

# STAFF REPORT

City of Lancaster

CC {{item.number}}
7/23/2024
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**Date:** July 23, 2024

**To:** Mayor Parris and City Council Members

**From:** Jennifer Seguin, Communications Manager

**Subject:** Professional Services Agreement – Tiffany Johnson

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**Recommendations:**

1. Approve a Professional Services Agreement with Tiffany Johnson in an amount not to exceed \$205,000 to cover work done in FY 2024 and FY 2025; and
2. Authorize the City Manager, or his designee, to execute any amendments to the Agreement deemed necessary to complete the project in a form approved by the City Attorney; and
3. Find that this item is not a project pursuant to the California Environmental Quality Act

**G.C. Section 84308:** No

**Fiscal Impact:**

The total cost of \$205,000 will cover the work done in fiscal year 2024 and the anticipated work for fiscal year 2025.

**Background:**

If approved by the City Council, this Professional Services Agreement will allow Tiffany Johnson to continue her critical role in producing high-quality content for L28, the City of Lancaster’s media platform.

The L28 Team has made significant progress over the last six months, establishing a consistent format and production schedule that has allowed for numerous stories to be produced and broadcast. Tiffany Johnson has been instrumental in this progress, overseeing the production of engaging and informative content that highlights the best of Lancaster. Her expertise and familiarity with the City’s ongoing projects make her an invaluable asset to the L28 team.

Under the supervision of Tiffany Johnson, L28 will continue to produce one eight-story episode every week, with one week between the conception of the stories and the filming of the related episode. This position will allow for around-the-clock oversight of the content being produced, ensuring that the standards of story writing, videography, and on-camera presence meet the expectations of City Leadership, the City Manager's Office, and the Communications Department.

In addition to production, Tiffany Johnson will coordinate call times, event coverage, and manage the L28 Team's production calendar while meeting weekly deadlines accordingly. Her role is crucial for maintaining the high standards of L28 and ensuring the platform continues to effectively promote the City of Lancaster both internally and externally.

Given Tiffany Johnson's extensive experience and unmatched familiarity with the City's projects, there is no cost advantage in soliciting bids from other vendors. Her prior work ensures continuity, and it is critical for the timely and efficient completion of our projects, justifying Tiffany Johnson as the sole source provider for these services.

**Attachments:**

Professional Services Agreement  
Sole Source Memo