City of Santa Rosa

Legislation Details

File #:	25-210BPU	**Version:**	1	**Name:**	Waiver of Competitive Bidding and PSA with TIV Branding
Type:	BPU- Report			**Status:**	Agenda Ready
File created:	4/29/2025			**In control:**	Board of Public Utilities
On agenda:	5/15/2025			**Final action:**	

Title: REPORT - WAIVER OF COMPETITIVE BIDDING AND PROFESSIONAL SERVICE AGREEMENT WITH TIV BRANDING

BACKGROUND: The City of Santa Rosa Storm Water and Creeks team seeks a Waiver of Competitive Bid and a Professional Service Agreement (PSA) with TIV Branding for the development and implementation of strategic campaigns for compliance with the outreach objectives set forth in the National Pollutant Discharge Elimination System (NPDES) Permit (Order No. R1-2015-0030). The PSA will facilitate the expansion of existing programs developed over the last seven years, and the development of new programs and campaigns for collateral material, multicultural outreach, community outreach, and more. Building on an existing relationship with TIV will leverage work completed to date, help maintain brand consistency, and ensure efficiency during the rollout of new initiatives required for citywide compliance such as statewide trash amendments and pollutant total maximum daily loads (TMDLs).

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.

Sponsors: Water, Board of Public Utilities

Indexes: Exempt Project, Not a Project

Code sections: 15061(b)(3) - General Rule Exemption, 15378 - Not a Project

Attachments: 1. Staff Report, 2. Attachment 1 – Professional Services Agreement with TIV Branding, 3. Presentation (Uploaded 5.13.2025)

Date	Ver.	Action By	Action	Result
5/15/2025	1	Board of Public Utilities	to approve	Pass

powered by Legistar™