



Legislation Details (With Text)

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|------------------------|------------|----------------------|---|--------------|--|
| File #: | 18-0376 | Version: | 1 | Name: | 4/2/18 - Amendment #1 to PSA with Hahn Public for Public Services Utilities Outreach |
| Type: | Resolution | Status: | | | Passed |
| File created: | 4/2/2018 | In control: | | | City Council |
| On agenda: | 4/2/2018 | Final action: | | | 4/2/2018 |
| Enactment date: | 4/2/2018 | Enactment #: | | | R-18-108 |

Title: Resolution to Approve Amendment #1 to the City's Contract with Tex Hahn Media, Inc. ("Tex Hahn") for the Public Outreach and Marketing Plan for Utilities (the "Contract") (\$23,165.00)

Sponsors:

Indexes:

Code sections:

Attachments: 1. HPC Proposal_AA Water Rates Comm.pdf, 2. Hahn Contract.pdf, 3. A2 Rates Budget Phase I.pdf, 4. TexHahnCommunciations_Amendment1.pdf

| Date | Ver. | Action By | Action | Result |
|----------|------|--------------|----------|--------|
| 4/2/2018 | 1 | City Council | Approved | Pass |

Resolution to Approve Amendment #1 to the City's Contract with Tex Hahn Media, Inc. ("Tex Hahn") for the Public Outreach and Marketing Plan for Utilities (the "Contract") (\$23,165.00)
Attached for your review and approval is a resolution approving Amendment #1 to Tex Hahn's Contract, which adds \$23,165.00 to it and brings its total value up to \$158,335.00.

The City has embarked on an effort to establish a strategic framework that will address outreach and education for the Public Services Area, which houses the City's utilities units. There are multiple opportunities to collaborate and partner among these units with endeavors related to the utilities that will cross multiple units.

As a recommendation of the 2017 Level of Service and Rate Study for the Stormwater Utility, the City issued a request for proposal (RFP 17-17) for a Public Outreach and Marketing Plan for Utilities. In late 2017, there was also an ongoing Cost-of-Service Study for Water and Waste Water (RFP 991). Public engagement was a key consideration for this study and was expected to continue from the analysis phase to the implementation phase.

Based on the congruent values and messages required for public outreach and messaging, the City has decided to leverage Tex Hahn's expertise to integrate the communication of water and wastewater rates more comprehensively into their existing scope of services.

Budget Impact:

Funding for these services are available in the approved FY18 Public Services Stormwater Sewer System, Sewage Disposal System, and Water Supply System Fund Operation and Maintenance budgets.

This amendment would increase the Contract's total value by \$23,165.00, up to \$158,335.00.

Sustainability Framework:

The proposed work completed under this project furthers the Engaged Community, Safe Community, Sustainable Systems, Clean Air and Water, and Healthy Ecosystems goals of the City's Sustainability Framework.

Prepared by: Jennifer Lawson, Water Quality Manager, Systems Planning

Reviewed by: Craig Hupy, Public Services Area Administrator

Approved by: Howard S. Lazarus, City Administrator

Whereas, Professional consulting services are needed to complete a Public Outreach and Marketing Plan for Utilities;

Whereas, The City issued RFP 17-17 for professional services to complete a Public Outreach and Marketing Plan for Utilities;

Whereas, Tex Hahn was selected based on its proposal, national experience with marketing and communications specific to utilities, and competitive fee schedule;

Whereas, It is now desired to leverage Tex Hahn's expertise to include increased emphasis on water and wastewater rates education and awareness;

Whereas, Funding for these services are available in the approved FY18 Stormwater Sewer System, Sewage Disposal System, and Water Supply System Fund Operation and Maintenance Budgets; and

Whereas, Tex Hahn complies with the requirements of the City's Non-discrimination and Living Wage Ordinances;

RESOLVED, That Council approve Amendment #1 to Tex Hahn's Contract, which raises its value by \$23,165.00, up to a total of \$158,335.00;

RESOLVED, That funds be available for this project regardless of fiscal year;

RESOLVED, That the Mayor and City Clerk be authorized to execute said Amendment #1, after approval as to form by the City Attorney and approval as to substance by the Public Services Administrator and City Administrator; and

RESOLVED, That City Administrator be authorized and directed to take the necessary administrative actions to implement this resolution.