



2.5

Department of Utilities  
Office of the Director

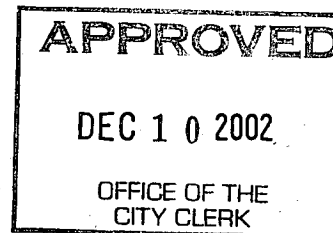
CITY OF SACRAMENTO  
CALIFORNIA

1395 35<sup>th</sup> Avenue  
Sacramento, CA 95822-2911  
phone (916) 264-1400  
fax (916) 264-1497/1498

November 15, 2002

City Council  
Sacramento, California

Honorable Members in Session:



**SUBJECT: APPROVAL OF THE SUPPLEMENTAL AGREEMENT WITH OGILVY PUBLIC RELATIONS WORLDWIDE FOR CONTINUED SUPPORT OF THE WATER WISE PEST CONTROL PROJECT, A SACRAMENTO STORMWATER MANAGEMENT WATER QUALITY PROTECTION PROGRAM**

**LOCATION AND COUNCIL DISTRICT:** Citywide

**RECOMMENDATIONS:**

Staff recommends that the City Council approve the Supplemental Agreement increasing the contract with Ogilvy Public Relations Worldwide by \$63,800 and bringing the total for Contract No. 2002-060 to \$127,600 through June 30, 2003. Ogilvy Public Relations assists in the coordination and implementation of the Water Wise Pest Control program, a water quality protection effort of the Sacramento Stormwater Management Program, managed by the City's Department of Utilities.

**CONTACT PERSONS:** Gary Reents, Engineering Services Manager, 264-1433  
Dave Brent, Principal Engineer, 264-1420

**FOR COUNCIL MEETING:** December 10, 2002

**SUMMARY:**

The Water Wise Pest Control program is a joint effort between the Sacramento Stormwater Management agencies to reduce the amount of toxic pesticides entering local creeks and rivers through urban runoff and improper disposal. The City's Department of Utilities manages the program. Ogilvy Public Relations provides professional public outreach support and coordination for this water quality protection



CITY OF SACRAMENTO  
DEPARTMENT  
OF UTILITIES

*Making a Difference in Your Neighborhood*

City Council

December 10, 2002

Supplemental Agreement #2 with Ogilvy Public Relations Worldwide for Continued Support of the Water Wise Pest Control Project

program. Funds will be used to continue the current outreach efforts which includes expanding classroom outreach, developing new program materials, and expanding retail partnerships.

**BACKGROUND:**

The Water Wise Pest Control program is a result of a CalFed Grant received by the Sacramento Stormwater Permittees in 1999 to develop a program that would reduce the amount of toxic pesticides entering our local waterways. Since 1992, monitoring results had shown a steady increase in the amounts of pesticides found in urban creeks. After conducting a Request for Qualifications and Request for Proposals, the consulting firm of Deen and Black Public Relations, which is now a part of Ogilvy Public Relations Worldwide, was selected to assist with the development, design and implementation of the program. The result was the Water Wise Pest Control program. Through a partnership with the University of California Statewide Pesticide Integrated Pest Management Program, the University of California Cooperative Extension Master Gardener Program, the Sacramento Bee's Newspapers in Education program and partnerships with local nurseries, the Water Wise Pest Control program offers residents information on less toxic pest control methods and proper use, storage and disposal of pesticides. In October 2001, the program was selected to receive an award of excellence from the California Environmental Protection Agency's Department of Pesticide Regulation.

CalFed funding for the program ended in November 2001. The Sacramento Stormwater Management Program, consisting of the stormwater agencies of the County of Sacramento and the Cities of Sacramento, Galt, Folsom, and Citrus Heights now share the cost of continuing program efforts. The City continues to be the managing agency.

**FINANCIAL CONSIDERATIONS:**

Sufficient funds have been budgeted for this project by the stormwater agencies involved in the Sacramento Stormwater Management program. The City's portion would be 34% (\$21,692) of the \$63,800 Supplemental Agreement.

**ENVIRONMENTAL CONSIDERATIONS**

Not applicable

City Council  
December 10, 2002  
Supplemental Agreement #2 with Ogilvy Public Relations Worldwide for Continued Support of the Water Wise Pest Control Project

**POLICY CONSIDERATIONS**

Protecting the Sacramento and American Rivers and the City's urban creeks is consistent with the City of Sacramento's goal to protect, preserve and enhance the quality of life for present and future generations.


**ESBD CONSIDERATIONS**

Before joining Ogilvy Public Relations Worldwide, and in the initial contract for this project, Deen and Black Public Relations was a certified Emerging and Small Business Enterprise. Having merged with Ogilvy Public Relations Worldwide, they no longer meet the criteria for an ESBD. However, because of their initial involvement in the program design, development and implementation, they are uniquely qualified to continue to provide public relations assistance on the Water Wise Pest Control program.

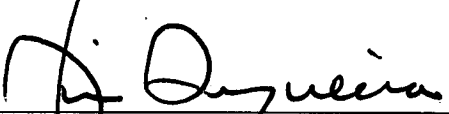
Respectfully submitted

  
\_\_\_\_\_  
Gary A. Reents  
Engineering Services Manager

RECOMMENDATION APPROVED:

  
\_\_\_\_\_  
Robert P. Thomas  
City Manager

APPROVED:

  
\_\_\_\_\_  
James G. Sequeira  
Director of Utilities

**APPROVED**  
DEC 10 2002  
OFFICE OF THE  
CITY CLERK

**RESOLUTION NO. 2002-807**  
ADOPTED BY THE SACRAMENTO CITY COUNCIL  
ON DATE OF \_\_\_\_\_

**RESOLUTION AUTHORIZING THE CITY MANAGER AND CITY CLERK  
TO SIGN AND EXECUTE SUPPLEMENTAL AGREEMENT #2 IN THE  
AMOUNT OF \$63,800 WITH OGILVY PUBLIC RELATIONS  
WORLDWIDE FOR CONTRACT NO. 2002-060 FOR A TOTAL AMOUNT  
NOT TO EXCEED \$127,600.**

BE IT RESOLVED BY THE SACRAMENTO CITY COUNCIL THAT:

The City Manager and City Clerk are authorized to sign and execute Supplemental Agreement #2 with Ogilvy Public Relations Worldwide for continued support of the Water Wise Pest Control Program, a Sacramento Stormwater Management Program water quality protection program, for an amount not to exceed \$63,800.

\_\_\_\_\_  
MAYOR

ATTEST:

\_\_\_\_\_  
CITY CLERK

---

**FOR CITY CLERK USE ONLY**

RESOLUTION NO.: \_\_\_\_\_  
DATE ADOPTED: \_\_\_\_\_