Agenda Item # 8.2
For Board Meeting of: May 15, 2025

CITY OF SANTA ROSA
BOARD OF PUBLIC UTILITIES

TO: CHAIR AND BOARD MEMBERS
FROM: NICK SUDANO, SENIOR ENVIRONMENTAL SPECIALIST, SANTA ROSA WATER
SUBJECT: WAIVER OF COMPETITIVE BIDDING AND PROFESSIONAL SERVICE AGREEMENT WITH TIV BRANDING

AGENDA ACTION: MOTION

RECOMMENDATION

It is recommended by Santa Rosa Water that the Board of Public Utilities, by motion, (1) waive competitive bidding for a Professional Service Agreement (PSA) for public outreach services and (2) authorize the award of the PSA to TIV Branding in an amount not to exceed $105,000.

EXECUTIVE SUMMARY

The Storm Water and Creeks team of Santa Rosa Water is required to conduct public education in compliance with National Pollutant Discharge Elimination System (NPDES) Order R1-2015-0030. Since 2018, TIV Branding Inc. (TIV) has created compelling and dynamic marketing campaigns for the City of Santa Rosa (City) to meet permit objectives by inspiring community education and behavior change to raise local awareness of our storm water systems and the impact of pollutants on our creeks. TIV designed and implemented successful campaigns incorporating both traditional and non-traditional marketing techniques that effectively get messaging out to our intended audiences. A Professional Services Agreement (PSA) with TIV will allow the Storm Water and Creeks team to maintain, build upon, and develop new creative programs, services, and materials. Specifically, the work under this new PSA will build upon existing campaign creative and support strategic communications and outreach initiatives for the *Streets to Creeks* campaign and new initiatives.

BACKGROUND

The City of Santa Rosa is required to comply with the National Pollutant Discharge Elimination System (NPDES) Permit and Waste Discharge Requirements for Discharges from the Municipal Separate Storm Sewer Systems (Order No. R1-2015-0030) for Russian River Watershed Phase 1 Co-Permittees (Permit). The NPDES

Permit became effective on January 6, 2016. Section VI.B.2.1 requires development and implementation of a Public Information and Participation Program.

Since 2018, TIV Branding has supported the Storm Water & Creeks section of Santa Rosa Water to help the City comply with the strategic communications and outreach initiatives set forth in its NPDES Permit. The City contracted with TIV to create compelling and dynamic marketing campaigns to inspire community education and behavior change, and to raise local awareness of our stormwater systems and the potential impact of pollutants on our creeks. This work has focused on, but is not limited to, the outreach programs required by the Permit: Residential, Children, Ethnic Communities, and Industrial/Commercial Facility.

Some of the main outreach programs developed with TIV include the award-winning *Streets to Creeks* campaign, the *Creek Protector* program for kids, a post-fire storm drain protection and clean-up campaign after the Glass Fire, and the *Every Piece Inspires Change* (EPIC) pilot project currently taking place in Roseland. The *Streets to Creeks* campaign has grown to include partnerships with thirteen other municipalities from Sonoma, Contra Costa, Marin, Napa, and Mendocino counties.

PRIOR BOARD OF PUBLIC UTILITIES REVIEW

Not applicable.

ANALYSIS

Public awareness of storm drainage issues is a key component of compliance with state and regional water quality permits, and ongoing education is critical for improving residents' understanding of the stormwater system and services. In addition, it educates stakeholders about the importance of stormwater funding and program gaps for repairing, replacing, and maintaining the stormwater system. Sustained and ongoing education, outreach, and engagement supports the creation of community partners to help manage stormwater issues and facilitates trust that Santa Rosa Water has a plan to provide and protect our natural resources within the City.

There are numerous audiences who have varying awareness of stormwater issues and consume information in different ways and through different media. TIV has successfully developed customized approaches for communicating with each of these audiences to frame the conversation on topics of most interest to specific stakeholders. Moreover, data shows that for the City's current campaigns developed by TIV, the cost per engagement with the public continues to decrease over time.

The *Streets to Creeks* campaign in particular continues to be highly efficient and effective. The City can tailor it to specific needs on short notice, eliciting strong immediate responses from the public without having to build a campaign from scratch. For example, during the 2019 Glass Fire, the City was able to immediately switch

campaign messaging to post-fire storm drain protection and clean-up. This flexibility will be important as the City builds upon existing programs to develop campaigns for new initiatives required for permit compliance, such as statewide trash amendment compliance, pathogen total maximum daily loads (TMDL), and nutrient TMDL compliance initiatives.

This is a new agreement with TIV based on prior satisfactory service. Partnering with TIV will allow the City to most efficiently continue the work of existing programs, and leverage that work to develop new strategies to meet upcoming NPDES Permit requirements.

FISCAL IMPACT

Approval of this action does not have a fiscal impact on the General Fund.

Funds for this PSA have been appropriated to the Storm Water Enterprise Fund ledger keys 330502 and 330501. The amount of the PSA is not to exceed $105,000.00. The PSA is currently planned to be utilized over the next three to five years with $35,000 anticipated to be budgeted for fiscal year 2025/26.

ENVIRONMENTAL IMPACT

Pursuant to CEQA Guidelines Section 15378, the proposed action is not a “project” subject to the California Environmental Quality Act (CEQA) because it does not have a potential for resulting in either a direct physical change in the environment or a reasonably foreseeable indirect physical change in the environment. In the alternative, the proposed action is exempt from CEQA pursuant to CEQA Guidelines Section 15061(b)(3) because it can be seen with certainty that there is no possibility that the project may have a significant effect on the environment.

BOARD/COMMISSION/COMMITTEE REVIEW AND RECOMMENDATIONS

Not applicable.

NOTIFICATION

Not applicable.

ATTACHMENTS

- Attachment 1 – Professional Services Agreement with TIV Branding

PRESENTER

Nick Sudano, Senior Environmental Specialist