jurisdictions as well as state and federal resources.

Through the procurement process the second task order was executed with L. R. Kimball and Associates to coordinate with city departments and agencies to engineer, create a conceptual design, perform technical analysis, assist in the creation of a procurement document (RFP), provide input during the review of the RFP process and oversight relating to the purchase, installation and acceptance of a communications system. This

was a lengthy and in-depth process involving representation from the stakeholders and the technical expertise provided by the team from L. R. Kimball and Associates.

During this process many avenues were explored to accomplish the mission of creating a radio communications system that would fulfill current user needs as well as provide future expandability. The various avenues examined ranged from the implementation of a quick fix/band-aid treatment to the creation of partnerships with neighboring jurisdictions and/or the Virginia State Police. The final result was to move forward with the design of a trunked radio system operating in the 800 MHz frequency spectrum.

Design and engineering considerations took into account issues of coverage, dependability, interoperability, system life expectancy and expandability. The established goals for the system were to have a system that was technologically sound creating 95% coverage 95% of the time with a 20 dB loss inside of structures utilizing portable radios. Additionally, connectivity from the transmitter site was to be provided through up to date technology as well the necessity to provide internal and external interoperability. As the research was completed the conceptual design identified the better system and most fiscally responsible system would be the implementation of and 800 MHz system. The conceptual design for this type of system was estimated to have an associated cost of \$4 - \$6M as reported to Council.

Through Council's guidance the RFP was developed for distribution within the market place to obtain proposals that would create a firm pricing platform. The RFP was developed and presented to Council identifying four (4) options for vendor considerations. Prospective vendors were invited to submit a proposal on any and/or all of the options. The options included:

- Trunked 800 MHz radio system
- Combination trunked 800MHz and VHF conventional system
- VHF minimal compliance
- Open architecture permitting vendors to provide any open technology or solution

City Council authorized the release of the RFP during the regular Council meeting of December 13, 2011. The RFP was subsequently distributed on December 15, 2011 with the proposal return date of February 29, 2012. A review of the proposal was initiated by the Communications Project Evaluation Committee which resulted in the creation of numerous (67) questions directed to the RFP respondent. A status report was presented to City Council during a work session of March 20, 2012, and an interview conducted with the RFP respondent on March 26, 2012.

Summary:

Attached for Council's review are the following documents:

- Public Safety/Services Communications Conceptual Designs Alternatives- this document was developed at the request of Council and previously distributed to identify various alternatives that were considered through the process and estimated cost of each alternative.
- Chronological Order of Events relating to the project through the current status
- Infrastructure Equipment Age Information
- Pricing information as obtained through the response to the RFP

Recommendation:

During the Regular Council Meeting of September 13, 2011 members of Council indicated their desire to review the RFP responses and consulting with staff to make a determination with regard to the acceptance of a proposal. The RFP was competitively bid and although a single response was received the proposal presents a viable system requiring consideration with regards to various options included in the proposal as well as options concerning the establishment and erection of a radio tower. Each of these items has particular nuances and each impact cost as well as future considerations that may be presented to Council for action. It is the opinion of staff that the received response meets the criteria established within the RFP, the guidelines established by Council and meets the current and future needs of the city.

Facilities Tour:

Members of Council are invited to tour the facilities associated with the current and proposed communications system. The tour date and time is currently being coordinated and will be forthcoming.

City of Winchester Public Safety/Service Communications Conceptual Designs and Alternatives

System Design	Positives	Negatives	Probable Cost	Comments
800 MHz	<p>Full Interoperability Internally & Externally Dependability Meets Narrowbanding Operational Capacity Expansion Capabilities</p>	<p>Greater Capital Outlay</p>	\$5.1 m	<p>Appears to be the most robust system providing greater capacity for operations and expansion while addressing overall interoperability. Considered to be most operationally viable cost effective with greatest longevity</p>
800 MHz Hybrid 800 Digital/VHF Analog	<p>Overall Improvement in Radio Communications Public Safety Operations on 800 MHz, Non-Public Safety VHF Spectrum Continued Use of VHF Spectrum for Non-public Safety Meets Narrowbanding</p>	<p>Disproportional Capital Cost related to overall interoperability as compared to full 800 MHz system Maintenance of two (2) radio systems Internal Interoperability utilizing gateways</p>	\$4.7m	<p>Should be considered as interim measure with the ultimate goal to move all internal radio communications to full 800 MHz at future time</p>
800 MHz Public Safety/Elimination of all Non-Public Safety Radio Communications	<p>Public Safety Agencies Radio Communications Improved Dependability Improve for Public Safety Public Safety Capacity Improved</p>	<p>Elimination of Internal Interoperability Reduced Efficiency of Non-Public Safety Agencies Reduced Overall Capacity through Elimination of Non-Public Safety Agencies Possibility of loss of 800 MHz & VHF Frequency Spectrum Licenses</p>	\$4.2m	<p>Creation of Disjointed Communications System with potential increase of operational budget due to utilization of alternative communications media By non-public safety agencies</p>

System Design	Positives	Negatives	Probable Cost	Comments
Virginia State Police Partnership	Established VHF Network ?? Maintenance of Infrastructure Interoperability with State Agencies	Increased Cost of Subscriber Units (High End) Maintenance Technicians & Shops all Selected by State Police, Higher Cost? Maintenance and Repair Prioritized by VSP Inclusion of Non-Public Safety Agencies Questionable Possible Future User Fee Loss of VHF Frequencies No Confirmation of Network Coverage Frequency use prioritized by VSP	\$3.6m cost of Public Safety only, does not include cost of maintenance or amount derived from cost sharing formula (3.2010)	Investigation of System indicated a higher cost, loss of system control and projected increase in overall operational cost. Research identified that several other jurisdictions had considered partnering with VSP but had declined
800 MHz Public Safety, Wireless Technology Non-Public Safety Agencies	Improved Public Safety Radio Communications Improved Capacity & Improved Ability for Expansion Public Safety	Loss of Internal Interoperability Fragmentation of Communications between Public Safety and Non-Public Safety Projected increased cost of operational budget with disproportional return	\$4.2m Public Safety projected cost to non-public safety agencies not projected, although increase budgetary cost relating to operations projected to increase with lesser degree of service	Final consideration indicate lack of viability to achieve interoperability

System Design	Positives	Negatives	Probable Cost	Comments
Increased VHF Frequency Coordination and Allocation	Utilization of current and newly coordinated frequencies resulting in decreased capital cost, (2008)	Unable to acquire additional frequencies through Association of Public Safety Communications Officials (APCO) Reduction of Effective Radiated Power (ERP) increasing dead spots	Unknown	Not pursued due to inability to coordinate frequencies
VHF Compliance Plan	Improvements in Reliability Reduced Capital Cost Retention of current level of Internal Interoperability Retention of all current users	Interim compliance measure No expansion of capacity Possible increase in dead spots (reduced coverage) No operational increase in capacity	\$1.6m	Viewed as short term corrective action to address current regulatory compliance, not considered as long term corrective action
Corrective Action Dead Spots	Reduce areas within the City that are experiencing lack of radio reception and transmission	Additional transmitter sites and or installation of antenna systems within privately owned structures Additional cost factor Additional maintenance for transmission sites and/or antenna installations Inability to obtain additional frequency coordination	TBD	Alternative not pursued as propagation studies would be necessary to locate transmitter sites and further studies would be necessary to identify specific structures needing internal antenna systems. Additionally, this could infringe on private sector businesses creating a unfriendly business environment.

COMMUNICATIONS PROJECT ORDER OF EVENTS

DATE	EVENT	ACTION/DISCUSSION
April 24, 2012	Council Presentation	Staff Report containing overview of project, status and pricing information presented to Council during work session
March 26, 2012	Vendor Interviews	Evaluation Committee conducted vendor interviews relating to project, questions that had been developed and overall project
March 20, 2012	Status Report	Status Report of RFP responses and overall project presented to Council during work session
March 13, 2012	Evaluation Committee Meeting	Evaluation Committee met to discuss individual reviews and consider grading process
March 2, 2012	RFP Responses Distributed	Responses distributed to members of Evaluation Committee with directions relating to review and grading process
February 29, 2012	RFP Responses Received	RFP response submitted in sealed format to Purchasing Agent as prescribed no later than 2:00 PM
January 10, 2012	Pre-proposal Meeting	Mandatory pre-proposal meeting conducted with all vendors who may have an interest in submitting a proposal
December 15, 2011	RFP Distributed	RFP Distributed to potential vendors with return date of February 29, 2012
December 13, 2011	RFP Authorized for Distribution	RFP presented to Council during regular Council meeting and authorized for distribution
November 22, 2011	Draft RFP Presented	Draft RFP Presented to Council during work session with recommendation to add to agenda of regular Council Meeting of December
September 30, 2011	Request for Proposal (RFP)	RFP Development Initiated
August 23, 2011	Council Work Session	General Discussion of Communication Project. Resolution in addition to a matrix of plans that had been examined and 3 rd party consultants will be presented for discussion.
August 16, 2011	Council Work Session	Presentation by L. R. Kimball & Assoc. relating to 800 MHz, 800 MHz Hybrid and VHF Compliance Plan. Discussion revolved around many aspects of overall project and history of such. Resolution was presented but tabled with request for additional info.

DATE	EVENT	ACTION/DISCUSSION
July 26, 2011	Council Work Session	Original date of presentation of 800 MHz Plan and VHF Compliance Plan. Rescheduled as Mr. Gerhart was transitioning in and Mr. O'Connor was transitioning out. Mr. Gerhart recommended examining a hybrid plan of 800 MHz and VHF spectrum
May 18, 2011	Amendment to contract with L. R. Kimball executed by Mr. O'Connor	Amendment authorized a modification in the scope of work permitting Kimball to review a conceptual design for a Narrowband Compliance Plan in addition to the 800 MHz plan. The modification in the scope of work was to have no impact on the cost of the contract with Kimball.
February 16, 2011	Stakeholders' review of draft presentation	Review of stakeholders and input provided by Mr. O'Connor indicated plan may not be acceptable to Council. Was directed to research other alternatives. Draft was not accepted or presented to Council.
February 7, 2011	Met with Councilor Tagnesi	Met with Councilor Tagnesi at request of Mr. O'Connor to brief Mr. Tagnesi on communications project and current status. Had good discussion and advised that staff was to review draft of presentation the following week.
September 28, 2010	Council Work Session	L. A. Miller provided update on project to Council including the various project phases as well as that due to circumstances beyond the control of the stakeholders the radio spectrum that would be pursued would be the 800 MHz spectrum of a digital communications trunked nature and would be Project 25 (P-25) compliance
September 15, 2010	Conference Call meeting with stakeholders and project team from L. R. Kimball	Extensive discussion took place relating to the availability of radio spectrums and the pros and cons of each. Due to the inability to obtain additional VHF frequencies it was decided that the 800 MHz frequency spectrum would be the spectrum of choice initiated.

DATE	EVENT	ACTION/DISCUSSION
September 1, 2010	Project Kick-off Meeting	Kick-off meeting with stakeholders and representatives of the team from L. R. Kimball was conducted. As seen in item 6 of the minutes that the scope of the contract would be altered to include the VHF spectrum as an alternative.
July 13 – Sept. 1, 2010	Met with Councilor Veach following his appointment as the Council Liaison for Comm. Project	Met with Councilor to discuss project and his vision and the vision of Council
July 13, 2010	Regular Council Meeting	Resolution R-2010-43 to authorize agreement amendments with L. Kimball and Assoc. to complete services on Radio Communications System
June 29, 2010	Meeting Councilors Major and Veach	Discussion between Councilors Major and Veach, Mr. O'Connor, Capt. Kensinger, Erin Elrod and L. A. Miller appeared to have resolved outstanding questions and project was to move forward. This occurred as indicated during the Regular Council Meeting of July 13, 2010
March 23, 2010	Council Work Session	Chief Sanzenbacher addressed Council. Councilor Veach requested the City Attorney review the contract and RFP relating to this item
September 1, 2009	Community Safety & Public Services Committee Meeting	Briefing with regard to communications system was presented by L. A. Miller, based on information compiled by others a range of three (3) cost estimates were presented. Additionally, Dan Smith of L. R. Kimball and Assoc. made a presentation relating to the FCC regulations pertaining to narrowbanding

Revised 4.16.2012

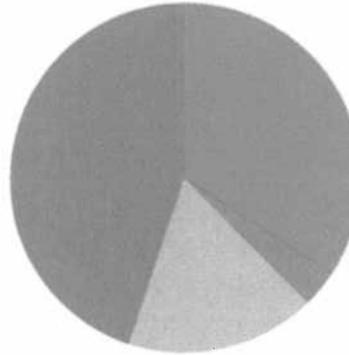
Communications Equipment Inventory Form

Department : Winchester Emergency Communications

UNIT TYPE (Base, Mobile, Portable)	MANUFACTURER	MODLE NO.	MANUFACTURER'S SERIAL NUMBER	ASSIGNED TO (Vehicle, Individual, Etc)	MONTH/YEAR
Base	Motorola	MTR 2000	474CCPD108	PD 1 Piccadilly	FEB 1989
Base	Motorola	MTR 2000	474CCPD111	Fire 1/2 Piccadilly	FEB 1989
Base	Motorola	Micot C73RTB-31051	201CDY0345	Fire 3 Piccadilly	DEC 1979
Base	Motorola	MTR 2000	474CYP0235	PD 1 Jefferson	JUL 1998
Base	Motorola	L53BBB1100DM	280HCS0289	Public Works (Radio OOS, can not be fixed, running off control)	SEP 2002
Base	GE	GE MASTRII SYSTEM	No key for radio	SIRS	
Base	Motorola	MSR 200 C73GSB6105AT	482CJU1253 (NEED FAN GUARD)	PD 3	OCT 1984

**RFP No. 200823 - Comprehensive Radio Communications Project
Proposal Pricing Summary**

Equipment and Installation Price	
Replace & Upgrade Radio Infrastructure Equipment	\$ 1,207,410.00
Replace & Upgrade PTP800 Point to Point	\$ 118,461.00
Replace & Upgrade Site Facilities	\$ 622,862.00
Replace & Upgrade Subscriber Equipment	\$ 1,595,223.04
Sub-Total:	\$ 3,543,956.04
Less Discount: Customer Loyalty	(\$350,496.60)
Less Discount: Purchasing at least 550 subscribers:	(\$409,065.44)



- Replace & Upgrade Radio Infrastructure Equipment
- Replace & Upgrade PTP800 Point to Point
- Replace & Upgrade Site Facilities
- Replace & Upgrade Subscriber Equipment

TOTAL:	\$ 2,784,394.00	====>> Optional: Encryption	\$ 137,016.80	====>> GRAND
		====>> Optional: GPS	\$ 549,594.80	====>> TOTAL: \$ 3,571,005.60
		====>> In-house Est. Cost *	\$ 100,000.00	====>>

Definition of Included Hardware and Software:		Optional
Replace & Upgrade Radio Infrastructure Equipment:	System Control and Monitoring Equipment Alarm and Control Equipment and Services Training Base Station Equipment Radio Dispatch Console System Warranty (1 year included)	Optional: Extended Warranty & Software Maintenance (Years 2 to 5) - annually \$171,384
Replace & Upgrade PTP800 Point to Point	Digital Microwave Engineering and Services	
Replace & Upgrade Site Facilities	Emergency Generator 250' Tower (City owned) FAA Study Site Preparation and Finishing Fencing Prefabricated Shelter Structural Analysis Permitting Grounding and Surge Protection	Optional: American Tower owned/City leased ** Optional: City owned (public safety only) ** Optional: City owned (lease to private) **
Replace & Upgrade Subscriber Equipment	Mobile Radio Portable Radio Pagers Warranty (1 year included)	Optional: Encryption \$137,016.80 Optional: GPS \$549,594.80 Optional: Extended Warranty & Software Maintenance (Years 2 to 5) - annually \$53,000

Lease Financing: Motorola offered a lease financing option that would count towards the City's debt capacity. Staff doesn't recommend.

Foot Notes:

* In-house costs consist of staging & review, utilities and other ancillary charges.

** A conditional use permit will be required to be approved by City Council prior to the construction of a proposed new emergency transmission/receiving tower and supporting facility in conformance with the guidelines established in Section 18-2 of the Winchester Zoning Ordinance.

CITY OF WINCHESTER, VIRGINIA

PROPOSED CITY COUNCIL AGENDA ITEM

CITY COUNCIL/COMMITTEE MEETING OF: April 24, 2012 **CUT OFF DATE:** April 17, 2012

RESOLUTION ORDINANCE PUBLIC HEARING

ITEM TITLE: Comprehensive Communications Plan

STAFF RECOMMENDATION: Information provided meets the guidance provide by Council and the specifications included in the RFP. Staff is prepared to address questions regarding the provided information.

PUBLIC NOTICE AND HEARING: N/A

ADVISORY BOARD RECOMMENDATION: N/A

FUNDING DATA: Mary Blowe is present to address funding recommendations and options

INSURANCE: N/A

The initiating Department Director will place below, in sequence of transmittal, the names of each department that must initial their review in order for this item to be placed on the City Council agenda. The Director's initials for approval or disapproval address only the readiness of the issue for Council consideration. This does not address the Director's recommendation for approval or denial of the issue.

<u>DEPARTMENT</u>	<u>INITIALS FOR APPROVAL</u>	<u>INITIALS FOR DISAPPROVAL</u>	<u>DATE</u>
1. _____	_____	_____	_____
2. _____	_____	_____	_____
3. _____	_____	_____	_____
4. _____	_____	_____	_____
5. City Attorney	<i>[Signature]</i>	_____	4/18/2012
6. City Manager	<i>[Signature]</i>	_____	4/18/12
7. Clerk of Council	_____	_____	_____

Initiating Department Director's Signature: *[Signature]* Date: 4-16-2012



APPROVED AS TO FORM:

[Signature]
CITY ATTORNEY

4/18/2012