

City Council Report

915 I Street, 1st Floor

Sacramento, CA 95814

www.cityofsacramento.org

File ID: 2019-00056

February 12, 2019

Consent Item 23

Title: Supplemental Agreement: Public Outreach and Education Efforts for Proper Methods of Disposal of Fats, Oil and Grease

Location: Citywide

Recommendation: Pass a Motion authorizing the City Manager, or the City Manager's designee, to execute Supplemental Agreement No. 4 to City Agreement No. 2016-0927 with Sagent to continue public outreach and education efforts regarding the proper disposal methods of fats, oils, and grease, in an amount not-to-exceed \$50,000, bringing the agreement's total not-to-exceed amount to \$225,000.

Contact: Bill Busath, Director, (916) 808-1434; Jessica McCabe, Program Analyst, (916) 808-5921, Department of Utilities

Presenter: None

Attachments:

- 1-Description/Analysis
- 2-FOG Scope of Work
- 3-FOG Supplemental Agreement

Description/Analysis

Issue Detail: In accordance with its Sewer System Management Plan (SSMP), the Department of Utilities (DOU) is continuing its Fats, Oils, and Grease (FOG) outreach program. This year DOU will expand this program to include additional outreach to rental properties, as well as continued education for residential customers and food service establishments. The proposed agreement with Sagent will provide essential flexibility in meeting these expanded targets for public outreach and education regarding the proper disposal methods for fats, oils, and grease.

Sagent has been under contract for FOG outreach services since August 3, 2016, and has been a cost-effective means of assisting DOU in compliance with outreach related to regulatory requirements.

In the first two years, Sagent conducted focused outreach to restaurants and residential stakeholders to educate and increase awareness regarding fats, oils, and grease. This year, the public outreach program will continue to focus on residential and commercial audiences, with a focus on multifamily residential audiences. These activities will continue to meet the SSMP requirements related to proper fats, oils, and grease disposal in the City of Sacramento.

Policy Considerations: This supplemental agreement exceeds the City Manager's approval authority and, in accordance with City Code Chapter 3.64, requires Council approval.

Economic Impacts: None applicable

Environmental Considerations: Under the California Environmental Quality Act (CEQA) Guidelines, Section 15378, continuing administrative or maintenance activities do not constitute projects. The approval of a supplemental agreement for proper methods of disposal of fats, oils, and grease education and outreach is a continuing administrative activity that will not result in direct or indirect physical changes in the environment and is, therefore, not subject to CEQA (CEQA Guidelines Section 15060(c)(3)).

Sustainability: The outreach performed with this supplemental agreement will result in a reduction of fats, oils, and grease in the City's wastewater system, thus reducing maintenance and extending the life of City assets. In addition, it supports the City's 2035 General Plan Goal U.3.1 of providing adequate, reliable sewer and wastewater facilities.

Commission/Committee Action: Not applicable

Rationale for Recommendation: Sagent was chosen for this effort through a competitive Request For Qualifications process in August 2016. Approval of this agreement will allow for continued compliance with portions of the SSMP.

Financial Considerations: The original agreement with Sagent totaled \$75,000. The first Supplemental Agreement, approved on March 27, 2007, for \$50,000, brought the total contract to \$125,000. The second Supplemental Agreement, approved on January 16, 2018, extended the contract timeline from December 31, 2017 to December 31, 2018. The third Supplemental Agreement, for \$50,000, brought the total contract to \$175,000. This fourth Supplemental Agreement for \$50,000 will bring the total contract to \$225,000. Sufficient funding for this agreement exists in the FOG Outreach Program (I14110108, Fund 6006).

There are no general fund obligations for this project.

Local Business Enterprise (LBE): Sagent is an LBE.

To: Jessica McCabe, City of Sacramento, Department of Utilities
From: Monica Simonson, Sagent
CC: Elizabeth Merwin, Sagent
Date: January 24, 2019

Re: Request for Amended Funds for Fats, Oils, and Grease Customer Education Program

Following are considerations of projects/tasks for the City of Sacramento Department of Utilities’ Fats, Oils, and Grease campaign as an amendment to Sagent’s 2018/2019 contract.

The total budget for the selected tasks is not to exceed \$50,000. Tasks will be completed by December 31, 2019.

Summary of Costs Per Task

Project Management	\$8,000
Website Maintenance	\$500
Social Media	\$10,000
Creative Development	\$2,000
Promotional Items	\$4,500

PAID MEDIA OPTIONS

Target Digital Ads (Bonneville)	\$10,000 - \$15,000
Print Ads (Inside Publications)	\$2,780
Streaming Audio Ads (Pandora)	\$6,000
Radio Ads (Entercom)	\$10,000
Super Tail Bus Ads	\$10,165
Ultra-King Bus Ads	\$15,100
Transit Shelter Ads	\$10,000
Cartvertising	\$5,000 per store

Project/Creative Management

Project Management \$8,000

Includes project and team coordination, meeting facilitation, budget and deadline management.

Website Maintenance \$500

Continued maintenance and occasional updates to the FOG campaign website. This includes updating copy, images. Sagent will continue the maintenance of the website for the duration of the contract.

Social Media \$10,000

Includes drafting strategy and content for the Utilities Facebook and Twitter pages as well as scheduling posts, monitoring engagement and managing Facebook ads campaigns and promoted posts.

Paid Social (ads and boosted posts): \$2,000

Includes paid social media ads and strategically boosted posts.

Labor (content development, management, and monitoring): \$8,000

Includes content development, image sourcing, scheduling, and monitoring content.

Creative Development \$2,000

Includes any minor updates and resizing needed for existing creative for media placement. Additionally, comp sketches of the design of promotional items including the selected sketch will include three rounds of revisions and final files.

Promotional Items \$4,500

Includes research, recommendation, and communication with vendors, client and creative team to design and produce promotional items for distribution at outreach events as well as hard costs to order DOU’s selected promotional items.

Paid Media Placement Options

Digital Ad Options through Bonneville \$10,000 or \$15,000

We present two budget levels for digital ad placement consideration. The digital ads would utilize behavioral targeting (users who are looking at food recipes, shopping for cooking-related items, etc.), ethnic pocket areas, targeting do it yourself (DIY) plumbing searches and targeting to grocery stores and hardware stores (such as targeting aisles for snakes, plungers and plumbing supplies at hardware stores or cooking oil aisles at grocery stores or other).

Option 1: \$10,000

Behavioral and geo-targeted display ads delivering 1,500,000 impressions and Content targeting for DIY and cooking-related sites delivering 500,000 impressions

Option 2: \$15,000

Behavioral and geo-targeted display ads delivering 3,000,000 impressions and Content targeting for DIY and cooking-related sites delivering 1,000,000 impressions

Digital Added Value: 15% discount on cost per thousand impressions delivering 300,000-600,000 additional impressions

Print Ad Options through Inside Publications \$2,780

A half-page print ad placed in the March or later issue of Inside Publications delivered to the East Sacramento, Land Park/Grid and Pocket areas. Total combined circulation of 59,050 and monthly readership of 123,000.

Print Added Value: Discount for multiple market placement of 15% for 2nd market area and 22% for 3rd market area

Streaming Audio Ads through Pandora \$6,000

Includes :15 English and Spanish streaming radio spots targeted to residents in Sacramento for a total of 521,738 impressions with added value companion display banner ads.

Streaming Audio Added Value: 52,173 impressions plus the matching 260,869 companion display ad impressions

Radio Ads through Entercom \$10,000

Includes 142x 15-second and 30-second English radio spots on KSEG and KKDO stations, for an estimated total of 1,000,000 impressions.

Radio Added Value: Includes 30x bonus spots for an additional 200,000 added value impressions. A combined total of 1,200,000 impressions.

Super Tail Bus Ads \$10,165

Includes production and 4-week placement of FOG artwork on 14 buses.

Bus Ads Added Value: Includes production and placement of FOG artwork on 10 additional bus tails and additional 3-week placement

Ultra-King Bus Ads \$15,100

Includes production and 4-week placement of FOG artwork on 17 buses.

Bus Ads Added Value: Includes production and placement of FOG artwork on 8 additional curbside king buses and additional 3-week placement

Transit Shelter Ads through Clear Channel Outdoor \$10,000

Includes printing and 4-week placement on approximately 8 transit shelters in the Sacramento City limits for an estimated 1,500,000-2,000,000 impressions.

Cartvertising \$5,000

Includes printing, installation and maintenance of campaign artwork on grocery store carts in markets within City limits. The percentage of carts with artwork, as well as placement on the cart varies per store. The stores have an average of 20,000 customers per week. The store options include Safeway, Foodmax, SaveMart and FoodsCo. The length of placement varies per store, but most are a minimum 6 months placement.

Added Value: Added value is negotiated in additional cartvertising placements which have included additional percentage of total store carts or in additional on-cart placements.

Summary of Media Options

Medium	Gross Cost	Length	Spots	Impressions
Digital Ads	\$10,000 - \$15,000	4 weeks	N/A	2,000,000-4,000,000
Print Ads	\$2,780	4 weeks	3x	123,000
Streaming Audio Ads	\$6,000	4 weeks	NA	573,911
Radio Ads	\$10,000	4 weeks	172	1,200,000
Super Tail Bus Ads	\$10,165	4 weeks + 3 bonus weeks	14 + 10 bonus tails	4,881,000
Ultra-King Bus Ads	\$15,100	4 weeks + 3 bonus weeks	17 + 8 bonus kings	8,794,989
Transit Shelter Ads	\$10,000	4 weeks	8 shelters	1,500,000- 2,200,00
Cartvertising	\$5,000.00 (per store)	6 months	40-100% of carts	Average 20,000 customers/week = 480,000 people

SUPPLEMENTAL AGREEMENT

Project Title and Job Number: FOG (Fats, Oils and Grease) - Community Outreach Engagement

Date: 1/22/2019

Purchase Order #: 0000035628

Supplemental Agreement No.: 4

The City of Sacramento ("City") and Sagent ("Contractor"), as parties to that certain Professional Services Agreement designated as Agreement Number 2016-0927-3, including any and all prior supplemental agreements modifying the agreement (the agreement and supplemental agreements are hereafter collectively referred to as the "Agreement"), hereby supplement and modify the Agreement as follows:

1. The scope of Services specified in Exhibit A of the Agreement is amended as follows:

Continue public outreach and education efforts regarding the proper disposal methods of fats, oils, and grease, as described in Exhibit A. Amount not-to-exceed \$50,000, bringing the agreement's total not-to-exceed amount to \$225,000.

2. In consideration of the additional and/or revised services described in section 1, above, the maximum not-to-exceed amount that is specified in Exhibit B of the Agreement for payment of Contractor's fees and expenses, is increased / decreased by \$50,000.00, and the Agreement's maximum not-to-exceed amount is amended as follows:

Agreement's original not-to-exceed amount:	<u>75,000</u>
Net change by previous supplemental agreements:	<u>100,000</u>
Not-to-exceed amount prior to this supplemental agreement:	<u>175,000</u>
Increase/Decrease by this supplemental agreement:	<u>50,000</u>
New not-to exceed amount including all supplemental agreements:	<u>225,000</u>

3. Contractor agrees that the amount of increase or decrease in the not-to-exceed amount specified in section 2, above, shall constitute full compensation for the additional and/or revised services specified in section 1, above, and shall fully compensate Contractor for any and all direct and indirect costs that may be incurred by Contractor in connection with such additional and/or revised services, including costs associated with any changes and/or delays in work schedules or in the performance of other services or work by Contractor.

4. Contractor warrants and represents that the person or persons executing this supplemental agreement on behalf of Contractor has or have been duly authorized by Contractor to sign this supplemental agreement and bind Contractor to the terms hereof.

5. Except as specifically revised herein, all terms and conditions of the Agreement shall remain in full force and effect, and Contractor shall perform all of the services, duties, obligations, and conditions required under the Agreement, as supplemented and modified by this supplemental agreement.


Approval Recommended By:

Approved As To Form By:


Project Manager

City Attorney

Approved By:


Contractor

Attested To By:

Approved By:

City of Sacramento

City Clerk