Professional Service Agreement:

TIV Branding

Santa Rosa WATER

May 15, 2025 • Nick Sudano, Senior Environmental Specialist

Background

- **2019**: City hired TIV Branding for creative services to support strategic communications and outreach initiatives
  - National Pollutant Discharge Elimination System (NPDES) Permit compliance
  - Community education and behavior change
  - Marketing materials for new initiatives and existing campaigns
- **Streets to Creeks**
  - Now a partnership with 13 other municipalities from Sonoma, Contra Costa, Marin, Napa, and Mendocino counties

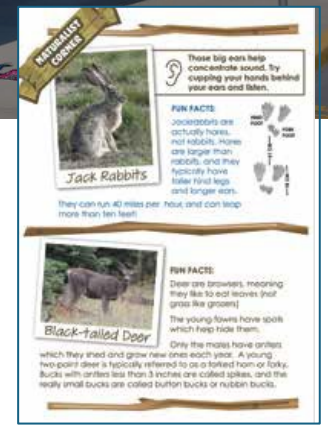
STORM DRAINS CONNECT STREETS TO CREEKS OURS TO PROTECT

TRASH CAMPAIGN YOUR CREEK RESIDENTIAL COMMERCIAL CAR WASHING GET INVOLVED RESOURCES SPILL NUMBERS English

2023 CASQA AWARD OUTSTANDING PUBLIC OUTREACH PROJECT

CREEK PROTECTOR RUSSIAN RIVER WATERSHED

CREEK PROTECTOR FISH APPROVED



STORM DRAINS CONNECT STREETS TO CREEKS OURS TO PROTECT

OURS TO PROTECT

OURS TO PROTECT FOR MORE INFORMATION VISIT STREETSTOCREEKS.ORG

New Professional Services Agreement

- To continue development, management, and implementation of existing campaigns
- To develop new strategic outreach campaigns that build off of prior work
- To continue development of collateral material, multicultural outreach, and strategies for community involvement
- To perpetuate brand recognition and program consistency

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New Professional Services Agreement

- Use lessons learned from other municipalities throughout the state
- Maintain ongoing general education and community engagement
- Capitalize on the momentum, community resources, and success of the *Streets To Creeks* campaign
  - Cost per engagement decreasing

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Scope of Work

- Campaigns
  - Trash Compliance
  - Rain Ready
  - Spanish Speaker
  - Action Tracker
  - Neighbor to Neighbor Requested Education
  - Youth Engagement
- Web Improvements
- Community Tools
- Events
- Spanish Speaker Outreach
- Community Awareness and Behavior Change
- Low Impact Development
- Asset Library
- Outdoor Advertising
- Youth Creek Stewardship
- Permit Compliance
- Total Maximum Daily Loads

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Summary

- PSA not to exceed $105,000.00
- To be funded by the Storm Water Assessment (no General Funds)
- To be used before June 30, 2029
- Waiver of Competitive Bidding consistent with Section 3-08.100 (D)

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.

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Questions?

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