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APPROVED
BY THE CITY COUNCIL

AUG 24 1999

OFFICE OF THE
CITY CLERK

AG99-144

DEPARTMENT OF
UTILITIES
ENGINEERING SERVICES

CITY OF SACRAMENTO
CALIFORNIA

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SACRAMENTO, CA
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August 24, 1999

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City Council
Sacramento, California

Honorable Members in Session:

SUBJECT: AUTHORIZATION TO EXECUTE A CONSULTANT SERVICES AGREEMENT WITH DEEN & BLACK PUBLIC RELATIONS FOR AN AMOUNT NOT TO EXCEED \$439,900 FOR THE CALFED GRANT FUNDED PUBLIC EDUCATION AND OUTREACH COMPONENT OF THE SACRAMENTO URBAN RUNOFF PESTICIDE CONTROL PROGRAM (PN: WD57)

LOCATION AND COUNCIL DISTRICT: Citywide

RECOMMENDATION

Staff recommends that the City Council adopt the attached Resolution authorizing the City Manager and City Clerk to execute a Consultant and Professional Services Agreement with Deen & Black Public Relations for an amount not to exceed \$439,900 for the public education and outreach component of the Sacramento County Urban Runoff Pesticide Control Program.

CONTACT PERSON: Gary Reents, Engineering Services Manager, 264-1433
Larry Nash, Senior Engineer, 264-1434

FOR COUNCIL MEETING OF: August 24, 1999

SUMMARY:

The Sacramento Area Stormwater Permittees (Sacramento County, the City of Galt, the City of Folsom, the City of Citrus Heights and the City of Sacramento) intend to develop an educational outreach program to reduce the toxicity of urban runoff due to diazinon and chlorpyrifos, commonly used pesticides. This effort is being funded by a CALFED Category III grant and is a major component of the Recipient Agreement No. 97-N01 between the Permittees and the National Fish and Wildlife Foundation (NFWF), the contract administrators for the Sacramento County Urban Runoff Pesticide Control Program. The City of Sacramento is the lead agency for the project. The attached Consultant Agreement authorizes Deen & Black Public Relations, to design, implement and evaluate the public outreach component of the project.

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COMMITTEE/COMMISSION ACTION: None

BACKGROUND INFORMATION

- The Sacramento Area National Pollution Discharge Elimination System (NPDES) stormwater permit requires the Sacramento Area Stormwater Permittees to take appropriate actions to reduce toxicity from urban runoff that may have an impact on aquatic life.
- Elevated levels of diazinon and chlorpyrifos have been detected in Sacramento urban runoff and have been designated by the City's stormwater program as constituents-of-concern. Several Sacramento area urban creeks have been placed on the Clean Water Act Section 303(d) list of impaired water bodies.
- On December 4, 1997, CALFED approved grant funds for the development of the Sacramento County Urban Runoff Pesticide Control Program. On August 18, 1998, the City Council adopted a resolution accepting the award of funds from CALFED of \$663,500 for the pesticide toxicity control project and authorizing the execution of Recipient Agreement No. 97-N01 with NFWF. Funding was designated for the following tasks:
 - ▶ Water Quality Monitoring
 - ▶ Residential Education and Outreach
 - ▶ Other User Education and Outreach
 - ▶ Evaluation of Effects
- A panel consisting of County and City Stormwater Program staff members reviewed qualification statements, proposals and conducted oral interviews to select the most qualified consultant to design, implement and evaluate a Pesticide Education and Outreach Program. Ratings from all panel members resulted in the selection of Deen & Black Public Relations to act as consultant for the public education and outreach component of the pesticide toxicity control project.

FINANCIAL CONSIDERATIONS:

The estimated cost for the Consultant and Professional Agreement with Deen and Black to complete the combined tasks of Residential and Other User Education and Outreach is \$439,900 which is the amount budgeted in Recipient Agreement No. 97-N01 for the outreach and education component of the pesticide toxicity project. There is sufficient funding for this agreement in the Capital Grants Fund (248-500-WD57-4802), which has an unobligated balance of \$ 534,376 as of July 23, 1999. The City will invoice NFWF, the grantor, for reimbursement of expenses.

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ENVIRONMENTAL CONSIDERATIONS:

This project will have a beneficial effect on the environment by encouraging the proper use and disposal of pesticides, thereby reducing an ecological stressor on Sacramento area urban creeks. The Planning Division has reviewed the project and determined that the activities listed in the grant agreement are exempt from the provisions of the California Environmental Quality Act (CEQA) under Sections 15306 and 15307. The public education and outreach components of this project will assure the maintenance and protection of natural resources and will not result in adverse physical impacts to the environment.

POLICY CONSIDERATION:

The Sacramento Area Stormwater NPDES permit requires that the City of Sacramento and other permittees take appropriate actions to eliminate impacts of stormwater to beneficial uses of urban creeks. The Regional Water Quality Control Board and the State Water Resources Control Board have listed several Sacramento area urban creeks for diazinon and chlorpyrifos on the 1998 Clean Water Act Section 303(d) list and Total Maximum Daily Load (TMDL) priority list. The Task Orders listed in the toxicity control project will provide essential information for decisions on appropriate actions necessary to protect these creeks.

ESBD CONSIDERATIONS:

This project included participation goals of 20% for emerging and small business enterprises (ESBE) as required by Ordinance 99-007, relating to ESBD participation goals and policies, adopted by the City Council on February 9, 1999. Deen and Black Public Relations exceeded ESBE goals with a participation level of 40%.

Respectfully submitted,



Gary A. Reents
Engineering Services Manager

RECOMMENDATION APPROVED:



Robert P. Thomas
City Manager

APPROVED:



James G. Sequeira
Director of Utilities

RESOLUTION NO. 99-479

ADOPTED BY THE SACRAMENTO CITY COUNCIL

ON DATE OF _____

APPROVED
BY THE CITY COUNCIL

AUG 24 1999

OFFICE OF THE
CITY CLERK

RESOLUTION AUTHORIZING THE CITY MANAGER AND CITY CLERK TO SIGN AND EXECUTE A CONSULTANT SERVICES AGREEMENT FOR AN AMOUNT NOT TO EXCEED \$439,900 WITH DEEN AND BLACK PUBLIC RELATIONS FOR THE CALFED GRANT FUNDED PUBLIC EDUCATION AND OUTREACH COMPONENT OF THE SACRAMENTO URBAN RUNOFF PESTICIDE CONTROL PROGRAM (PN: WD57)

BE IT RESOLVED BY THE SACRAMENTO CITY COUNCIL THAT:

The City Manager and City Clerk are authorized to sign and execute the Consultant Services Agreement for an amount not to exceed \$439,900 with Deen and Black Public Relations for the CALFED Grant Funded Public Education and Outreach component of the Sacramento Urban Runoff Pesticide Control Program (PN: WD57).

MAYOR

ATTEST:

CITY CLERK

FOR CITY CLERK USE ONLY

RESOLUTION NO. _____

DATE ADOPTED: _____