



Metropolitan Water Planning



July 1, 1999

City Council
Sacramento, California

Honorable Members in Session:

APPROVED
BY THE CITY COUNCIL

JUL 20 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. 5 TO CITY AGREEMENT 95-106 WITH
DEEN & BLACK PUBLIC RELATIONS (\$86,670).**

LOCATION/COUNCIL DISTRICT: City-County

RECOMMENDATION:

It is recommended that the City Council adopt the attached resolution authorizing the execution of Supplement No. 5 to City Agreement No. 95-106 with Deen & Black Public Relations for an amount not to exceed \$86,670 for the public outreach activities phase of the **Water Forum** process during the 1999-00 fiscal year.

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

FOR COUNCIL MEETING OF: July 20, 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 "EIR Completion and Stakeholder Approval Process" 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 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 to the CCOMWP.

City Council
Supplement No. 5 to City Agreement No. 95-106
July 1, 1999

The scope of work under Supplement No. 5 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;
- Coordinating reporter and editorial outreach efforts and meetings;
- Coordinating community outreach efforts, including publicity and meetings;
- Managing news conferences and coordinate interviews between appropriate Working Group members and members of the media;
- Providing additions to various newsletters and articles; and
- Providing 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 \$464,000. Supplement No. 5 to City Agreement No. 95-106 is for \$86,670. This would bring the new "not to exceed" amount to \$550,670. Based upon the approved CCOMWP budget, the 1999-00 operating budget for the CCOMWP has an unobligated amount of \$601,120 in line-item 4258 for professional consulting services as of July 1, 1999.

Funding for the CCOMWP during this "EIR Completion and Stakeholder Approval Phase" is being provided by a number of local government entities which have agreed to cost-share this period of the **Water Forum** process. The CCOMWP is supported by a cost-sharing partnership among the City of Sacramento (Water Fund) (34.7%), the County's Water Agency (Zone 13) (50%), the cities of Folsom (2.8%), Galt (0.7%), and Roseville (6.5%), the Placer County Water Agency (2.7%), and the San Juan Water District in Placer County (1.6%). The funding amount attributed to each of the cost-sharing partners is based upon the number of water customers' connections served by each entity. The El Dorado County Water Agency also contributes to the **Water Forum** process on behalf of the El Dorado Irrigation District and the Georgetown Divide Public Utility District (1%).

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

City Council
Supplement No. 5 to City Agreement No. 95-106
July 1, 1999

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.

ESBD EFFORTS:

The City Office of Small Business Development has determined the consultant, Deen & Black Public Relations, meets the criteria for certification under the Emerging and Small Business Development program as a Small Business Enterprise. Deen & Black Public Relations is also uniquely qualified to continue to provide the public relations and public affairs consulting services sought by the **Water Forum** and the CCOMWP.

Respectfully submitted,



JONAS MINTON
Executive Director

RECOMMENDATION APPROVED:



Robert P. Thomas
City Manager

RESOLUTION NO. 99-401

APPROVED
BY THE CITY COUNCIL

ADOPTED BY THE SACRAMENTO CITY COUNCIL

JUL 20 1999

ON DATE OF _____

OFFICE OF THE
CITY CLERK

**RESOLUTION AUTHORIZING THE CITY MANAGER AND THE CITY CLERK
TO EXECUTE SUPPLEMENT NO. 5 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 \$86,670.**

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. 5 to City Agreement No. 95-106 with Deen & Black Public Relations to provide public relations and public affairs consulting services for the *Water Forum* and the City-County Office of Metropolitan Water Planning for an amount not to exceed \$86,670.

MAYOR

ATTEST:

CITY CLERK

FOR CITY CLERK USE ONLY

RESOLUTION NO.: _____

DATE ADOPTED: _____