

Professional Service Agreement: **TIV Branding**

Santa Rosa WATEF

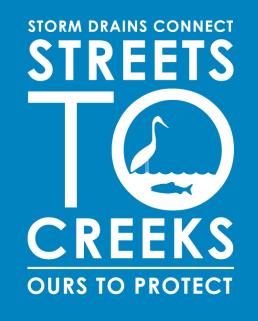
May 15, 2025 • Nick Sudano, Senior Environmental Specialist

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





YOU NEIGHBOR R

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GET INVOLVED

RESOURCES

SPILL NUMBERS

English ~

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actually hores. not tabbits. Hores

are larger than robbits, and they fypically have take rivet legs and larger ears.

9.57

14

we were heading back something shiny caught my eye. By gally, if was my neighborhood starm drain pipe called an 4. Indi dealed an 4. Indi dealed to the very creek thad just



Jack Rabbits

more than ten teet

they can run 40 miles per hour, and can leap

STREETS **OURS TO PRO** CREEKS OURS TO PROTECT FOR MORE INFORMATION VISIT STREETSTOCREEKS.ORG OURS TO PROTECT



CREEK PROTECTOR

ACTIVITY BOOK #1

STREETS

CREEKS

OURS TO PROTECT

CREEK PROTECTOR

2023

CASQA AWARD

TORM DRAINS CONNEC

FISH APPROVED





And, dan'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

New Professional Services Agreement

- To continue development, management, and implementation of <u>existing</u> campaigns
- To develop <u>new</u> 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?

