



# Metropolitan Water Planning

1,3

August 21, 1997

City Council  
Sacramento, California

APPROVED  
BY THE CITY COUNCIL

SEP 2 1997

OFFICE OF THE  
CITY CLERK

Sacramento City-County  
Office of Metropolitan  
Water Planning

5770 Freeport Boulevard  
Suite 200  
Sacramento, CA 95822

Phone: 916-433-6276  
FAX: 916-433-6295

Honorable Members in Session:

**SUBJECT: APPROVAL OF SUPPLEMENT NO. 2 TO CITY AGREEMENT 95-106 WITH DEEN & BLACK PUBLIC RELATIONS FOR THE CITY-COUNTY OFFICE OF METROPOLITAN WATER PLANNING (\$70,000).**

**LOCATION/COUNCIL DISTRICT: CITY/COUNTY**

**RECOMMENDATION:**

It is recommended that the City Council adopt the attached resolution authorizing the execution of Supplement No. 2 to City Agreement 95-106 with Deen & Black Public Relations for an amount not-to-exceed \$70,000 for Fiscal Year 1997-98.

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

**FOR COUNCIL MEETING OF:** September 2, 1997.

**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).

**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 the CCOMWP.
- On October 1, 1996, the City Council approved Supplement No. 1 to the City Agreement No. 95-106 with Deen & Black Public Relations for \$100,000 to provide Public Relations Consulting Services to the CCOMWP.

The scope of work under Supplement No. 2 of the City Agreement No. 95-106 with Deen & Black Public Relations, includes:

- conducting stakeholder workshops and meetings;
- coordinating community outreach;
- managing media relations, a speaker's bureau, and a support coalition;

City Council  
Supplement No 1 to City Agreement No. 95-106  
August 21, 1997

- producing information materials, and coordinating production of Final Recommendations.
- Provide strategic counsel and support on key issues and outreach efforts.

**FINANCIAL CONSIDERATIONS:**

The current agreement with Deen & Black Public Relations is for a "not to exceed amount" of \$300,000. Supplement No.2 to City Agreement No. 95-106 is for \$70,000. This would bring the new "not to exceed" amount to \$370,000. The 1997-98 operating budget for the CCOMWP has an unobligated amount of \$256,700 in line-item 4258 for professional consulting services as of August 21, 1997.

The CCOMWP is supported on a 50/50 split by the City's Water Fund and the County's Water Agency (Zone 13).

**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.

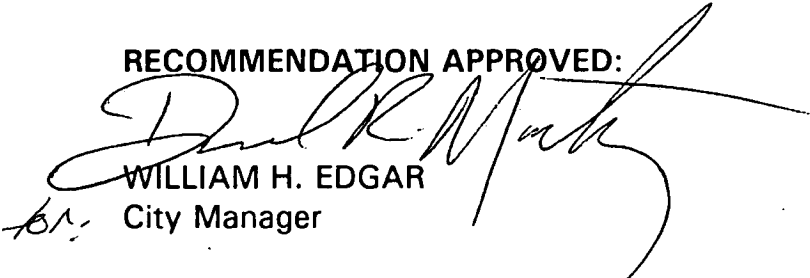
**MBE/WBE EFFORTS:**

The consultant Deen and Black Public Relations does not qualify as a MBE/WBE firm. However, they will be subcontracting 30% of the work to Quantum Public Relations, which is both a qualified MBE and WBE firm. This meets the City's goal of 14.67% MBE and 14.67% WBE efforts.

Respectfully submitted,

  
MELVIN H. JOHNSON  
Executive Director

**RECOMMENDATION APPROVED:**

  
WILLIAM H. EDGAR  
City Manager

**RESOLUTION NO. 97-499**

**APPROVED  
BY THE CITY COUNCIL  
SEP 2 1997  
OFFICE OF THE  
CITY CLERK**

ADOPTED BY THE SACRAMENTO CITY COUNCIL

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

**RESOLUTION AUTHORIZING THE CITY MANAGER AND THE CITY CLERK TO EXECUTE SUPPLEMENT NO. 2 TO CITY AGREEMENT NO. 95-106 WITH DEEN & BLACK PUBLIC RELATIONS TO PROVIDE PROFESSIONAL PUBLIC RELATIONS/PUBLIC AFFAIRS CONSULTING SERVICES TO THE CITY-COUNTY OFFICE OF METROPOLITAN WATER PLANNING ON BEHALF OF THE WATER FORUM FOR AN AMOUNT NOT TO EXCEED \$70,000 FOR THE FISCAL YEAR 1997-98.**

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

That the City Manager and the City Clerk are hereby authorized to execute Supplement No. 2 to City Agreement No. 95-106 with Deen & Black Public Relations to provide professional public relations consulting services to the City-County Office of Metropolitan Water Planning for an amount not to exceed \$70,000 for the Fiscal Year 1997-98.

\_\_\_\_\_  
MAYOR

**ATTEST:**

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

**FOR CITY CLERK USE ONLY**

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

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