



Metropolitan Water Planning

1.6

March 4, 1999

City Council
Sacramento, California

Honorable Members in Session:

APPROVED
BY THE CITY COUNCIL

MAR 16 1999

OFFICE OF THE
CITY CLERK

Sacramento City-County
Office of Metropolitan
Water Planning

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Sacramento, CA 95822

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**SUBJECT: CITY-COUNTY OFFICE OF METROPOLITAN WATER PLANNING -
APPROVAL OF SUPPLEMENT NO. 4 TO CITY AGREEMENT 95-106 WITH
DEEN & BLACK PUBLIC RELATIONS (\$48,000).**

LOCATION/COUNCIL DISTRICT: City-County

RECOMMENDATION:

It is recommended that the City Council adopt the attached resolution authorizing the execution of Supplement No. 4 to City Agreement No. 95-106 with Deen & Black Public Relations for an amount not to exceed \$48,000 for the current "Public Outreach Activities Phase" of the Water Forum process during the 1998-99 fiscal year.

CONTACT PERSON: Susan Davidson, Senior Administrative Officer, 433-6287

FOR COUNCIL MEETING OF: March 16, 1999

SUMMARY:

This report identifies the need for continued professional Public Information and Public Affairs consulting services for the Water Forum and the City-County Office of Metropolitan Water Planning (CCOMWP) during the current "Public Outreach Activities Phase" of the Water Forum process.

COMMITTEE/COMMISSION ACTION: None

BACKGROUND INFORMATION:

- On May 30, 1995, the City Council approved a Public Relations/Public Affairs Services Agreement with Deen & Black Public Relations for \$200,000 to provide Public Relations Consulting Services to CCOMWP.
- Between October 1, 1996 and February 3, 1998, the City Council has approved three supplements to the City Agreement No. 95-106 with Deen & Black Public Relations for a total of \$216,000 to provide continuing Public Relations Consulting Services to the CCOMWP.

City Council
Supplement No. 4 to City Agreement No. 95-106
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The scope of work under Supplement No. 4 of the City Agreement No. 95-106 with Deen & Black Public Relations, includes:

- Providing support for the planning and preparation of news conferences and document release;
- Coordinate reporter and editorial outreach efforts and meetings;
- Coordinating community outreach efforts, including publicity and meetings;
- Manage news conferences and coordinate interviews between appropriate Working Group members and members of the media;
- Provide additions to various newsletters and articles; and
- Provide strategic counsel and support on key issues, outreach efforts, and public comment on the Draft EIR.

FINANCIAL CONSIDERATIONS:

The current agreement with Deen & Black Public Relations is for a "not to exceed amount" of \$416,000. Supplement No. 4 to City Agreement No. 95-106 is for \$48,000. This would bring the new "not to exceed" amount to \$464,000. Based upon the approved CCOMWP budget, the 1998-99 operating budget for the CCOMWP has an unobligated amount of \$49,000 in line-item 4258 for professional consulting services.

Funding for the CCOMWP during this current phase of the Water Forum process is being provided by a number of local government entities which have agreed to cost-share this "transition period" for the Water Forum process. The County of Sacramento is providing 50 percent, the City of Sacramento provides 34 percent, and a consortium of other agencies provide the remaining 16 percent.

ENVIRONMENTAL CONSIDERATIONS:

This report recommends no action that would constitute a project under the California Environmental Quality Act (CEQA).

POLICY CONSIDERATIONS:

Section V of the Interagency Agreement requires that all contracting procedures shall follow the procedures used by the City. The rationale for hiring the services of a consultant is the need for specialized professional public relations/public affairs services as a continuation of the specific tasks being performed by the consultant for the CCOMWP on behalf of the Water Forum.

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MBE/WBE EFFORTS:


Deen & Black does not qualify as an MBE/WBE firm. They are however uniquely qualified to continue to provide the EIR services sought by the Water Forum and the CCOMWP.

Respectfully submitted,



JONAS MINTON
Executive Director

RECOMMENDATION APPROVED:



WILLIAM H. EDGAR
City Manager

APPROVED
BY THE CITY COUNCIL

MAR 16 1999

OFFICE OF THE
CITY CLERK

RESOLUTION NO. 99-118

ADOPTED BY THE SACRAMENTO CITY COUNCIL

ON DATE OF _____

**RESOLUTION AUTHORIZING THE CITY MANAGER AND THE CITY CLERK
TO EXECUTE SUPPLEMENT NO. 4 TO CITY AGREEMENT NO. 95-106
WITH DEEN & BLACK PUBLIC RELATIONS
TO PROVIDE PUBLIC RELATIONS/PUBLIC AFFAIRS SERVICES
TO THE CITY-COUNTY OFFICE OF METROPOLITAN WATER PLANNING
FOR AN AMOUNT NOT TO EXCEED \$48,000.**

BE IT RESOLVED BY THE COUNCIL OF THE CITY OF SACRAMENTO:

That the City Manager and City Clerk are hereby authorized to execute supplement No. 4 to City Agreement No. 95-106 with Deen & Black Public Relations to provide professional public relations and public affairs consulting services to the City-County Office of Metropolitan Water Planning for an amount not to exceed \$48,000.

MAYOR

ATTEST:

CITY CLERK

FOR CITY CLERK USE ONLY

RESOLUTION NO.: _____

DATE ADOPTED: _____