

CITY OF SANTA ROSA
BOARD OF PUBLIC UTILITIES

TO: BOARD OF PUBLIC UTILITIES
FROM: ERICH RAUBER, SUPERVISING ENGINEER
TRANSPORTATION AND PUBLIC WORKS DEPARTMENT
SUBJECT: PROFESSIONAL SERVICES AGREEMENT FOR PUBLIC
COMMUNICATIONS AND COMMUNITY ENGAGEMENT
STRATEGY RELATED TO NORTH TRUNK SEWER
REPLACEMENT PROJECT

AGENDA ACTION: MOTION

RECOMMENDATION

It is recommended by the Transportation and Public Works Department and the Water Department that the Board, by motion, approve a Professional Services Agreement with Mark Millan dba Data Instincts, of Windsor, California, for Public Communications and Community Engagement Strategy related to the North Trunk Sewer Replacement project.

EXECUTIVE SUMMARY

This motion will award a Professional Services Agreement (PSA) for public communications and community engagement strategy services associated with construction contract C00158 – North Trunk Sewer Replacement – Mendocino Ave to Terra Linda Dr.

BACKGROUND

The North Trunk Sewer Replacement Project will address the existing lack of accessibility to the north trunk sewer main for routine maintenance and risks associated with traversing adjacent to and/or under an existing watercourse. The project will also relocate approximately 1,950 feet of existing 12-inch and 15-inch vitrified clay pipe (VCP) sewer main located adjacent to Paulin Creek and 1,350 feet of existing 15-inch reinforced concrete pipe (RCP) located in Mendocino and Lomitas Lane. Approximately 1,866 feet of 8-inch water main will be installed in various parts of Chanate Road, Lomitas Avenue and Lomitas Lane to both increase and upgrade the existing water system and provide separation from the new sewer main.

The project is on or directly adjacent to a major transportation route with few alternative routes. Major work must occur in the fall when red flag warnings are at their highest.

There has been much interest and concerns voiced by local residents about ensuring that emergency evacuation routes are developed and able to be implemented if needed. Thus, a well-planned community outreach program is needed.

PRIOR BOARD OF PUBLIC UTILITIES REVIEW

On March 21, 2019, the Board of Public Utilities approved the North Trunk Sewer Replacement–Mendocino Ave to Terra Linda Dr project, adopted a Mitigated Negative Declaration for the project, adopted a Mitigation and Monitoring Program for the project, and directed City staff to file a Notice of Determination, which was subsequently filed on March 22, 2019.

ANALYSIS

A Request for Proposals for public communications and community engagement strategy services associated with the North Trunk Sewer Replacement Project was released on June 8, 2020. Forty three (43) public relations firms reviewed the Plant Bids posting; staff fielded questions from three (3) of these firms, and on June 16, 2020, one (1) response was received from Mark Millan dba Data Instincts. Their proposal was evaluated based on responsiveness to the RFP, qualifications and experience, demonstrated technical abilities, availability to perform the scope of work, work plan and reference projects. Mark Millan dba Data Instincts has worked with the City on several projects, including the Stony Point widening – Phase 2 project. He and his team have demonstrated ability to successfully address key issues with consistent project updates, and prompt responses to issues raised by the public. The proposal received from Mark Millan dba Data Instincts demonstrates these qualifications and experience with the project scope of work, and the contract not-to-exceed amount of \$185,000.00 is reasonable given the project size and two-year duration.

FISCAL IMPACT

Approval of this contract has no additional impact on the budget. Funds for this project were appropriated in the fiscal year 2020/21 Capital Improvement Program budget.

ENVIRONMENTAL IMPACT

On March 21, 2019, the Board of Public Utilities adopted a Mitigated Negative Declaration for the project, adopted a Mitigation and Monitoring Program for the project, and directed City staff to file a Notice of Determination, which was subsequently filed on March 22, 2019. The approval of this PSA is part of the project that was already analyzed in accordance with the California Environmental Quality Act and therefore no further environmental review is required.

BOARD/COMMISSION/COMMITTEE REVIEW AND RECOMMENDATIONS

On August 13, 2020, the Contract Review Subcommittee met with staff and recommended the Board, by motion, approve a Professional Services Agreement with

Mark Millan dba Data Instincts for public communications and community strategy related to construction contract C00158 - North Trunk Sewer Replacement Project.

ATTACHMENTS

- Attachment 1 – Professional Services Agreement (PSA)
- Attachment 2 – Location map

CONTACT

Erich Rauber, P.E., G.E., Supervising Engineer
(707) 543-3847 erauber@srcity.org