

**SECOND AMENDMENT
TO PROFESSIONAL SERVICES AGREEMENT NUMBER F001931
WITH TIV**

This Second Amendment to Agreement number F001931, dated February 25, 2019 ("Agreement") is made as of this _____ day of _____, 2021, by and between the City of Santa Rosa, a municipal corporation ("City"), and TIV, a California Corporation ("Consultant").

RECITALS

- A. City and Consultant entered into the Agreement for Consultant to provide creative services that support strategic communications and outreach initiatives. Creative services include the development of marketing materials for new initiatives and existing campaigns.
- B. City and Consultant now desire to amend the Agreement for the purpose of increasing compensation and amending scope of services.

AMENDMENT

NOW, THEREFORE, the parties agree to amend the Agreement as follows:

1. Section 1. Scope of Services

Exhibit A to the Agreement is replaced by Exhibit A-1 to this Amendment.

2. Section 2. Compensation

Section 2(c) is amended to increase the compensation payable to Consultant under the Agreement by \$100,000 to read as follows:

"Notwithstanding any other provision in this Agreement to the contrary, the total maximum compensation to be paid for the satisfactory accomplishment and completion of all tasks set forth above shall in no event exceed the sum of one hundred ninety-nine thousand dollars and no cents (\$199,000.00). The City's Chief Financial Officer is authorized to pay all proper claims from Charge Number 51000 Number ."

All other terms of the Agreement shall remain in full force and effect.

Executed as of the day and year first above stated.

CONSULTANT:

Name of Firm: TIV

TYPE OF BUSINESS ENTITY (*check one*):

Individual/Sole Proprietor

Partnership

Corporation

Limited Liability Company

Other (please specify: _____)

Signatures of Authorized Persons:

By:  _____

Print Name: Brandt Hoekenga

Title: President

By:  _____
Christy Hoekenga (Oct 13, 2021 16:49 PDT)

Print Name: Christy Hoekenga

Title: Treasurer/Secretary

City of Santa Rosa Business Tax Cert. No.

06516708

Attachment: Exhibit A-1 - Scope of Services

CITY OF SANTA ROSA

a Municipal Corporation

By: _____

Print Name: _____

Title: _____

APPROVED AS TO FORM:

Office of the City Attorney

ATTEST:

Recording Secretary



SANTA ROSA WATER
SCOPE OF WORK
09/24/21

PROJECT SUMMARY

Providing creative services to Santa Rosa Water that supports their strategic communications and outreach initiatives. Creative services include the development of marketing materials for new initiatives and existing campaigns. This work includes, but is not limited to the following educational campaigns:

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 it from the tap.

Streets to Creeks – Connecting residents to their local creeks and developing creek stewards in our community.

Investing in Our Water Infrastructure – Creating a better understanding of how your water bill is invested and the need to invest more in our water infrastructure.

Water Reuse and the Environment – Developing an on-site and virtual tour program that educates residents about closing the loop on reuse.

SERVICES

ACCOUNT PLANNING

- Marketing
- Planning
- Consumer insights
- Strategic direction
- Research
- Data

MARKETING & DESIGN

- Branding
- Packaging
- Promotional Materials
- Exhibit/Environmental Graphics
- Advertising
- Copywriting & Content Development
- Illustration
- Production
- Photography Management

INTERACTIVE

- Web
- App Development
- Internet Marketing
- Social Media

PRICING

TIV branding works on a project basis or at an hourly rate of \$175/hr.











Second Amendment to Professional Services Agreement F001931

Final Audit Report

2021-10-13

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