

STORM DRAINS CONNECT

STREETS



CREEKS

OURS TO PROTECT



Professional Service Agreement:

TIV Branding

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





HAVE YOU SEEN LITTER CRITTERS IN YOUR NEIGHBORHOOD?

AS YOU GET OUT AND EXPLORE MAKE SURE YOU HAVE EVERYTHING YOU'LL NEED FOR YOUR ADVENTURE HERE ARE SOME IDEAS OF THINGS TO BRING WITH YOU:

- ☐ Binoculars ☐ Compass ☐ Water ☐ Backpack ☐ Sunscreen

And, don't forget to grab a buddy for extra fun and always tell an adult where you are going!

WHY CARE ABOUT STORM DRAINS AND CREEKS?

Storm drains carry away storm water and prevent flooding.

Creek trails allow us to exercise and explore. Provides homes for many plants and animals.

Allows water to soak underground and be cleaned.

Creeks are beautiful!

We were so excited to head out for an adventure! Before leaving we made sure to pack all the supplies needed for our expedition. This included water, sunscreen, a compass, binoculars and a field journal to record all of the neat things we might find. Stepping out from our driveway, we marched towards our nearest street only a few blocks away. As we reached the end of our neighborhood block we observed that there was a round decal on the storm drain that said "No Dumping, please to creek" and wondered if the storm drain went to the very same place we were headed. When we got to the railroad we saw all sorts of things. Some of the things we noted in our journal were the abundance of acorns from the valley oak trees, other plants in the creek bank, and a barn owl. There were whirling beetles and dragonflies, frogs, and even a three spined stickleback fish in the creek. Just as we were heading back something shiny caught my eye. By golly, it was my neighborhood storm drain pipe called on it. That drained to the very creek I had just explored. Only it... It allowed down the storm drain. They are all of ours to it. It was a great day and we can't wait to explore another section of our creek tomorrow!

ACORNS

WOOD BANK: PROTECT CORMORANTS, OWLS, CRAVE, RABBIT

REHABILITATION CORNER

Those big ears help concentrate sound. By cupping your hands behind your ears and listen.

Jack Rabbits

They can run 40 miles per hour, and can leap more than ten feet!

Fun Facts: Jackrabbits are actually hares, not rabbits. Hares are larger than rabbits, and they typically have taller hind legs and longer ears.

Black-tailed Deer

Only the males have antlers which they shed and grow new ones each year. A young two-point deer is typically referred to as a fawn or foley. Bucks with antlers less than 3 inches are called spikes, and the really small bucks are called button bucks or rubber bucks.

Fun Facts: Deer are browsers, meaning they like to eat leaves that grow like ground. The young fawns have spots which help hide them.



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



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

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

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.

Questions?