



# Metropolitan Water Planning

1.17

June 25, 2001

Sacramento City-County  
Office of Metropolitan  
Water Planning

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City Council  
Sacramento, California

**APPROVED**  
JUL 18 2001  
OFFICE OF THE  
CITY CLERK

Honorable Members in Session:

**SUBJECT: CITY-COUNTY OFFICE OF METROPOLITAN WATER PLANNING -  
APPROVAL OF SUPPLEMENT NO. 6 TO CITY AGREEMENT 95-106  
WITH DEEN & BLACK PUBLIC RELATIONS (\$102,346)**

**LOCATION/COUNCIL DISTRICT:** City-County

**RECOMMENDATION:**

It is recommended that the City Council adopt the attached resolution authorizing the execution of Supplement No. 6 to City Agreement No. 95-106 with Deen & Black Public Relations (dba Ogilvy Public Relations Worldwide) for an amount not to exceed \$102,346 for the public education and outreach activities for the implementation of the Water Forum Agreement and the initiation of the River Corridor Management Plan during the 2001-2002 fiscal year.

**CONTACT PERSON:** Susan Davidson, Senior Administrative Officer, 264-1997

**FOR COUNCIL MEETING OF:** July 18, 2001

**SUMMARY:**

This report identifies the need for continued professional public education and outreach consulting services for the Water Forum during the implementation of the Water Forum Agreement and it's Habitat Management Element (HME).

**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 City-County Office of Metropolitan Water Planning (CCOMPW) and the Water Forum.
- Between October 1, 1996 and March 16, 1999, the City Council has approved four supplements to the City Agreement No. 95-106 with Deen & Black Public Relations for a total of \$264,000 to provide continuing public relations consulting services.

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Supplement No. 6 to City Agreement No. 95-106  
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- In January 2001, Deen & Black began doing business as Ogilvy Public Relations Worldwide but maintains its identity for contracting purposes.

The scope of work under Supplement No. 6 of the City Agreement No. 95-106 with Deen & Black includes:

#### WFSE

- Assist in the writing, editing, design and printing of Water Forum materials, including the State of the River Report and the Water Forum Annual Report;
- Prepare informational materials, presentations, and coordinate logistics for the "roll-out" of all the Water Forum's major documents;
- Providing support for the planning and managing of news conferences and document release along with coordinating reporter and editorial outreach efforts and meetings;
- Coordinating community outreach efforts, including publicity and meetings; and
- Providing strategic counsel and support on key issues and outreach efforts.

#### HME

- Assist in the writing, editing, design and printing of Habitat Management Element materials, including the River Corridor Management Plan Executive Summary;
- Provide for media relation activities related to the release of the River Corridor Management Plan.

#### **FINANCIAL CONSIDERATIONS:**

The current agreement with Deen & Black is for a "not to exceed amount" of \$550,670. Supplement No. 6 to City Agreement No. 95-106 is for \$102,346. This would bring the new "not to exceed" amount to \$653,016. The portion of Supplement No. 6 to be funded by the WFSE Fund (513-880-8810-4258) is \$75,281, while the amount to be funded by the HME Fund (514-880-8810-4258) is \$27,065. Both the FY 2001-02 WFSE and HME operating budgets have sufficient unobligated funds as of July 1, 2001 to fund this Supplemental Agreement.

Funding for the WFSE portion of the CCOMWP budget is obtained from several cost-sharing partners including: the County of Sacramento (encompassing the pro rata share of all the water districts in the unincorporated area and City of Citrus Heights); the cities of Folsom, Roseville, and Sacramento; the Placer County Water Agency; the San Juan Water District (in Placer County); the Sacramento Municipal Utility District; and the El Dorado County Water Agency.

Funding for the HME portion of the CCOMWP budget is provided by the City of Sacramento, the County of Sacramento, as well as for the first time, the San Juan Water District, a purveyor signatory to the Water Forum Agreement that diverts water from the American River.

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**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 Second 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 Water Forum.

**ESBD EFFORTS:**

Deen & Black Public Relations no longer meets the criteria for certification under the Emerging and Small Business Development program as a Small Business Enterprise. However, Deen & Black Public Relations is uniquely qualified to continue to provide the public relations and public affairs consulting services sought by the Water Forum and the CCOMWP.

Respectfully submitted,



Leo Winternitz  
Executive Director

**RECOMMENDATION APPROVED:**



Robert P. Thomas  
City Manager

**APPROVED**

JUL 18 2001

OFFICE OF THE  
CITY CLERK

**RESOLUTION NO. 2001-490**

ADOPTED BY THE SACRAMENTO CITY COUNCIL

ON DATE OF \_\_\_\_\_

**RESOLUTION AUTHORIZING THE CITY MANAGER AND THE CITY CLERK  
TO EXECUTE SUPPLEMENT NO. 6 TO CITY AGREEMENT NO. 95-106 WITH DEEN  
& BLACK PUBLIC RELATIONS TO PROVIDE PUBLIC RELATIONS SERVICES FOR  
THE CITY-COUNTY OFFICE OF METROPOLITAN WATER PLANNING (\$102,346)**

**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. 6 to City Agreement No. 95-106 with Deen & Black Public Relations to provide public relations and public affairs consulting services for the City-County Office of Metropolitan Water Planning on behalf of the Water Forum for an amount not to exceed \$102,346.

\_\_\_\_\_  
MAYOR

ATTEST:

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

**FOR CITY CLERK USE ONLY**

RESOLUTION NO.: \_\_\_\_\_

DATE ADOPTED: \_\_\_\_\_