

CITY OF SANTA ROSA
BOARD OF PUBLIC UTILITIES

TO: BOARD OF PUBLIC UTILITIES
FROM: ELISE HOWARD, COMMUNICATIONS COORDINATOR, SANTA ROSA WATER

SUBJECT: SECOND AMENDMENT TO PROFESSIONAL SERVICES AGREEMENT WITH TIV, FOR CREATIVE SERVICES, TO INCREASE COMPENSATION BY \$100,000

AGENDA ACTION: MOTION

RECOMMENDATION

It is recommended by the Water Department that the Board of Public Utilities, by resolution, approve a second amendment to Professional Services Agreement F001931 with TIV to provide creative services for \$100,000, with a total not to exceed amount of \$199,000.

EXECUTIVE SUMMARY

To maintain awareness of the severe drought conditions facing our region and to connect customers to water-saving tips, tools, and resources Santa Rosa Water is requesting additional funds be added to support the City's multi-media drought campaign.

BACKGROUND

TIV is a qualified Santa Rosa based creative services provider that has a proven track record of supporting Santa Rosa Water's strategic communications and outreach initiatives. Previous creative services provided by TIV have included the development of marketing materials for new initiatives and existing campaigns, such as:

- Drought and/or Emergency Related Outreach - Supporting water saving and/or emergency initiatives.
- Take it From the TAP! – Educating residents about the benefits of taking their water from the tap and using reusable water bottles.
- Streets to Creeks – Connecting residents to their local creeks and developing creek stewards in our community.

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- Investing in Our Water Infrastructure – Creating a better understanding of how customer water bills are invested and the need to invest more in our water infrastructure.

PRIOR BOARD OF PUBLIC UTILITIES REVIEW

Not applicable.

ANALYSIS

On February 25, 2019, an agreement (F001931) between the City and TIV was approved, under the Assistant City Manager's signature authority, with a not to exceed amount of \$40,000 for creative services. On January 11, 2021, a first amendment was approved, under the Assistant City Manager's signature authority, to add an additional \$59,000 in funds, with a total not to exceed amount of \$99,000. The first amendment was needed for the continued development, management, and implementation of strategic outreach campaigns for Santa Rosa Water.

Due to the severity of the drought, communications demands, and the effectiveness of the existing drought campaign created by TIV, Santa Rosa Water is looking to acquire additional services from TIV to efficiently and effectively move this campaign forward and achieve continued community-wide water savings.

FISCAL IMPACT

Funds for this expense are included in the Water Department's Fiscal Year 2020-21 Operations and Maintenance budget.

ENVIRONMENTAL IMPACT

This action is exempt from the California Environmental Quality Act (CEQA) because it is not an action which has a potential for resulting in either a direct physical change in the environment, or a reasonably foreseeable indirect physical change in the environment and, is not a project pursuant to CEQA Guidelines Section 15378.

BOARD/COMMISSION/COMMITTEE REVIEW AND RECOMMENDATIONS

This item was considered for recommendation at the October 28, 2021 Contract Review Subcommittee of the Board.

ATTACHMENTS

- Attachment 1 -Second Amendment to Professional Services Agreement Number F001931 with TIV

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CONTACT

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